

Subject: The Natural Products Industry needs YOU now. So does the world.

Dear Natural Products Industry Investor,

The industry needs YOU now. So does the world.

I am writing to ask YOU to **join your colleagues at Whipstitch Capital, Giannuzzi/Lewendon, New Hope, Natural Products Consulting, Loft Growth Partners, Gary and Meg Hirshberg and more**, by donating to an important and innovative climate initiative that will mobilize **the tens of millions** of natural consumers to advocate for bold climate action.

Background/Context

As you no doubt already know, climate change poses an existential threat to humanity. The scientific community concurs that if we are to avoid the worst impacts of climate, we must limit global warming to [1.5°C above](#) pre-industrial levels. Today we are on track to hit 2.7°C this century. The difference between a 1.5°C scenario and 2.7°C is [vast](#) and [alarming](#).

I am reminded of the [famous photo](#) of the out-of-control train crashing through the walls of the Montparnasse train station. The engineer had failed to apply the brakes as they neared the station. We can continue living our lives as though humanity is not heading through the station walls, but it is in fact our current trajectory.

It doesn't have to be this way. We CAN apply the brakes. There *IS* still a [path to preventing a 2.7° scenario](#), but so far we have not chosen to take it. And the window of opportunity is closing quickly. **The next two years are critical.** We are at a crossroads moment in history.

Most of you are investing in solutions to the crisis through your ventures in organic, clean tech, regenerative agriculture, and plant-based foods. Thank you! **It is vital and essential. But I will be frank; it is entirely insufficient.** Study after [study](#) has shown that voluntary corporate action alone is unable to reduce emissions at the **pace and scale necessary** to prevent catastrophic climate change. The task before us is far larger than the incremental work of a few investors and companies. A systemic change requires a systemic solution and that means both private AND public commitment. It requires government leadership.

We need Congress to act. We don't need every member of Congress; we just need enough to pass important climate legislation. Large majorities of democrats support bold climate action, and growing numbers of republican suburban women and young republicans do too. History has shown us that we are near the tipping point of public concern when the narrative shifts, the public demands change, and lawmakers embrace action. Think marriage equality a few years ago. The time is NOW. We have an administration that supports a strong climate agenda and with enough congressional support, can put us on a path to solving the climate crisis; yet we are running out of time. We must push hard NOW.

Solving the climate crisis is no longer a technical problem. It is a political one and it needs a non-partisan political solution.

The Path

We have found an untapped **superpower in our industry** that can be activated to bring about this change- the natural products shopper. Just as we were catalysts for cultural shifts towards natural,

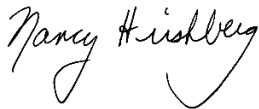
organic, non-GMO, and plant-based foods, the natural products industry is uniquely poised to create a mandate for bold climate action. We have created a campaign to launch this fall which will mobilize the **fifty-eight million natural products shoppers who our research shows are alarmed about climate and ready to be activated.**

The Natural Products Industry is coming together to leverage this valuable asset, our consumers, to create a tidal wave that our elected officials cannot ignore. Time is of the essence if we are to launch the campaign this fall when we know that climate will dominate the headlines with expected severe wildfires due to extreme drought, hurricanes, and the [COP 26 in Scotland](#).

There are so many crucial issues today: our threatened democracy, race, inequity, the global spread of COVID, to name just a few. They are all critical and interconnected. Research shows us that climate is a threat multiplier that makes all of these worse. And once we cross critical looming climate thresholds, there is no going back. CLIMATE CANNOT WAIT.

We are reaching out to you, the natural products industry investment community, to ask YOU to **join your colleagues by** donating through your business, as an individual, or both, to help fund this campaign. Tell your children, grandchildren and future generations that you were part of the campaign that helped turn the tide on climate back in 2021.

Onward!

A handwritten signature in cursive script that reads "Nancy Hirshberg". The signature is written in black ink and has a fluid, personal style.

Nancy Hirshberg

(No, I am not Gary's wife, but his sister who led Stonyfield's sustainability and agriculture work for more than two decades. I left eight years ago to focus on the climate crisis. I am one of the co-founders of the Climate Collaborative.)