

---

# 2021 SUSTAINABILITY REPORT

---



**ICE RIVER**  
SUSTAINABLE SOLUTIONS

"THERE IS ENOUGH  
PLASTIC IN THE WORLD  
TODAY, WE JUST NEED  
TO FIND NEW WAYS  
TO REUSE IT."

**Jamie Gott** - *Chief Executive Officer*

---

# TABLE OF CONTENTS

---

## **ABOUT THE REPORT**

Overview	2
Message from the Founders	3

---

## **ABOUT US**

Our Companies	6
Our Pillars	7
Our History	9
Memberships	10
Awards	11

---

## **IMPACT**

Highlights	13
Our Team	15

---

## **FOCUS AREAS**

People	20
Closed-Loop Operations	22
Quality Beverages	27
Operational Excellence	29
Water Stewardship	31
Partners	34



## ABOUT THE REPORT



---

# OVERVIEW

---

## Highlights:

This report will highlight how we base our operations on our pillars and how the foundation of every decision we make is based on sustainability. We will go through some projects, initiatives, and practices that we supported/ implemented/ maintained in 2021.

## Next Steps:

As this is our first Sustainability Report, our goal is to take this information and develop an official Sustainability Strategy highlighting our short, medium, and long term goals, that we will be able to share in our 2022 report. This strategy will put forward our own targets we hope to achieve along with the corresponding indicators. We also plan to incorporate carbon tracking in future reports.

## Definitions:

Although we understand the term 'sustainability' refers to a triple bottom line approach of managing the social, financial, and environmental aspects of an operation, this report will hereby use 'sustainability' to refer to environmental sustainability.

## Framework:

This report will follow the framework of Our Pillars, while referencing the United Nations Sustainable Development Goals. Specifically, Ice River Sustainable Solutions will be referencing Sustainable Development Goal (SDG) 6: Clean Water and Sanitation. This goal works to "Ensure availability and sustainable management of water and sanitation for all (United Nations, 2021)." We will also be referencing Sustainable Development Goal (SDG) 12: Responsible Production and Consumption. This goal works to "Ensure responsible production and consumption patterns (United Nations, 2021)."

## Contact:

If there are questions about this report, please contact [sustainability@iceriversprings.com](mailto:sustainability@iceriversprings.com).





# MESSAGE FROM THE FOUNDERS

With a global pandemic, climate change, and an overall disruption to life as we knew it, it is a given that the last couple of years have been filled with extreme challenges. People all around the world struggled with their health, safety, education, work, and making ends meet. The last couple of years have also been filled with lessons: People are resilient. Community is essential. Time is precious. The environment is ours to protect. The world is connected in every aspect. Sustainability is the only way forward.

Providing people with access to clean drinking water designated us as an essential business and our team worked tirelessly to meet the demand. Here at Ice River Sustainable Solutions, we came together as a team and worked hard to keep each other safe. We implemented safety protocols, which included increased sanitation, social distancing measures, and work from home mandates where possible.

As we reflect, it is important to acknowledge that climate change is a reality; we've all experienced it firsthand. Unprecedented fires, floods, tornadoes, and extreme temperatures have led the world into disarray. If the last couple of years have taught us anything, it is that it is critical that businesses, governments, and organizations make sustainability a priority so that we may meet the needs of the present without compromising the ability of future generations to meet their needs. That is why at Ice River Sustainable Solutions, we work hard to ensure our operations are sustainable and that sustainability is engrained in our culture. It's who we are.

At a time where the demand for single use plastic skyrocketed and businesses struggled with procurement, staffing, supply chain, and transportation, we were able to maintain output because we already had systems in place that made us self-sufficient. Our creation of a circular economy for PET plastic meant that we did not need to source virgin plastic for our bottles; we purchased that plastic straight from Ontario Blue Boxes and recycled it in-house to create more bottles, over and over again.

Because of this, we were able to provide local distillers, trying to fill the unprecedented need for hand sanitizer, with 100% recycled bottles for distribution to local business and

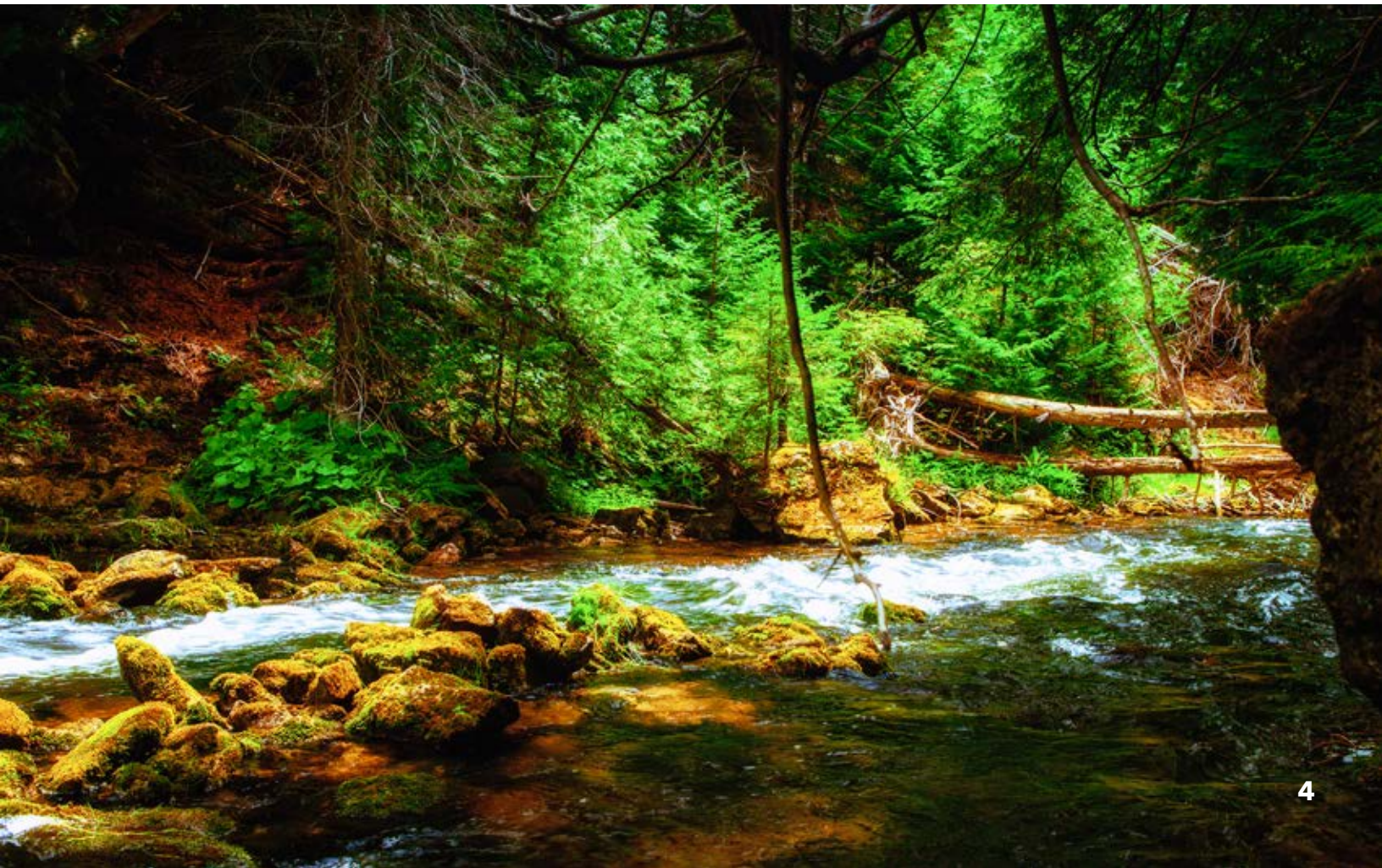
hospitals. As well, our responsible water stewardship practices allowed us to continue sourcing natural spring water across the country, without experiencing a supply issue. Overall, sustainability allowed us to succeed when so many others struggled.

