



Cerca Cultivation Corporation

2025 Annual Benefit Report

MISSION

Growing Food Closer to Home

At Cerca Cultivation, we're on a mission to help people grow food closer to where they live, learn, work, and eat.

The word *cerca* means "close" in Spanish. That idea is at the heart of everything we do. We believe communities are stronger when food is grown locally, when people understand where their food comes from, and when growing food becomes part of everyday life.

Our guiding philosophy is Growing Closer. Growing food brings people closer to the source of their nourishment, while also creating stronger connections with family, neighbors, schools, workplaces, and communities. By making food production more accessible, we help cultivate healthier people, stronger communities, and a more sustainable future.



Fiscal Year 2025 Impact Highlights

Key accomplishments from fiscal year 2025

- Donated 250,000+ seedlings
- Supported schools, nonprofits, and community gardens
- Offered 80+ seedling varieties
- Shipped live seedlings nationwide
- Continued partnerships with minority-owned, women-owned, and Certified B Corporation suppliers
- Expanded access to hydroponic growing systems and education



SERVING URBAN FARMERS

Making Food Production Accessible

Cerca Cultivation supports both new and experienced growers through seedlings, education, consulting, installation, and maintenance services.

We work with homeowners, schools, businesses, restaurants, nonprofits, and community organizations to create productive growing spaces in a wide variety of environments, including backyards, patios, balconies, rooftops, offices, and classrooms.

Whether someone is growing in soil, raised beds, or hydroponic systems, our goal is the same: remove barriers and make food production accessible to more people.

As a California Benefit Corporation, we are committed to creating positive social and environmental impact alongside financial sustainability. We believe successful businesses can and should contribute to healthier communities and a healthier planet.



it's Farmer Sarah from
Cerca Cultivation,

STAKEHOLDERS

Considering the Impact of Every Decision

Our mission extends beyond the products we sell. We strive to create value for all stakeholders affected by our business, including employees, customers, suppliers, partners, investors, local communities, and the environment.

Whenever possible, we seek relationships with organizations that share our commitment to ethical business practices, environmental responsibility, and community impact. We intentionally support minority-owned businesses, women-owned businesses, and Certified B Corporations throughout our supply chain and operations.

By considering the interests of all stakeholders, rather than focusing solely on short-term profits, we work toward building a business that creates lasting positive impact.



KATHRYN FIDUCCIA



Beneficial
State Bank

LAW OFFICES OF TRISTAN D. BLAINE

GIVING BACK

Reducing Waste and Expanding Access to Food

Reducing waste and increasing access to food-growing resources remain central to our mission.

We intentionally grow more seedlings than required to meet customer demand. These excess seedlings are donated to schools, nonprofit organizations, community gardens, and underserved communities, ensuring healthy plants are put to use rather than discarded.

During fiscal year 2025, Cerca Cultivation donated more than **250,000 seedlings**, helping thousands of individuals gain access to fresh food, gardening education, and community growing opportunities.



HYDROPONIC FARMING

Expanding Opportunities Through Hydroponics

Hydroponic growing systems play an important role in our mission to make food production more accessible.

Compared to conventional growing methods, hydroponic systems can significantly reduce water use while allowing food to be grown in smaller spaces. This makes them particularly valuable in urban environments where land is limited.

Hydroponic systems also increase accessibility. Vertical growing structures reduce the need for bending, kneeling, and heavy lifting, enabling people of varying ages and physical abilities to participate in growing food.

By helping schools, businesses, and households adopt hydroponic growing systems, we are creating new opportunities for food production in places where traditional agriculture may not be practical.



3rgardendesign and 2 others

Post Malone • Circles (Instrumental)



3rgardendesign The ARC Rainbow Garden continues to grow and our garden club has been hard at work! With the help and generosity of [@cerca_cultivation](#) we are enjoying regular harvests of home-grown healthy veggies.

Check out the progress on this grow tower! Cared for by Jeff, John, Danny, Raphael, and many other member of the ARC community.

It's better to grow together! 🥰🌱

Edited · 53w



cerca_cultivation The tower looks amazing!!! 🥰🌱🥰 Great work everyone!!!

52w 1 like Reply



becbody Looks so good! 🔥🔥🔥



Liked by [johnny_dr.greenthumb](#) and 33 others

May 23, 2025



Add a comment...

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SEEDLINGS

Helping More People Successfully Grow Food

Seedlings are at the core of our mission.

We offer more than 80 seasonally appropriate varieties of herbs, vegetables, leafy greens, lettuces, and flowers. By providing healthy, established seedlings rather than seeds alone, we help customers reduce growing time by several weeks and improve their chances of gardening success.

