



**sunday**

ANNUAL IMPACT REPORT  
**2021**

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# A WORD FROM OUR FOUNDERS

From day one at Sunday, we've been pursuing "better." Better ingredients. Better results. A better planet for all of us. Here's why that matters:

- 🌀 Compared to industrial farms, traditional lawn care uses 5x more pesticides per acre.
- 🌀 The U.S. is home to over **40,000,000 acres of lawn and turf**. (That's bigger than Maine, Maryland, and Massachusetts combined!)

## We. Can. Do. Better.

The Sunday way prioritizes sustainable choices over quick fixes. That means testing soil and tailoring products, for example, rather than settling for wasteful, one-size-fits-all lawn care. It means encouraging innovation, embracing imperfection, educating our customers, and empowering them to make a difference on their own property.

And we're only getting started. Thanks for joining us on our mission to reclaim the American backyard.

*Coulter and Trent*





# 2021 BY THE NUMBERS



**660,275,731 sq. ft.**  
of lawns grown a  
better way with Sunday



seeds distributed to plant  
**3,758,540 sq. ft.**  
of new wildflower habitat



**1.34M lbs.**  
reduction in  
fertilizer



**59,844 lbs.**  
reduction in pesticides



**99,650 acres** of American  
prairie ecosystem supported



**176,694 lbs.**  
reduction in shipping-  
related greenhouse gas  
emissions



# SUSTAINABILITY AT SUNDAY

From day one, we've been transparent about what's in our products—and what's not. But transparency doesn't end there. To be a radically responsible company, it's important to take an honest look at our total footprint.

For our first year of sustainability reporting, we started by measuring the impact of factors we have direct control over, in house at Sunday. These include packaging design and recyclability, product use and formulation, and the structure of our distribution network. This more

focused scope allows us to confidently measure our current impact in these areas and set meaningful goals for future improvements.

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***"To be a radically responsible company, it's important to take an honest look at our total footprint."***

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As for radical responsibility, that also means that we can't get too comfortable. Going forward, we will continue to ask hard questions, think bigger, and do everything we can to provide a product consumers can feel good about.