We want to thank our incredible team for staying safe and working hard every single day to provide people with sustainable solutions to everyday needs. We are eternally grateful.

---

**Jamie Gott**  
*Chief Executive Officer*

**Sandy Gott**  
*Executive Vice President*





# ABOUT US



---

# OUR COMPANIES

---

With a diverse portfolio of companies committed to sustainability, our products add value and continue to develop the growing circular economy in Canada while achieving reductions in waste, carbon, & energy use.

## OUR SUSTAINABLE FAMILY

### ICE RIVER

Produces private label bottled water for large retailers in Canada in 100% recycled plastic blue bottles.



Bottles the highest quality natural spring and distilled water using our iconic green, sustainable packaging.



Efficiently captures recyclable material and transforms them into rPET bottles and other plastics in a continuous closed loop.



Develops eco-friendly packaging at a state of the art, plastic extrusion and film printing facility.



Transforms recycled plastic caps and other materials into eco-friendly outdoor furniture.



Grows and processes premium field to table, organic products on 3,500 acres of farmland.



Offers an innovative line of fully compostable household products.

# OUR PILLARS



## PEOPLE

We are an authentic and passionate team, proudly creating a better future.



## QUALITY BEVERAGES

Good for you.  
Good for the planet.



## WATER STEWARDSHIP

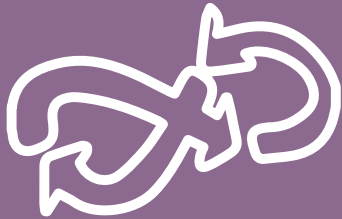
We are committed to protecting this essential resource through education, outreach and responsible practices.



---

# OUR PILLARS

---



## CLOSED-LOOP OPERATIONS

We are innovators of simple, integrated and sustainable solutions.



## OPERATIONAL EXCELLENCE

We are committed to eliminating waste to improve efficiency and quality.



## PARTNERS

We build relationships with our customers, suppliers and communities to effect change and achieve mutual success.

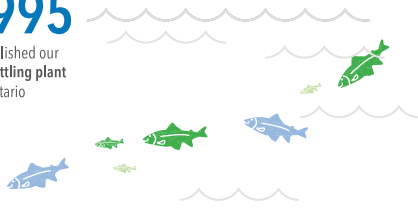


# OUR HISTORY

Take a journey through time and discover how we became the company we are today!

## 1995

- Established our 1<sup>st</sup> bottling plant in Ontario



## 1997

- Started planting trees - to date we have planted over 200,000 trees.



- Continuously reducing the weight of our bottle by nearly 60%

## 2004

- Opened our 1<sup>st</sup> facility in Western Canada



## 2010

- Introduced first 100% Closed-loop rPET Bottle in Canada
- Opening of BMP Recycling
- Launched Osprey Organics



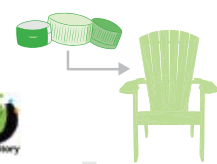
## 2014

- Initiated production of our 100% rPET Green Bottle
- Introduced 15L Green Bottle, non-returnable, Blue Bin friendly



## 2016

- Initiated our partnership with C.R. Plastic
- Launched Greenlid Partnership
- Green Story 3<sup>rd</sup> Party LCA for rPET



Green Story's Life Cycle Analysis of Ice River's 100% recycled PET bottle reveals incredible energy, water, emissions and waste savings

## 2017

- Achieved Zero Waste to Landfill at our bottling facilities



All Ice River Springs water bottling facilities achieved Zero Waste to Landfill as of January 2017

## 2018

- Welcomed CRP to our family of companies
- Opening of BMP Extrusion
- Launched Ice River Strategic Pillars



## 2020



- Rebranded our natural spring water as Ice River Green Bottle Co.!
- Achieved 20% Post-Industrial Recycled content in our film
- Purchased Urban Polymers to increase recycled PET production
- Opened Shelburne Water Plant

## 2021



- Welcomed Greenlid to our Family of Companies

- Joined Canada Plastics Pact



## 2022

- Opening of BMP Packaging!



