



The Core Values of Emerald Earth

Greening the Planet – One Household at a Time!

The Emerald Earth Company, LLC had its beginnings in late 2005 and is headquartered in Santa Fe, New Mexico. As a distribution business, Emerald Earth is first and foremost a retail service providing exceptional microbial products that promote natural health and environmental quality. Emerald Earth will also be manufacturing a broad variety of natural health products and providing diverse bioremediation services to promote a cleaner and more sustainable environment for our communities.

Emerald Earth seeks to create innovative, practical, and affordable solutions that help to better facilitate a partnership with nature and people. Rather than attempting to harness and control nature, we seek to promote a paradigm shift that honors the integrity and balance of the ecosystems. We are fully committed to the premise that "Nature Does It Best!" These following standards represent the core values of Emerald Earth and define how we seek to do business:

Satisfying Our Customers First

We submit ourselves to very high quality standards. Our goal is to sell the best natural microbial products available on the market at the most affordable prices. We define quality by evaluating the ingredients, shelf life, safety, consistency, and viability of the products that we carry. We are buying agents for our customers and are not selling agents for the manufacturers.

- **Customer Advocacy.** Our customers are the most important stakeholders in our business. Only by satisfying our customers first, do we have the opportunity to learn from, grow, and benefit together as a successful green company.
- **Exceptional Service.** We go to extraordinary lengths to meet the highest quality standards and service expectations of our customers. In so doing, we know that our customers will become our strongest advocates – and share our products and services with friends and associates. We thus seek to serve our customers by the "golden rule" of respect, competence, efficiency, responsiveness, integrity, and intelligence.
- **Product Knowledge.** We believe that we can generate greater appreciation and loyalty from our customers by providing clear and accurate information about the advantages of natural, affordable, and ecologically-sound solutions that simultaneously promote the health of people and the planet.
- **Meaningful Value.** We place our customers first by providing them with high quality products, responsive service, and affordable value. We are continually being challenged to improve these standards to better serve our customers.
- **Retail Innovation.** We recognize that there is always room for improvement. We are continually looking for ways to advance innovation and discovery – thereby raising our quality standards. We are not afraid to try new ideas and explore new techniques in order to better promote natural health and environmental quality.
- **Eagerness to Serve.** We are always looking for better ways to be of service. Service is key to making this a better world. We believe that when we operate from a perspective of gratitude and thankfulness, then we all are in a position to learn and benefit from each other.



James McMath and Sabine Steinhardt, co-founders of Emerald Earth

We believe companies, like individuals, must assume their share of responsibility as tenants and stewards of the planet. On a global basis, we actively support natural and regenerative practices – the best method for promoting natural health and a sustainable environment. On a local basis, we are actively involved in community-based solutions that promote localized economies and generate new jobs. Emerald Earth contributes at least five percent of its net profits to non-profit organizations.