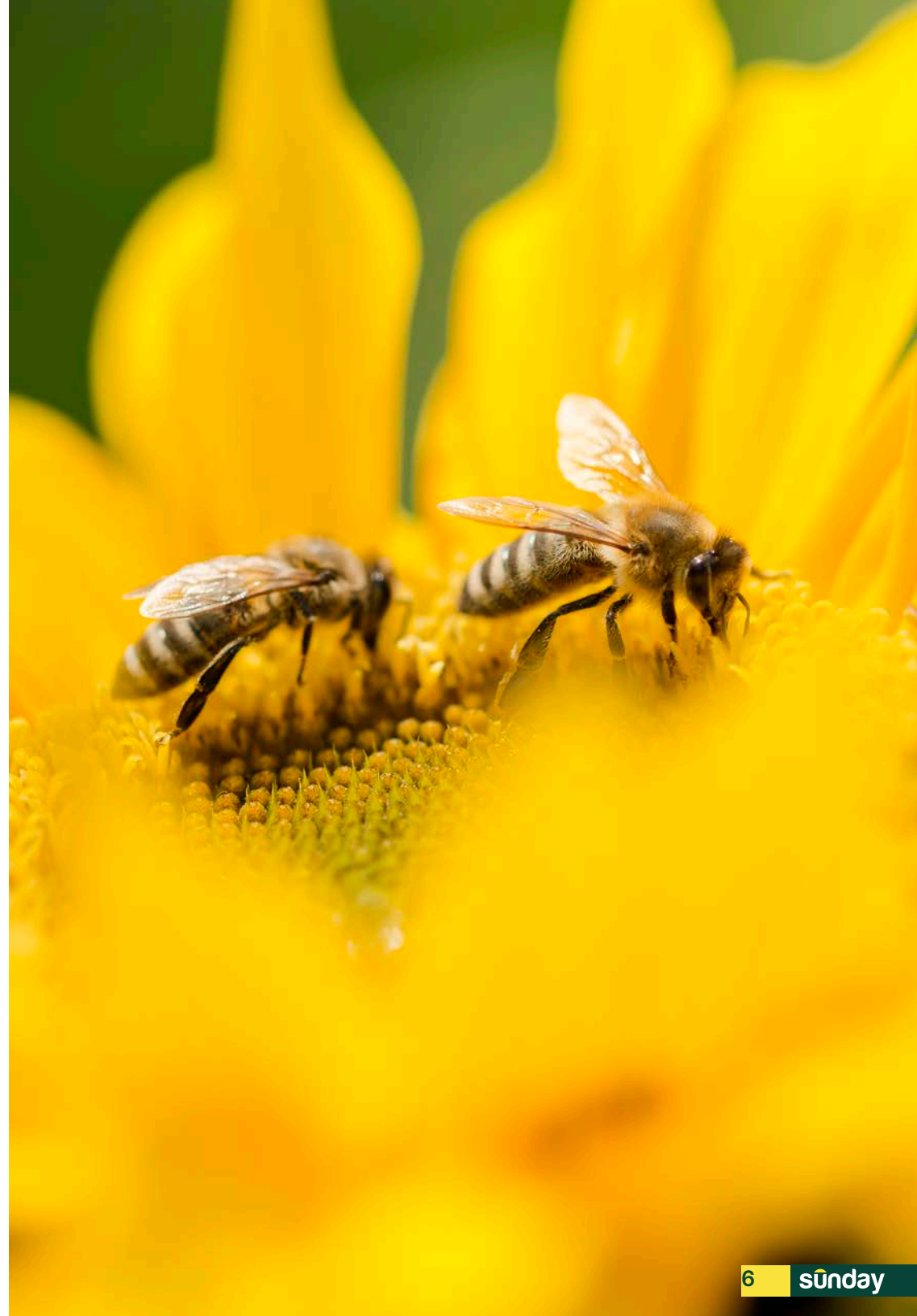


# THE SUNDAY WAY

When we encourage lawns to grow slowly through mindful care practices and better ingredients, they grow stronger, crowd out weeds, and resist disease—naturally.

**Part of avoiding brute force means we never use these ingredients:**

2,4-D <sup>+</sup>	Carfentrazone <sup>+</sup>
Glyphosate <sup>+</sup>	Mesotrione <sup>+</sup>
Glufosinate <sup>+</sup>	Bifenthrin <sup>^</sup>
Mecoprop (MCPP) <sup>+</sup>	Imidacloprid <sup>^</sup>
MCPA <sup>+</sup>	Malathion <sup>^</sup>
Pendimethalin <sup>+</sup>	Clothianidin <sup>^</sup>
Trifluralin <sup>+</sup>	Carbaryl <sup>^</sup>
Mecoprop <sup>+</sup>	Chlorantraniliprole <sup>^</sup>
Dicamba <sup>+</sup>	Propiconazole <sup>#</sup>
Quinclorac <sup>+</sup>	
Triclopyr <sup>+</sup>	<sup>+</sup> Herbicide
Dithiopyr <sup>+</sup>	<sup>^</sup> Insecticide
Sulfentrazone <sup>+</sup>	<sup>#</sup> Fungicide





# BETTER INGREDIENTS

Sunday products feature a variety of certifications and sustainable ingredients including:



## OMRI Listed

WEED WARRIOR, ANT ADIOS

OMRI is an independent, non-profit organization dedicated to certifying inputs, verifying the substances used in organic production of fertilizers, pesticides, and more.



## Organic

Soy protein (LAWN NUTRIENTS), herbicidal soap (WEED WARRIOR), corn meal (ANT ADIOS)  
Sourced and produced organically.



## Byproduct

Molasses (LAWN NUTRIENTS), beet extract (LAWN NUTRIENTS), composted turkey litter (FLOWER & BLOOM PLANT FOOD MIX), feather meal (FLOWER & BLOOM PLANT FOOD MIX)  
Industrial byproducts are residual materials that would otherwise be discarded after production use. However, we're able to repurpose these substances and avoid waste.



## Biopesticide

DANDELION DOOM

Biopesticides are EPA-regulated alternative pesticides that are naturally derived from animals, plants, microorganisms, and certain minerals.



## Minimum Risk Pesticide

MOSQUITO DELETO, NIX TICKS

MRPs pose little risk to humans or the environment. They meet strict criteria and all ingredients must come from an EPA-approved list.



## Sustainably Harvested

Seaweed (LAWN NUTRIENTS)

Our supplier has for decades adhered to sustainable cultivation and harvest practices that maintain healthy seaweed beds and reduce local ocean acidification.



## Ingredient spotlight: Seaweed

Seaweed is rich in nutrients and minerals, enhances greenup and root growth, and helps soil retain moisture. But in addition to boosting lawns, this renewable resource offers environmental and economic benefits to the coastal areas from which it is sourced:

- ✓ sequesters carbon
- ✓ improves water quality
- ✓ reduces nitrogen runoff
- ✓ diversifies coastal economies



**Looking forward:** We will develop comprehensive ingredient integrity protocols by 2022.



# PRODUCT IMPACT

Our precision approach uses MLSN (Minimal Levels of Sustainable Nutrition) to interpret soil health. Instead of traditional, excessive fertilizer applications, our Smart Lawn Plans use light, frequent nutrient dosing to grow stronger, more resilient lawns with less. That's less product, less runoff, and, ultimately, less environmental pollution.