---

# AWARDS

---



## **UGI**

Best Private Label Supplier – 2021



## **GROCERY HEADQUARTERS TRAILBLAZER AWARD**

Innovation in the Private Label Category – 2017



## **STORE BRANDS MAGAZINE EDITOR'S PICK**

Bronze Award In The Best New Ready-to-Drink Beverage Product Category – 2017



## **ZENITH GLOBAL BOTTLED WATER AWARD**

Best Packaging Solution – 2017



## **LOBLAW CORPORATE SUSTAINABILITY AWARD**

Corporate Social Responsibility Supplier of the Year – 2015



## **DUPONT INNOVATION IN PACKAGING**

Responsible Packaging Category – 2014



## **WALMART SUSTAINABILITY**

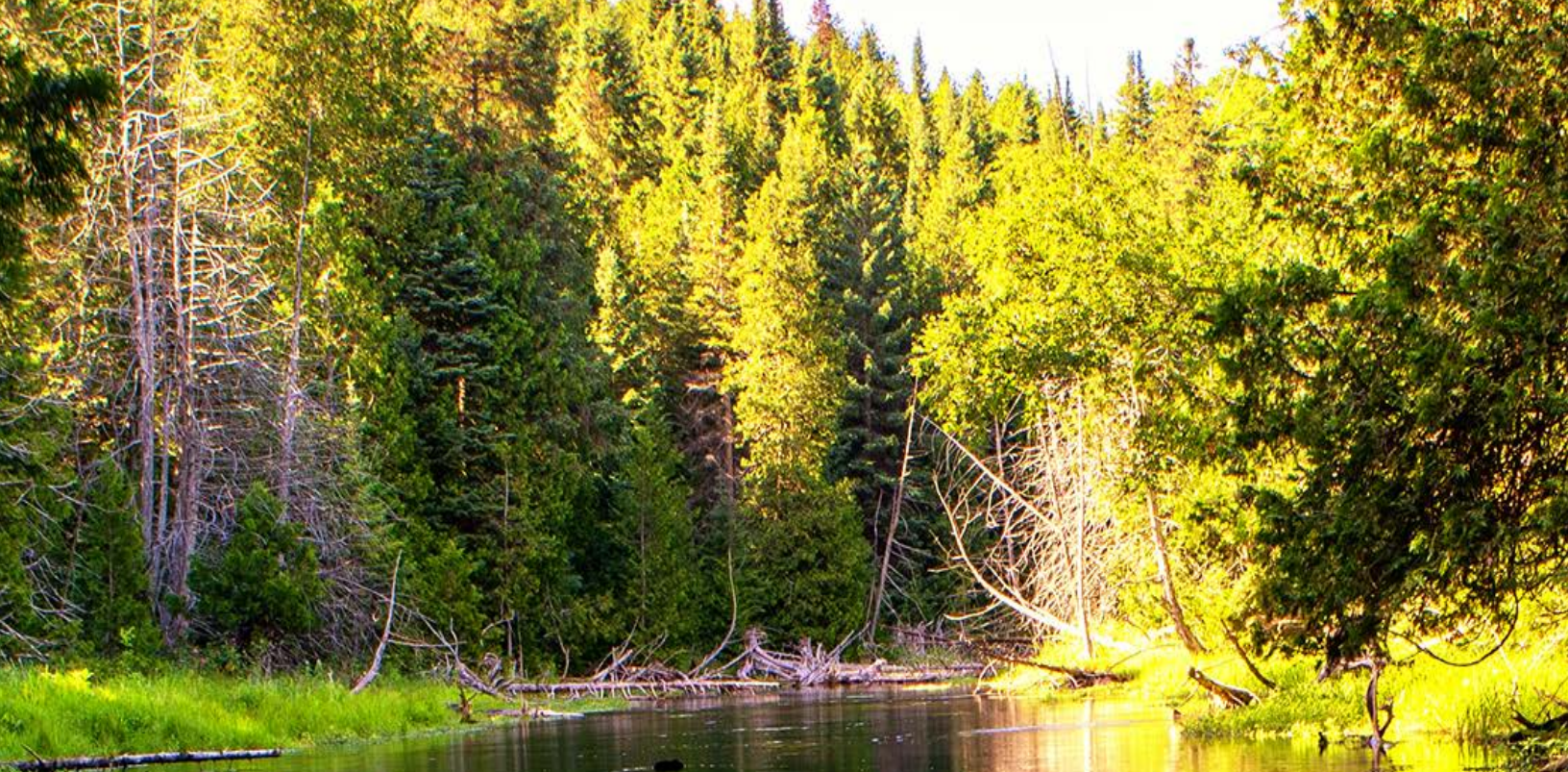
Vendor Sustainability – 2011

---

# MEMBERSHIPS

---





# IMPACT



# HIGHLIGHTS

Zero Waste to Landfill is a program we implemented in our bottling plants to divert materials that we can't recycle in house. We ensure everything is sorted properly and then send the material to organizations that can either recycle the material or use it in a Waste to Energy project. Through our **Zero Waste to Landfill** program, we were able to **divert 915,327kg** of material from going to landfills in 2021.



In 2021, C.R. Plastic Products received 1,569,693 lbs of HDPE recycling from BMP Recycling. This means we kept over **1.5 million lbs of plastic out of landfills** and repurposed it into sustainable, outdoor furniture.



Our annual company-wide scrap rate in 2021 was **1.3%**. Our goal for 2022 is to work toward an average company scrap rate of 1-1.25%.



In 2021, we were able to achieve a spring water efficiency rate of **91.7%**, exceeding our goal of 90% efficiency. The industry average is approximately 70%.

