



# Cerca Cultivation Corporation

## 2024 Annual Benefit Report



## MISSION

**We're on a mission to grow food closer to where people live, learn, work and eat.**

"Cerca" is Spanish for close or near. The genesis of Cerca Cultivation was to bring farms, and where food is grown, closer to where people live, work and eat. We believe that the healthiest path forward for people and our planet is local, sustainable, and ethical farming.

One of our mantras is "Growing Closer." When we grow food where we live, work and eat, we grow closer to our connection to food. And food has a special way of helping us grow closer to our friends, family, neighbors, community, and environment.

We look forward to growing closer with you!



## **WE MEET URBAN FARMERS WHERE THEY ARE**

We provide Services (design, installation, maintenance, consultation) and Seedlings for residential and commercial clients. We can get you growing no matter what type of space you have, whether it's your backyard, patio or balcony, rooftop, office, restaurant or school. We specialize in hydroponics and soil-based growing.

Our passion is rooted in wanting to do good. That's why we incorporated as a California Benefit Corporation, with the purpose to create a positive impact on society and the environment. As a social enterprise we pursue both for-profit and for-good objectives. And being a Benefit Corporation allows us to take into account the triple bottom line of profit, people, and planet when making business decisions.



## STAKEHOLDERS

We care deeply how we grow our food, how our farmers are treated, how food is consumed and how it's discarded. And we have an immense desire to fairly treat all our stakeholders – our employees, clients, suppliers, partners, investors, community, environment, and plant seedlings.

We make conscious decisions to work with companies, vendors and suppliers who share the same values. We take this to heart as a company – we always try to support and reward other like-minded people and companies. All of our business operations support minority and women-owned businesses and certified B Corporations ([learn more about B Corps!](#)).



KATHRYN FIDUCCIA

ECOENCLOSE



Beneficial  
State Bank

LAW OFFICES OF TRISTAN D. BLAINE



## GIVING BACK

Reducing our waste and giving back is very important to us. At Cerca we compost food waste and keep it out of landfills by creating healthy, nutrient-rich soil to be used for growing even more food. And none of our plant seedlings are wasted. We grow 20% more seedlings than we need and donate our extra seedlings to local charities and underserved communities – to date we've given away over a half million seedlings!



## HYDROPONIC FARMING

Hydroponics has emerged as a revolutionary method of cultivating crops, offering numerous advantages that extend beyond traditional soil-based agriculture by saving water and space. This innovative technique has proven to be particularly beneficial for our growing techniques, enhancing accessibility, mobility, and fostering a sense of community.

One of the standout features of hydroponics is the ease of movement it offers. Traditional farming methods are often bound by the constraints of land, soil health, and geographic location. Hydroponic systems, on the other hand, provide the flexibility to set up farms quickly wherever they are needed.

Hydroponics (specifically vertical hydroponic towers) is inherently accessible and the absence of soil and vertical nature of the hydroponic devices eliminates physical barriers, making it easier for people of all abilities to participate in planting, cultivating, and harvesting crops.





## SEEDLINGS

Our customers can choose from a selection of 50+ seasonally appropriate varieties of herbs, lettuces, leafy greens and veggies. Using healthy pre-sprouted plants accelerates our customers' growing time between three to six weeks and greatly improves their chances of success.

We're proud to share that our commitment to sustainability extends to our seedling delivery process. Here are a few ways we're making a positive impact:

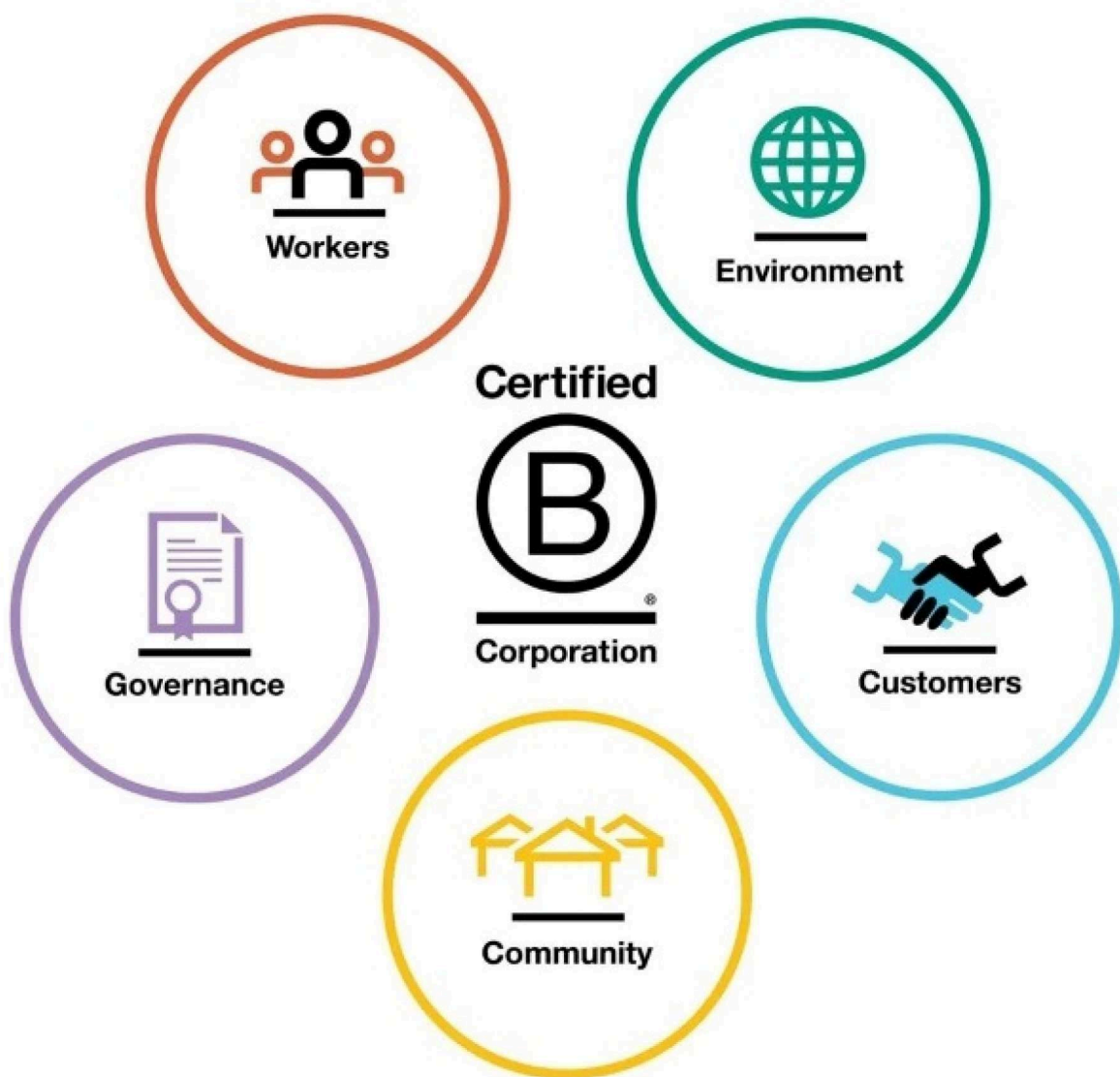
- Eco-Conscious Packaging: Our seedlings are shipped in recyclable, eco-friendly packaging, minimizing waste and environmental impact.
- Reduced Emissions: Shipped seedlings use 95% less emissions than shipping mature produce that are much larger and need to be temperature controlled, contributing to a cleaner environment.

We believe that even small changes can make a big difference, and we're committed to continuously improving our sustainability practices.