**Compared to conventional lawn plans, Sunday customers in 2021:**



Applied  
**1.34M fewer lbs.**  
of fertilizer



Used  
**58,844 fewer lbs.**  
of pesticides



Treated  
**97.6% less land**  
by opting for spot treatments  
over blanket herbicides



**But there's one thing we did more of! Customers received enough free seeds to plant 3,758,540 sq. ft. of wildflowers for pollinators. That's over 65 football fields!**

**Looking forward:** By 2025, we will perform a multi-level life cycle assessment for all core products. This will help us understand the environmental impacts at each stage of production, distribution, and product use.



## IMPROVED PACKAGING

By making intentional choices in our packaging design—including an increase in concentrated formulas and reusable packaging—we have reduced material use, increased shipping efficiency, and reduced related emissions.



**63.3 METRIC  
TONS** OF PLASTIC

Amount of plastic saved in 2021 by using  
flexible (rather than rigid) plastic.



**97.9 METRIC  
TONS** OF CORRUGATED  
CARDBOARD

Amount of corrugate saved in 2021 by eliminating  
corrugated sleeves for nutrient pouches.

**Looking forward:** We will develop comprehensive packaging protocols to guide future design, including sourcing 100% FSC-certified corrugated material by 2023.





# PACKAGING RECYCLABILITY

**Where we are:** While only 27.2% of our packaging was recyclable in 2021, our flexible pouches allow us to use less plastic and take up less space in transport. This makes for more efficient packing and shipping. Still, these low metrics on the overall recyclability of our products inspired us to set goals and improve our footprint in the coming years.

**Where we're headed:** We're prioritizing material reduction, recycled content, and recyclability. To do this, we're partnering with How2Recycle to raise awareness about responsible recycling, and make sure customers can clearly see if packaging is recyclable and how to recycle it.

**In the coming years, we've got more big plans for our packaging:**

2022



90%

of products registered  
with How2Recycle

2023



90%

of packaging labeled with  
How2Recycle label

2024



90%

of rigid containers recyclable  
through changes to packaging  
closures, colorants, labels, and inks

# WASTE DIVERSION

When we have leftover products, we think they should be put to good use instead of ending up in a landfill. That's why we donate them. In 2021, we supported youth playing fields, sustainable agriculture, animal rescue habitats and environmental education programs.



## NUTRIENTS:

**4,950  
GALLONS**



## GRASS SEED:

**3,900  
LBS**



## WILDFLOWER SEEDS:

**7,882  
PACKETS**

**Looking ahead:** we plan to reuse and recycle 100% of usable nutrient and seed products by the year 2023. We'll also continue to expand eco-friendly disposal practices.





# SUPPLY CHAIN

In 2021, we added a new warehouse to our network to get closer to our customers to reduce shipping miles and prevent greenhouse gas emissions.



**53.9  
MILLION  
MILES**  
SHIPPING MILES REDUCED



**176,694  
POUNDS**  
GREENHOUSE GAS EMISSIONS  
PREVENTED

## SUPPLY PARTNERSHIPS IN 2022



### Develop a better understanding of:

- ✓ Emissions
- ✓ Sourcing practices
- ✓ Water use
- ✓ Worker health and safety



### Measure:

- ✓ How many of our materials are sourced domestically in the U.S.
- ✓ Total greenhouse gas emissions for our supply chain



### Determine:




- ✓ Opportunities to increase domestic sourcing
- ✓ Carbon footprint reduction and offset strategy




# NON-PROFIT PARTNERSHIPS

At Sunday, we believe that a little piece of land can make a major impact—and that a better lawn means a better planet for all of us. But the work doesn't stop there. As a 1% for the Planet business, we give a portion of each sale to help protect, cultivate, and support America's wild places.

## Our partners made their own big impact in 2021

We're proud to support them. Here are some highlights:

-  **128,656,00 gallons of water saved** (Resource Central)
-  **800,340 acres certified by Audubon's conservation ranching initiative** (Rockies Audubon)
-  **99,650 acres of American prairie ecosystem preserved** (Nature Conservancy of Oklahoma, Southern Plains land Trust, Katy Prairie Preserve)

-  **650 plants planted to support local birds** (People & Pollinators Action Network)
-  **10 non-profit organizations supported**
-  **12 urban park improvement projects** (Austin Parks Foundation)



Here's an overview of how we work with partners to cultivate healthy lands for people and planet



### Healthy Land Stewardship

We work with organizations to improve soil health, reduce pesticides that could get into our waterways, and conserve key ecosystems like prairie grasslands.



### Pollinator Protection

We work with our partners to make sure that bees keep buzzing and birds keep flying with help from pesticide reduction and regulation efforts, education, legislation, and habitat creation.



### Resource Conservation

Water, air, and soil give us life, which is why we've partnered with organizations to protect them in part by reducing overuse, run-off, and pollution.



### Connecting People to Nature

We believe it's vital to nurture a connection between all people and outdoor spaces, which is why we work to create a conservation community through urban gardening programs, education, and empowerment.