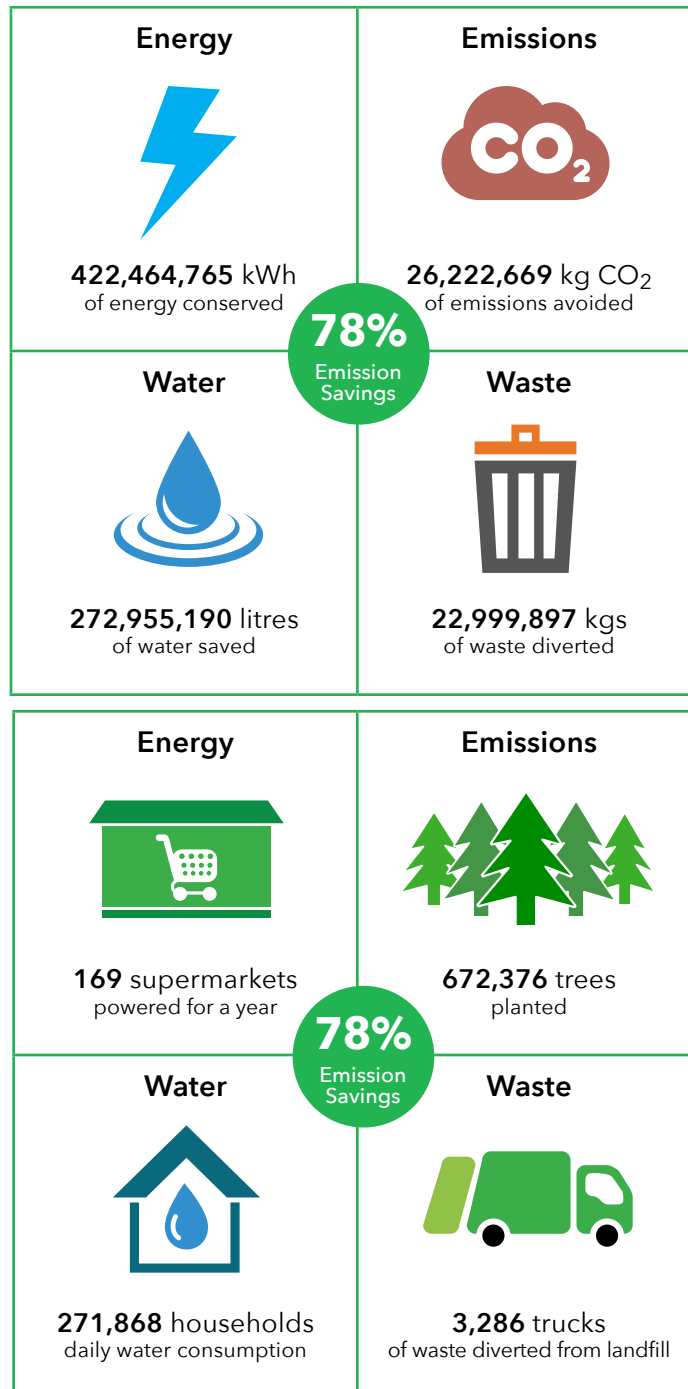


- This year, we were able to **donate approximately \$330,000** to 22 different organizations.
- In 2021, we participated in many events and **sponsored 44 different causes**.
- Since inception in 2009, **BMPR has recycled over 572 million pounds** of PET into water bottles.



# THE NUMBERS TELL THE STORY

These images reflect the sustainability impact made in 2021 from using recycled PET plastic instead of virgin PET plastic to produce our bottles.





## OUR TEAM

Sustainability is engrained in our culture and that is why everyone on our team has a role to play:

### **Sales, Customer Service, Marketing**

The sales team works collaboratively with our customers and vendors to provide them with sustainable solutions to their company's needs. They explain our processes, advocate for the benefits of our sustainable products, and work to make sure consumers can find eco-conscious products in stores near them.

Customer Service works to answer any questions customers may have regarding our sustainable products and processes, providing the team with feedback, and encouraging growth and improvement.

Our Marketing department spreads awareness about sustainable tips and practices, educates our social media followers, and produces a monthly newsletter that includes a sustainable initiative and updates each time. We have also worked with our customers to produce videos featuring our waste reduction innovations that will hopefully encourage other manufacturers to do the same.

### **Finance**

Finance is responsible for managing the budget and allocating money for sustainable operations. Unlike some companies where sustainability is an afterthought, at Ice River Sustainable Solutions, sustainability plays a part in every budget for every department. This team is also really good at recognizing and notifying the Sustainability team when there is an anomaly in utilities!

---

# OUR TEAM

---

## Operations

The Operations team handles various responsibilities, a few being managing the scrap rate and water efficiency rate of our bottling facilities. They ensure we operate efficiently from a utility perspective by utilizing things such as: heat management systems through the winter, lights-out programs, LED lighting installations, battery energy storage solutions, and air leak management. They are responsible to ensure our Zero Waste to Landfill program and the newest addition, Operation Clean Sweep, are effective. Our plant managers help develop and maintain a culture of environmental responsibility and encourage their teams to get involved in the local community through roadside clean ups, food drives, tree planting, education on recycling, fundraising events, etc.

## Information Technology

Our IT team manages internal communication sites, such as Greenspace, and makes sure up to date information is available. This is important because without the ability to connect, we don't have the ability to collaborate and work towards developing sustainable solutions. They also oversee Green TV's, which we use to communicate sustainability updates

to our plants as well as many other topics. They are responsible for managing and improving SAP functionality and other data tracking software that ensures we are making decisions based on sound data and able to report accurate information to our stakeholders who request it.

## Sustainability

The Sustainability department looks for areas of improvement. They track data to identify utility use and efficiency, and then use that information to develop new targets. The Sustainability department works to ensure we are operating sustainably internally; this is done by holding everyone accountable and ensuring decisions are made while keeping people and planet in mind. This team also works closely with other organizations, partners, and governments to drive sustainability externally.



---

# OUR TEAM

---

## **Transportation**

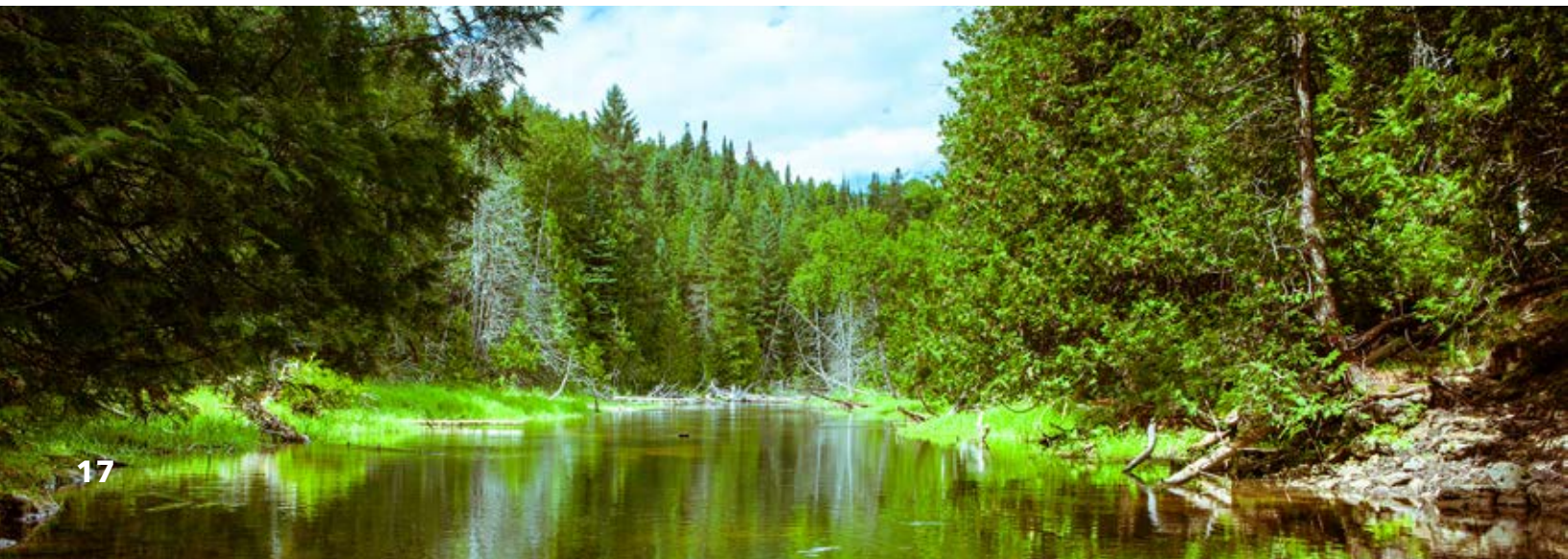
The Transportation department works to ensure backhaul maximization, trailer utilization, and maintenance upkeep. Our mechanics keep our trucks maintained so they are as fuel efficient as they can be, reducing emissions. We also installed Samsara, a fleet management software that increases safety, efficiency, and sustainability. Samsara helps us achieve sustainability by providing fuel reports, monitoring carbon emissions, and capturing the sustainability benefits of improved operational efficiency. We also use tri-axle trailers, which allows us to put 30 pallets on a load instead of the typical 20-22; this helps us be more fuel efficient and reduces our overall carbon footprint. This team works hard to manage transportation shortages that have been a huge issue in 2021 and going into 2022.

