

# Delivering Trees Initiative

J Basra has always tried to take a step forward with green initiatives in the transportation field. The process of transporting goods from destination to destination has a cost of a carbon footprint per delivery. J Basra attempts to counterbalance this carbon footprint with our Delivering Trees Initiative. At the end of each calendar year, J Basra works with our partner, One Tree Planted, to contribute and plant trees around the world. The metric that we use is: One tree planted per every delivery completed. J Basra has contributed to the planting of many trees in the past and hope to continue to plant thousands of trees per year. Our initiative helps our team and customers understand the problematic ongoing environmental issues in the world, but helps, as one small step in the right direction can eventually get us to where we need to be.



One Tree Planted = Delivery Completed



# Drive Clean Drive Safe Initiative

**DRIVE CLEAN.**



**DRIVE SAFE.**

J Basra understands that our front-line drivers are the catalysts for change in our company. As an organization it is imperative that we drive safely on our communities highways, and clean through the use of bio-diesel and also having a lower miles per gallon on our vehicles. J Basra has started an initiative to compensate our team based on their efforts on the road. If our drivers are able to drive a full calendar year, without any truck/trailer accidents, MTO tickets and road violations, the said driver receives an additional bonus at the end of the year. Additionally, if a specific driver can transport deliveries at a significantly lower mpg than the average of our fleet, the said driver will also receive compensation from J Basra. We believe that this metric keeps our team focused on initiatives that are important to our company, and keeps our team motivated to work at peak performance when hauling our loads.



**TREAD LIGHTLY.  
DRIVE SAFELY.**