

LOCAL NEWS



The Mayfly Outdoors manufacturing floor in April. Mayfly Outdoors has been recertified as a B Corporation, meaning they meet standards of social and environmental performance, public transparency and legal accountability.

Gunnison Clamp for the Montrose Business Times

Mayfly recertified as B Corporation, implements sustainable manufacturing practices

Press Release

Mayfly Outdoors, a Montrose-based manufacturer of fly fishing equipment, has been recertified as a B Corporation.

B Corporations are companies that meet the highest standards of verified social and environmental performance, public transparency and legal accountability.

B Corporations include

organizations such as Patagonia, Ben & Jerry's, and The Honest Company. Mayfly added a third business, Airflo fly lines, as a new certified company along with current brands Ross Reels and Abel. The B Corporation status affirms Mayfly's commitment to be a force for good.

Mayfly Outdoors is recognized as one of the nation's premier outdoor product companies. In 2021, the Alliance Center awarded Mayfly as one of the Best for Colorado. The award noted Mayfly as one of the top Certified B Corporations in the state. Previously, Mayfly became the first company in Montrose County to become a B Corporation in 2018.

"We are proud to continue our journey with the B Corp community and be recognized for the work we have been doing to create a more sustainable future for our customers and the planet," said Mayfly Outdoors CEO Jeff Wagner. "As a fly fishing equipment manufacturer, we have a responsibility to protect the pristine waters that sustain our industry and the world around us."

Mayfly Outdoors has implemented significant sustainable practices into its manufacturing, including the use of recycled materials in its products, reducing

waste and carbon emissions in its facilities, and making environmentally responsible decisions when sourcing materials. "We will continue to prioritize sustainability as a core value and work towards reducing our environmental impact," said Wagner.

In 2022, Mayfly announced its partnership with Terracycle to bring the recycling program to hundreds of fly fishing retailers across the United States.

The company is the only fly fishing line manufacturing business to operate a nationwide recycling program. In 2023, is scheduled to open a new anodizing facility opening in Colorado that will have zero effluent and include a state-of-the-art re-circulating water system.

The company has facilities in California, Colorado, and the United Kingdom.

In its homebase in Montrose, Colorado, Mayfly is partnering with the community to restore and enhance nearly 1.5 miles of the Uncompahgre river as part of the Colorado Outdoors project.

The endeavor includes the installation of nearly 2.25 miles of new river trails for families and outdoor enthusiasts, including over 40 acres of open space enhancement and wildlife

preservation.

In addition, Mayfly recently completed construction on its 41,000 square foot headquarters within the project, opening in 2019. In 2022, Mayfly was awarded with the Exemplary Industry Partner Award by Colorado Trout Unlimited for its work.

"It's a great honor to be a part of the B Corp community," said David Drago, Mayfly's founder. Drago noted that the certification is similar to Fair Trade or LEED certification, but for the operating businesses. "We can continue to measure our impact for our stakeholders and make improvements to how we operate. We can make money, but we also make a difference."

Drago mentioned becoming a B Corp is a way that Mayfly can also lead by example in the fly fishing and broader outdoor industry. He is also optimistic other local businesses in the region will gain interest and become certified.

For more information on B Corporations and the certification process, visit <https://bcorporation.net>.

The information in this article comes from a Mayfly press release, with edits.



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