## **Human Resources**

The Human Resources Department is responsible for many tasks, including recruiting and onboarding new employees. They explain the emphasis of sustainability at Ice River Sustainable Solutions and present new-hires with a package, including videos on how our recycling processes operate, the sustainable pillars on which we function, and overall sustainability at work.

## **Continuous Improvement Team/ Engineering**

Our engineering team spends most of their time trying to maximize efficiencies and “think outside the box”. They manage most aspects of any new project, while also ensuring that the existing equipment we use is well maintained. In 2021 we saw this team manage special projects such as installing a new SIPA injection machine, moving the



---

# OUR TEAM

---

newly purchased Urban Polymers recycling line to Shelburne, installing an rPET 4L line to replace the virgin HDPE bottle, reducing the 64 gram rPET 4L preform to a 55 gram rPET 4L preform in Quebec, reducing ink waste by installing an onsite ink mixer at BMPE, installing and commissioning the NRG pelletizer at BMPE so we can recycle our own printed film in house, and the list goes on.

## Quality Assurance

The team in Quality Assurance works to ensure that we are able to have top quality product with recycled material. They operate using SQF (Safe Quality Food), a Food Safety Management Certification Scheme. This standard is used to control food safety risks and is audited by a third party. We create sustainable, safe, food-grade packaging from recycled material and our Quality Assurance department works every day to prove that choosing sustainability doesn't mean we have to sacrifice quality. Our team also sets standards to address and reduce customer complaints, which are measured through key performance indicators.

## Supply Chain

The Supply Chain team makes sure our plants have the raw materials they need to run! While doing this, they manage vendor relationships, educate on sustainable packaging and flag issues for the Sustainability team.

They are also responsible for sourcing all raw materials, which is done by conducting a supplier audit to ensure sustainability is at their core. The team also assists with recycling of internal scrap, managing obsolete items, and works towards an overall reduction in obsolescence.





FOCUS AREAS



---

# PEOPLE

---

**We are an authentic and passionate team proudly creating a better future.**



PROGRAMS, SPONSORSHIPS & DONATIONS:

## **Green Team**

At Ice River Springs, sustainability is engrained in our culture and so we operate to ensure environmental protection as a team. Everyone is a member of the Green Team and receives monthly education on different topics, such as energy conservation, responsible materials management practices, and waste reduction. We have Green Team leaders at each facility to educate the rest of the team and answer any questions. This initiative makes sustainability inclusive, productive, and solidifies our culture of environmental protection. We hope our team takes this philosophy home.

## **Initiatives:**

We believe in supporting people and giving back to our local communities. That's why every year, we take part in various initiatives across Canada and the United States.

## **In 2021:**

We hosted a company-wide food drive, where the Ice River team brought in what they could to support food banks in their areas for the holidays. Ice River then matched the donations and sent cheques to the selected food banks. In total, our team was able to donate enough food and money to provide approximately 3,000 meals!

The Chilliwack team worked with the City of Chilliwack on a project to restore habitat along Atchelitz Creek for the benefit of salmon. In collaboration with other partners, we were able to watch as the creek flourished and the Chum Salmon returned. We were honoured to sponsor the planting of Crimson Clover, which added nitrogen to the soil for all the other trees and shrubs to use. Further, it is now supporting a few happy bunnies that are sampling the clover leaves throughout the new planting site. This is what the beginning of increasing biodiversity in urban areas looks like!

# PEOPLE



Ice River Green Bottle Co. sponsored the Spartan Race, which took place in Collingwood. Our team went out and operated the hydration station; we handed out water to individuals as they crossed the finish line and invited them to relax in our recycled C.R. Plastic Products chairs. We were excited to be able to be physically present at this outdoor, in person initiative!

We also sponsored the Ram Rodeo Tour to raise funds for Markdale Hospital and one of our co-owners, Sandy, started the day with the opening remarks. The event was held in Feversham with two sold out shows, and local vendors. We had a blast!

## Donations:

We believe in putting our donations into the local communities around our facilities. That's why we are happy to have contributed to sustainable and/or community-oriented organizations. Because of our incredible team, we are grateful to be in the position to have supported the following organizations in 2021, committing to just over \$330,000.

Beaver Valley Pipes & Drums	Feeding South Florida	PC Children's Charity
Bluewater District School Board - MacPhail Breakfast Club	Feversham and District Kinsman	Saugeen Maitland Women's Hockey
Calgary Food Bank	Flesherton and Community Food Bank	Shelburne Rotary Club
Center Grey Health Services Foundation: Together in Care - The Campaign for the New Markdale Hospital	Grey Bruce Highlanders U13	Spartan Race
Chilliwack Salvation Army	Grey Highlands Secondary School: Alanna Memorial Award (Drama) & Ice River Springs Environmental Award	The Pollution Probe Foundation
Dufferin Community Foundation	Northumberland Fare Share Food Bank	The Rainbow Club of South Georgian Bay and Area
Dundalk Santa Clause Parade	Osprey Central School	The Shepherd's Cupboard Food Bank
	Osprey Minor Hockey	



# CLOSED LOOP OPERATIONS



A VITAL PILLAR ABOUT WHO WE ARE

**We are innovators of simple, integrated, and sustainable solutions.**



The possibilities of eco-friendly design are endless. By operating our own recycling facility in a closed loop (from curbside collection to bottling natural spring water responsibly and recycling plastic packaging again and again), we eliminate the need to purchase new virgin PET.

Manufacturing our bottles from 100% post-consumer recycled content is how we built a well-established circular economy for PET plastic in Canada. Ice River products and packaging are designed for a circular economy.

## **Production:**

Manufacturing processes that efficiently reduce resources and minimize waste.

## **Distribution:**

Moving goods in a way that minimize our carbon footprint.

## **Usage:**

Providing product functions, while maximizing consumer appeal (“function over aesthetic”).

## **Re-sourcing:**

Collecting and recovering material within the current curbside recycling system. Viewing materials that others may consider waste as valuable.