Our seedling program also supports environmental sustainability:

- Recyclable and reusable packaging materials help reduce waste.
- Shipping seedlings instead of mature produce requires significantly less packaging volume and transportation resources.
- Healthy transplants improve growing success rates, reducing wasted inputs such as water, fertilizer, and energy.

By making gardening easier and more successful, we help more people experience the benefits of growing their own food.




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 2025 with a score of **88.7** 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:



This management tool, used by over 50,000 businesses worldwide, including over 3,000 Certified B Corporations, helps companies assess their impact on various stakeholders, including their workers, community, customers, and the environment.

OVERALL SCORE	COMPLETION	
88.7	100%	
OPERATIONS SCORE	IBM SCORE	N/A SCORE
46.1	31.2	11.2

Impact Areas

		
<p>IMPACT AREA</p> <p>Governance</p> <p>SCORE</p> <p>12.8</p> <p>Learn what your company can do to enhance policies and practices pertaining to its mission, ethics, accountability and transparency.</p> <p>QUESTIONS ANSWERED</p> <p>20/20</p> <p>VIEW</p>	<p>IMPACT AREA</p> <p>Workers</p> <p>SCORE</p> <p>21.1</p> <p>Learn what your company can do to contribute to your employees’ financial, physical, professional, and social well-being.</p> <p>QUESTIONS ANSWERED</p> <p>55/55</p> <p>VIEW</p>	<p>IMPACT AREA</p> <p>Community</p> <p>SCORE</p> <p>22.0</p> <p>Learn what your company can do to contribute to the economic and social well-being of the communities in which it operates.</p> <p>QUESTIONS ANSWERED</p> <p>44/44</p> <p>VIEW</p>
		
<p>IMPACT AREA</p> <p>Environment</p> <p>SCORE</p> <p>21.2</p> <p>Learn what your company can do to improve its overall environmental stewardship.</p> <p>QUESTIONS ANSWERED</p> <p>47/47</p> <p>VIEW</p>	<p>IMPACT AREA</p> <p>Customers</p> <p>SCORE</p> <p>11.3</p> <p>Learn what your company can do to improve the value that you create for your direct customers and the consumers of your products or services.</p> <p>QUESTIONS ANSWERED</p> <p>38/38</p> <p>VIEW</p>	<p>IMPACT AREA</p> <p>Disclosure Questionnaire</p> <p>SCORE</p> <p>0.0</p> <p>Identify any potentially sensitive industries, practices, outcomes or fines/sanctions of your company that are not explicitly called out in the rest of the assessment.</p> <p>QUESTIONS ANSWERED</p> <p>51/51</p> <p>VIEW</p>

WHAT'S NEXT

Looking Ahead

While we are proud of the impact we have created, we believe there is much more work to be done.

In the coming years, we will continue expanding access to food-growing opportunities through seedlings, hydroponics, education, and community partnerships. We remain committed to reducing waste, supporting local food systems, and helping individuals and organizations become more connected to the food they grow and consume.

Our vision is simple: a future where more food is grown locally, more people understand how food is produced, and more communities have access to the tools and knowledge needed to grow their own.

Together, we can continue growing closer.





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CULTIVATION

Food Miles

Food travels on average about 1,500 miles to get from the farm to your plate. This results in large quantities of fossil fuel usage, CO2 pollution, and produce being picked unripe weeks before it is sold and eaten. When you grow your own food at home, at work, at school, or in your community, you are reducing the food miles that your food travels to get to your plate. We aim to minimize the distance between where food is grown and where it is eaten.

Circular > Linear

Our current system is linear: farmers produce food, consumers use some of that food, and the rest gets thrown out. According to the USDA, food waste in the U.S. is estimated at between 30% – 40% percent of the food supply – equal to 133 billion pounds and \$161 billion worth of food! There's a better way to do it. We are helping create a circular food economy. We compost our food waste, keeping it out of landfills and creating healthy, nutrient-rich soil to be used for growing more food. And part of our mission is to donate our extra seedlings to local charities, schools and underserved communities. Message us at info@cercacultivation.com to learn more!

Health

Gardening has so many benefits for you, for your community, and for the environment. There are positive physiological benefits to gardening such as improved heart health, weight, sleep, and immune system. As a grower, you will connect with your community and find yourself sharing your harvest with old friends and new friends. And by growing your own food you will be helping the environment by reducing the massive amount of food waste and resulting negative environmental impacts.





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