## **BENEFIT CORPORATION - THIRD-PARTY STANDARDS**

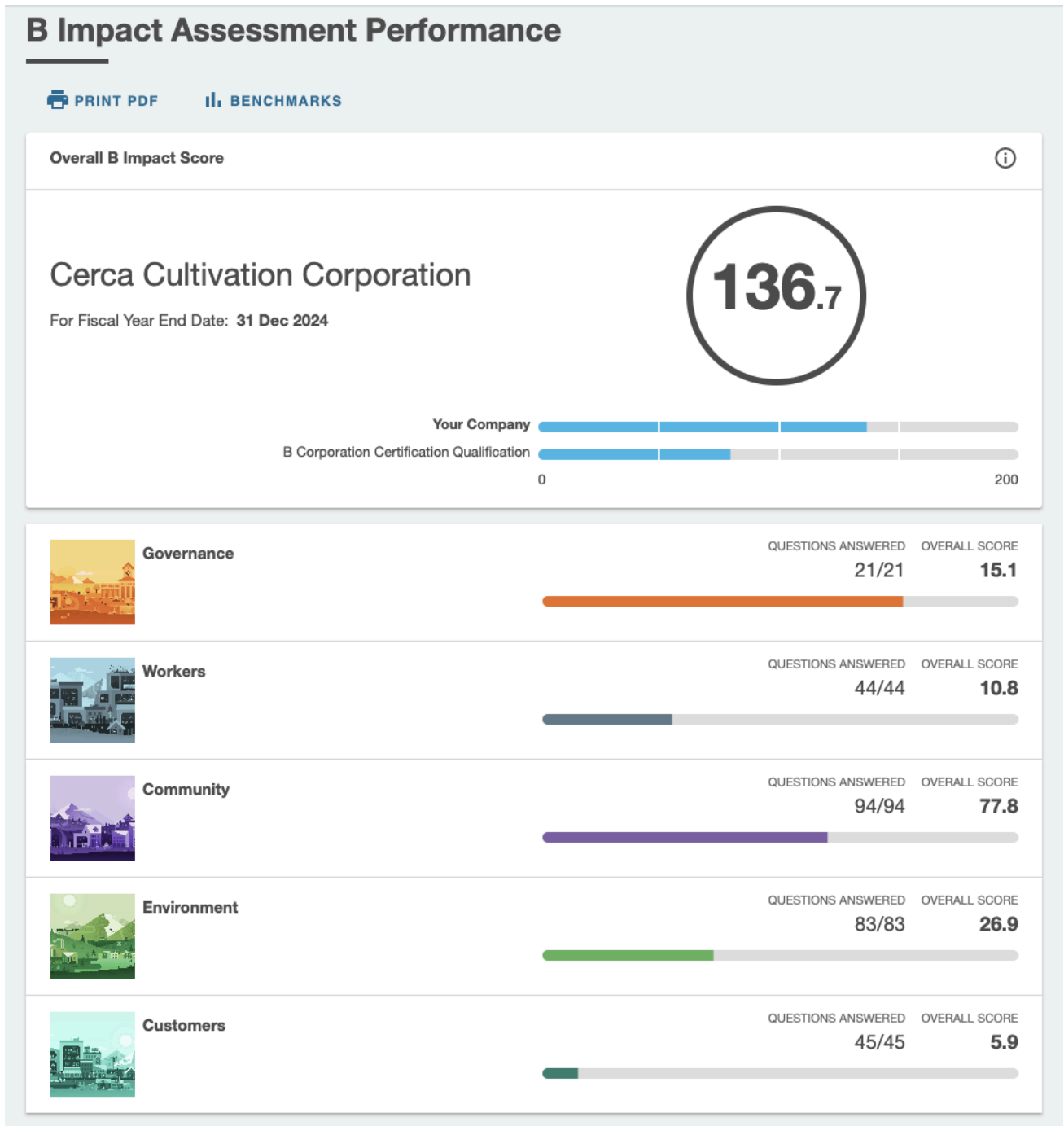
Per California Corporation Code 14630, a Benefit Corporation must utilize a third-party to assess its public benefit. Cerca Cultivation has elected to utilize these third-party standards, administered by the B Lab - a United States-based non-profit organization. The B Lab Impact Assessment provides comparability across sectors and industries, and transparency among those certified. Mission-alignment was another consideration, as the B Lab has developed a quantitative and qualitative approach for companies who are pursuing a triple bottom line - people, planet, profit.





# B LAB IMPACT ASSESSMENT RESULTS

Below is a snapshot of Cerca Cultivation’s actual B Lab Impact Assessment from fiscal year 2024 with a score of **136** points. It demonstrates how Cerca Cultivation has pursued and met our commitment to be a public benefit company, versus the median score (55 points) of applicants, across 5 Impact Assessment categories; Governance, Workers, Community, Environment and Customers:



## WHAT'S NEXT

We take immense pride in our commitment to environmental preservation and the creation of a more sustainable and equitable food system. As we look ahead, we believe it's crucial to envision the future we're working towards.

To that end, we look to engage in a collaborative discussion about the possibilities for our food systems in the years to come. What changes can we anticipate? What innovations might emerge? How can we ensure that our food systems are resilient, just, and nourishing for all?

We believe that by working together and sharing our perspectives, we can help shape a brighter future for food and agriculture.

**We look forward to growing closer with you!**







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**CULTIVATION**