## **Design:**

Producing recycled products and packaging that fulfill business and consumer needs and can be recycled again. We are members of the Canada Plastic Pact and follow the Golden Design Rules for packaging development.

# CLOSED LOOP OPERATIONS



A VITAL PILLAR ABOUT WHO WE ARE

Closed-loop operations is a vital pillar to Ice River Sustainable Solutions and that's why all of our sister companies play an integral role in that closed loop. BMPR processes the valuable recycled material we purchase into food grade pellets for our 100% recycled PET water bottles. BMPE processes the less valuable recycled material into film for eco-friendly packaging. GreenLid produces compostable household items, providing an alternative when plastic isn't the right fit. And Osprey Organics has practiced organic farming since 2010 and is moving towards regenerative practices in 2022. We hope to offset any emissions we do produce within the other businesses, and maximize sequestration while protecting water and soil sources.



A state-of-the-art plastics recycling facility, Blue

Mountain Plastics Recycling (BMPR) was our first fore in the recycling world in 2010. We buy mixed plastic bales from municipal recycling programs, then separate and sort those materials. The sorted plastic is ground into flakes, washed and purified. We end up with food grade plastic pellets that are used to create new food packaging, including our 100% recycled blue and green bottles.



Blue Mountain Plastics Extrusion (BMPE) is a

state-of-the-art film extrusion and printing facility developing eco-friendly packaging. So far, we have introduced 20% recycled content into the film we wrap around our cases of water as well as reduced the print coverage and ink usage. We're working towards incorporating even more recycled content, including post-consumer recycled content into our case wrap by developing new sustainable processes and technologies.

# CLOSED LOOP OPERATIONS



A VITAL PILLAR ABOUT WHO WE ARE



We develop planet friendly, sustainable products so you can enjoy your good times, guilt free. Our commitment to the environment is why we've created a revolutionary line of compostable household items that work in all compost facilities across Canada and even compost in your back yard composter. Some of our initiatives include fully compostable compost bins to collect and dispose of food waste, completely compostable plant fibre tableware, birch cutlery, bamboo cups, recycled napkins, compostable wheat straws and recycled cardboard coolers - all free of forever chemicals.



Producing products that are good for people and the earth is our passion. We started our farming operation to protect our natural spring water sources by taking agricultural chemicals out of the equation. Now we run an Ecocert, fully organic farm that grows and processes 3,500 acres of premium organic products and maple syrup, to ensure consumers have healthy options when it comes to deciding what to put on their table. We have great respect for the land, we believe that harvesting the goodness from it should come naturally.



# SUSTAINABLE DEVELOPMENT GOAL 12

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



## Responsible Consumption and Production

Ensure responsible consumption and production patterns.

### Target:

By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.

### Indicator:

Hazardous waste generated per capita; and proportion of hazardous waste treated, by type of treatment.

**What We're Doing:** We practice responsible hazardous material management. All of our staff are trained on our protocols and we have providers in all of our locations that manage all hazardous material to avoid contamination and environmental harm. We also try to reduce hazardous waste generated; we reduced solvent consumption at BMP Extrusion and reduced ink from our print area.

# SUSTAINABLE DEVELOPMENT GOAL 12

## Target:

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

## Indicator:

National recycling rate, tons of material recycled.

**What We're Doing:** At all of our bottling facilities, we introduced the Zero Waste to Landfill initiative in 2015 and achieved our goal by 2017. We work to maintain this initiative by collaborating with local providers and finding recycling streams before sending materials to waste-to-energy facilities. We also help educate our large retailers on how they too can reduce their volume going to landfill and support the circular economy.

## Target:

Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.

## Indicator:

Number of companies publishing sustainability reports.

**What We're Doing:** This is our first Sustainability Report and we will continue publishing annually.



# QUALITY BEVERAGES

**Good for you. Good for the planet.**



## BOTTLE PRODUCTION

### **Reduce**

Ice River Green Bottle Co. is a sister company of Ice River Sustainable Solutions and produces green water bottles made from recycled green plastic. This process diverts over 5 million pounds of plastic away from landfills every year. Our focus is always on function over aesthetic, which is why we reduce the use of virgin raw materials. Our bottle is different than others on the market because we provide a light weight, 100% recycled plastic bottle, while maintaining functionality. And by developing simple packaging that can be recycled over and over again, we operate more efficiently and see our own bottles coming back home to be recycled every day. As well, in our facilities, we implement targets to reduce energy and gas consumption, improve water efficiency, reduce landfilling, and reduce scrap rates during manufacturing.

### **Reuse**

C.R. Plastic Products Inc. converts recycled HDPE caps into beautiful, high-quality, outdoor furniture that lasts. We operate C.R. Plastic Products Inc. to ensure that we are reusing material that we can't recycle into food-grade quality material. These caps are collected from our own water bottling facilities and from the Blue Box program.

### **Recycle**

We're the first beverage company in North America with our own recycling plant that operates in a closed loop. We purchase curbside plastic recycling from Ontario's Blue Box program, and some Northern States to produce 100% recycled PET plastic. We use this rPET to make our 100% recycled bottle for our Ice River Green Bottle Co. brand and our private label retail partners. Then those bottles get collected and returned to us and the cycle starts all over again - a thriving circular economy in Canada!

# QUALITY BEVERAGES



BOTTLE PRODUCTION

## Quality

At Ice River, we take quality seriously. Our Quality Assurance team works hard to ensure we can maintain food safety standards and regulatory compliance across all our locations. Audits are done annually at each location and we meet and/or exceed all government and standard-

set regulations. Microbiological, radiological, and chemical testing is done frequently to ensure we're delivering a top-quality product. We are SQF Level 9 certified! Consumer questions and concerns are handled promptly with our Quality team, resulting in a customer complaint record that is highly impressive!



# OPERATIONAL EXCELLENCE



ELIMINATING WASTE & IMPROVING EFFICIENCY

## We are committed to eliminating waste to improve efficiency and quality.

### Scrap and Water

We work diligently to eliminate waste in our internal and external operations. Internally, we track scrap rates from the lines in our bottling facilities and are proud of our low company average scrap rate of 1.3%. At Ice River, we manage water responsibly and protect this amazing resource. In 2021, we had a company average of 91.7% spring water efficiency, in an industry where the average is 70%. We continue to work towards eliminating waste and improving efficiency.