### Wildlife Habitats

Our lands provide essential habitats for everything from birds to bison, so we're working with partners to help make sure these important spaces – from wildflowers to waterways – are protected.



### Changing Minds & Legislation

Environmental legislation can have a lasting impact, so we partner with organizations focused on policy education, networking, and building awareness around the impact



# PARTNER HIGHLIGHT: TALLGRASS PRAIRIE PRESERVE

This year, we're especially proud to highlight our partnership with the Joseph H. Williams Tallgrass Prairie Preserve in Osage County, Oklahoma. At nearly **40,000 acres**, the preserve is the largest protected tallgrass prairie on Earth. It's also home to more than **700 species of plants**, **300 species of birds** and **80 types of mammals**, including **2,500 free-ranging bison**.

We were able to visit the preserve for the very first time this year, and it helped us see first-hand that our backyards and this precious preserve come from the same dirt, the same living soil that supports vital ecosystems across the country. The visit reaffirmed that it's on all of us to care for our lawns

– not just in a way that makes sense for our families, but also makes sense for the environment. As a company, we're committed to

donating a part of everything we sell to help this land and the people

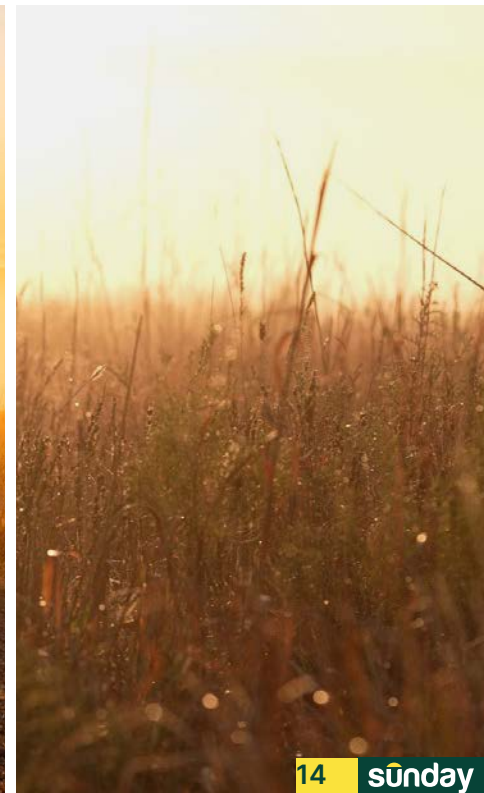
who care for it, and

look forward to continuing our partnership with the Joseph H. Williams Tallgrass Prairie Preserve in 2022 and beyond.

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***"As a company, we're committed to donating a part of everything we sell to help this land and the people who care for it..."***

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# THANK YOU

We learned so much this year. In 2022, we'll examine our carbon footprint, supply chain practices, and create internal protocols to guide more sustainable product and packaging design.

Through partnerships with nonprofits, retail partners, and suppliers we'll tackle our 2022 goals and identify where we can continue to improve.

**We're excited to keep getting better.**





# APPENDIX: CALCULATIONS

## Our calculations were made using

- i. Outbound order data
  - 1. Product quantities ordered
  - 2. Distance of customer address from our distribution centers
  - 3. Lawn size
- ii. Inbound order data
  - 1. Number of trucks, ships and planes used to import raw materials and product inputs
  - 2. Miles traveled
- iii. Packaging specifications
  - 1. Material weights
  - 2. Recycled content
  - 3. Recyclability
- iv. Product specifications
  - 1. Ingredient lists
  - 2. Active ingredient weights

To calculate greenhouse gas emissions related to transportation, we used the Greenhouse Gas Protocol Mobile Combustion GHG Emissions Calculation Tool Version 2.6

# APPENDIX: MEASUREMENT ASSUMPTIONS

## 1. Wildflower habitat area

We calculated potential wildflower habitat area using the number of seed packets sent to customers this year, including wildflower seed packets distributed free in every lawn plan package and those included in our Garden Plan Kits. We assumed that all wildflower seed packets were planted according to instructions and yielded their maximum possible area (20 ft<sup>2</sup>).

## 2. Fertilizer and pesticide reduction

Our estimates for fertilizer and pesticide reduction are based on four major assumptions.

- ✓ We assumed that our customers did not apply any non-Sunday fertilizer or pesticide products in addition to their Sunday Lawn Plan.
- ✓ If customers were not using the Sunday Lawn Plan they would be following a comparable competitor lawn plan instead. We used a leading lawn & garden company's lawn plan to model this hypothetical alternative.
- ✓ Customers used the full container(s) of Sunday product(s) sent to them.
- ✓ We only included customers on a full-year Lawn Plan subscription. This does not capture customers purchasing products à-la-carte online or through our retail partners.