Ice River is a member of Operation Clean Sweep, a campaign dedicated to helping every plastic resin handling operation to achieve zero plastic resin loss. We work with all of our facilities to ensure our resin does not leave our facilities and escape into the environment. We have spill kits in place, fit our drains

with guards, regularly clean, and conduct site assessments to find areas of improvement. Our facilities that do not handle flake or resin are "OCS Supporters" and still educate their teams on responsible plastics management

### Zero Waste to Landfill

ZWTL is an initiative that was introduced in 2015 and was accomplished by 2017 to demonstrate responsible material management within our water bottling facilities. The goal is to keep all materials out of landfills and now we work to maintain that standard. At Ice River, we sort everything, recycle what can be recycled, and then send the remaining material to waste-to-energy. We practice this initiative at all our water facilities and have sourced credible local waste-to-energy providers for each one.



# GOLDEN DESIGN RULES



We also work to eliminate waste externally. We are members of the Canada Plastics Pact and follow the Golden Design Rules for packaging development.

The nine Golden Design Rules provide a clear framework that aims to drive innovation and scalable actions that will result in less plastic packaging overall and easier to recycle plastic packaging by 2025.



Increase Value in PET Recycling



Remove Problematic Elements from Packaging



Eliminate Excess Headspace



Reduce Plastic Overwraps



Increase Recycling Value for PET Thermoformed Trays and Other PET Thermoformed Packaging



Increase Recycling Value in Flexible Consumer Packaging



Increase Recycling Value in Rigid HDPE and PP



Reduce Virgin Plastic Use in Business-to-Business Plastic Packaging



Use On-Pack Recycling Instructions

# WATER STEWARDSHIP

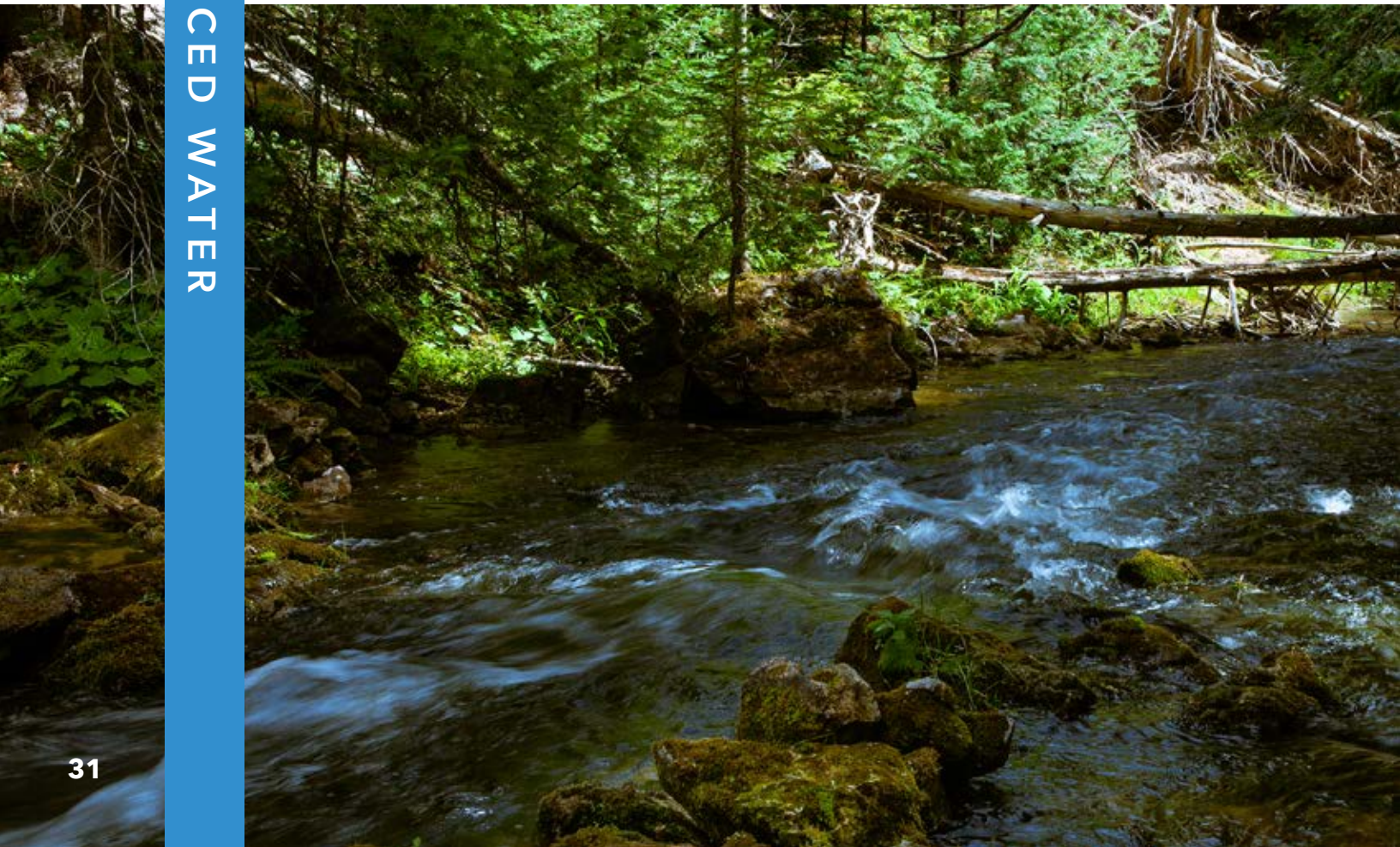


SUSTAINABLY SOURCED WATER

**We are committed to protecting this essential resource through education outreach, and responsible practices.**

As a family-run Canadian company, Ice River Sustainable Solutions started from the natural springs on our farm. Now we also source our water sustainably from our natural springs across Canada. As spring water flows through the earth, it passes through layers of rock that clean and enrich it with minerals and so our spring water contains natural calcium and magnesium.

Ice River follows quality control standards and processes; our quality team is trained to exceed industry standards and they test our water daily. We also conduct regular independent lab tests. Our plants maintain internationally recognized quality standards and are certified as Safe Quality Food Level 9, required by the Global Food Safety Initiative.



# SUSTAINABLE DEVELOPMENT GOAL 6



## Clean Water and Sanitation

Ensure availability and sustainable management of water and sanitation for all.

### Target:

By 2030, achieve universal and equitable access to safe and affordable drinking water for all.

### Indicator:

- Proportion of population using safely managed drinking water services.
- Proportion of domestic and industrial wastewater flows safely treated.

**What We're Doing:** Ice River provides access to clean and safe drinking water by responsibly managing our water sources. We provide a solution for people who don't have access to clean drinking water from their tap in emergency situations. In 2021, Ice River Sustainable Solutions donated water to over 25 organizations and is on the list to donate water for emergency services such as the Canadian Red Cross and FEMA.



# SUSTAINABLE DEVELOPMENT GOAL 6

## Target:

By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.

## Indicator:

- Proportion of domestic and industrial wastewater flows safely treated.
- Proportion of bodies of water with good ambient water quality.

**What We're Doing:** At Ice River, we work hard to protect our waterways and that's why we are members of Operation Clean Sweep. Through this membership, we align our practices to eliminate plastic resin loss into the environment, which can end up in waterways. We fit our drains with guards and install buffers at our sites to catch any resin that could end up in the environment.

## Target:

By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity.

## Indicator:

- Change in water-use efficiency over time.
- Level of water stress: freshwater withdrawal as a proportion of available freshwater resources.

**What We're Doing:** Ice River is fully compliant with all regulations and permit requirements across all of our locations. We use electronic data loggers in our boreholes to continuously track data. Water consumption data is always monitored and data is submitted to all necessary levels of government.

# PARTNERS



2021 PARTNER HIGHLIGHTS

We build relationships with our customers, suppliers, and communities to affect change and achieve mutual success.



We have been working with the Canada Plastics Pact to develop a shared action plan to build a circular economy for plastics packaging. Our partnership has allowed us to work closely with brand owners, manufacturers, government, and environmental agencies to redesign packaging for circularity. The result has been the creation of the Golden Design Rules, which are set to be implemented by 2025.

Within the Canada Plastics Pact, we are also a part of the Recycled Content Working Group. We have been working to define a list of plastic packaging that is to be designated as problematic or unnecessary and take measures to eliminate them. Our targets are:

- 100% plastic packaging designed to be reusable, recyclable, or compostable
- 50% of plastic packaging that is effectively recycled or composted
- 30% recycled content across all plastic packaging



# PARTNERS



2021 PARTNER HIGHLIGHTS



We have worked closely with Loblaw Companies Limited for over 20 years. Recently, Loblaw featured a video of [Ice River Sustainable Solutions](#) on its Insiders Project™. The video showcases how, in 2020, Ice River created water bottles using 100% recycled plastic, despite everyone saying it couldn't be done - thus proving that when used correctly, plastic can be a great product for packaging, as long as it allows for circularity. We continue to encourage people to keep the lids on their bottles

when recycling, so that we can recycle that HDPE and make something out of it. We purchase approximately 80% of PET collected in the Blue Box program and while the bales are not always perfect, and able to be used in the making of our water bottles, we continue to innovate and find ways to recycle them.

Thanks to the Ice River Green Bottle Co. bottle, we are able to divert an extra 5 million lbs of green plastics from going to landfill each year. Overall, this Insiders Project™ video provided us with an opportunity to set the bar for others and to encourage sustainability.



# PARTNERS



## 2021 PARTNER HIGHLIGHTS



Green VI is an environmentally driven not-for-profit based in the British Virgin Islands. Their mission is to demonstrate, facilitate and catalyze environmentally friendly systems through practical projects, education and innovation, with focus on waste, energy and water. Waste is problematic for island environments where space and topography severely limit landfill options. Ever-increasing volumes of waste in the BVI have historically been dumped, burned, or incinerated.

In 2017, Green VI partnered with the BVI Department of Waste Management to initiate the WE RECYCLE Programme and begin diverting valuable materials from

being burned. In June 2019, Green VI reached out to Ice River Sustainable Solutions for insight on how to sustainably manage BVI recyclable material with limited funds available.

Green VI's guiding paradigm is that waste needs to be redefined and viewed as materials that simply become resources or raw materials for another system. We know this all too well so, after working with the Green VI team, Ice River Sustainable Solutions has decided to partner with this dedicated organization and work with them to recycle their PET. As of 2020, we have been recycling this material into our resin!

We are very excited to be working with such a passionate organization and are glad to be able to help Green VI implement a sustainable materials management system in the small-island state of the British Virgin Islands.





# COMMUNITY SPONSORSHIPS

We continue to partner with local organizations to support community projects. As previously mentioned, our highlights for 2021 include supporting Center Grey Health Services Foundation: Together in Care - The Campaign for the New Markdale Hospital, the City of Chilliwack's restoration efforts, the Ram Rodeo, sponsoring the 90s Nostalgia Party, and hosting our holiday food drive.

## **In 2021, we were able to sponsor the following organizations/events with our natural, spring water:**

Shelburne Fire Department	Collingwood Fighting Owls Football Alumni
Party Cinemas - Drive-In	Royal Canadian Legion Brownsburg #71
Concert for Suicide Prevention	Nottawsaga Inn - Alliston Hospital Fundraiser
Peace Bridge Disc Golf Foundation	Holstein Agro Expo and Rodeo
Trent Hills Fire Department	Dundalk Agricultural Society - Dundalk Truck & Tractor Pull
Meaford Fire Department	Blue Mountain Fire Department
The Mustard Seed	Grey Gables
Diabetes Canada - Shelburne Flame of Hope Golf Tournament	90's Nostalgia Party
Kids Dirt Bike Camp - Motopark	Ram Rodeo
Summerfolk Music Festival	Shelburne District Agricultural Society - Drive Through Chili Dinner
Barrie Tornado Relief	Center Grey Health Services Foundation: Together in Care - The Campaign for the New Markdale Hospital
Bayshore Broadcasting - Pay it Forward	Dundalk Fire Department
Clearview Fire Department	
Gold Tim Hortons Tournament	

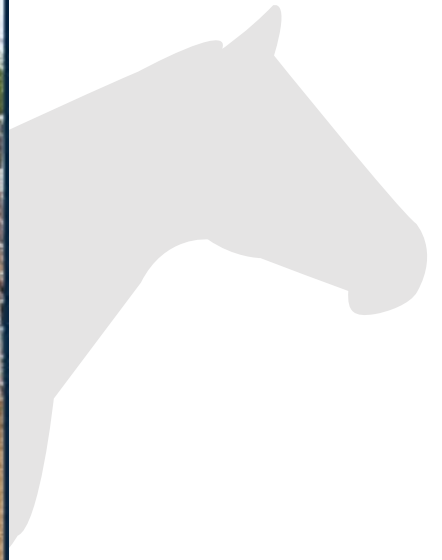


---

# COMMUNITY SPONSORSHIPS

---

## RAM RODEO



---

# COMMUNITY SPONSORSHIPS

---

## SPARTAN RACE



"WHAT NATURE  
PROVIDES, WE HAVE  
A PASSION TO  
PRESERVE."

**Sandy Gott** - Executive VP, Co-Owner



**ICE RIVER**  
SUSTAINABLE SOLUTIONS

[IceRiverSustainableSolutions.com](http://IceRiverSustainableSolutions.com)