



Our mission is identifying and promoting a set of brands that advance a higher purpose than commercial success and are aligned with our dedication to serving. CAREtrade's™ purpose is to increase awareness and support retail success.

We SERVE to make lives better.™

Each year CAREtrade™ will identify a small subset of brands that fit our model. By limiting the focus we hope to have a greater impact for these brands.

DEMAND FOR TRANSPARENCY

Edible Ethics takes transparency and authenticity further as the American food system shifts to reflect deeper, more salient values. As a result, consumers are expecting food companies to act with greater integrity as they innovate and drive change by example.

TRANSPARENCY A KEY MOTIVATOR

Transparency speaks to the consumer desire for connectedness, authenticity and control in an increasingly complex and competitive landscape of "buy me" and "me too!" products and services. Consumer segments prioritize different criteria when making purchases, and attributes linked to transparency are increasingly important.

CONSUMERS SUPPORT ETHICAL COMPANIES

- **52%** purchased at least one product in the last 6 months from one or more socially responsible companies
- **55%** will pay extra for products from companies committed to sustainability
- **81%** are willing to try a brand's entire portfolio of products if it offers transparency
- **91%** consumers want companies to pay farmers and workers fairly
- **52%** check packaging to ensure sustainable impact
- **94%** respondents say they are likely to be more loyal to a brand that offers complete transparency

MISSION BASED COMPANIES

- **43%** say that it's important for them to buy products based on causes they support
- **43%** say that companies that partner with charities/nonprofits are benefiting the local community
- **51%** say they feel better buying from a company that supports a cause
- **51%** agree that if a product is ethically produced they are more likely to tell their friends about it

CAREtrade partners:



Dignity Coconuts is transforming communities with coconuts! Dignity Coconuts was born out of a conviction to help communities overcome cycles of poverty and slavery. Not with a handout, but with a sustainable business that will bring lasting hope and change to communities. They make the purest virgin coconut oil on the market, using a new and unique centrifuge method. This gentle process gives the oil a mild taste & aroma, preferred over expeller/cold-pressed oils. Unlike competitors, Dignity's oil is truly raw, staying below 118°F to retain all micronutrients. It is packaged at the source in seaside villages of the Philippines for ultimate freshness. 100% Organic, Kosher, Unrefined, Non-GMO & raw.



Right now, slaves are working on cocoa farms in West Africa. Many of them are children. Tony's Choclonely exists to change that. Tony's Choclonely's vision is 100% slave free chocolate, not just their chocolate, but all chocolate worldwide. They create awareness, lead by example with a fully transparent supply chain, and hope to inspire others to act. Tony's Choclonely was founded 12 years ago by a Dutch TV show and an investigative reporter, Teun (Tony) van de Keuken, who had himself prosecuted for eating chocolate. Tony's has been a great success in the Netherlands, and launched in the US in 2015 to further their mission of 100% slave free chocolate.



Source: Hartman; New Hope 2016, The Hartman Group, Transparency Report 2015, Nielsen Global Corporate Social Responsibility Report June 2014; 2016 Label Insight Transparency ROI Study; GlobeScan (2010), NMI Research (2013), Source: SPINS TLLUS IRI/SPINS MUL0 L52W 6/12/16; Frozen, Refrigerated, & Grocery, Mintel Trends 2014-2016



CAREtrade partners:



Mavuno Harvest ethically sources dried fruit from family farms in Sub-Saharan Africa. Mavuno Harvest was founded by Phil Hughes who was serving as a volunteer in the Peace Corps in Kenya. He wanted to find a way to provide jobs and economic opportunity for rural farmers in Africa. Mavuno Harvest works with small farming cooperatives to create supply chains to bring delicious, organic dried fruit from rural sub-Saharan Africa to the American consumer. They provide markets for these farmers and their products, thus increasing incomes, securing existing jobs and even creating new ones. Mavuno Harvest gives US consumers the opportunity to directly impact struggling communities and economies in Africa, while enjoying delicious, healthy and organic snacks.



Native American Natural Foods is the originator in the exploding category of meat bar snacks. In 2007, co-founders Karlene Hunter and Mark Tilsen introduced Tanka Bar, the first product in their line of authentic, natural buffalo and cranberry snacks. Based on a traditional Lakota recipe, Tanka Bars, Bites, Sticks, Trail and Jerky are among the top selling natural meat snacks in the U.S. The company is headquartered in Kyle, SD, on the Pine Ridge Indian Reservation, which is the homeland of the Oglala Lakota people. In 2016, the company was named to the "B Corp Best for the World" list.



The Real Co. are introducing and pioneering what we believe to be an exciting and transparent new food category and method of sourcing produce globally and delivering it at a local level; named SINGLE ORIGIN. We enter partnerships with farmers and growers around the world who don't have an established mainstream route to distribute their produce and from there we create a way to share their commodity with the world. The products are packed in the USA by adults with Learning and Physical disabilities and for every unit sold they feed a child. The product line currently consists of Himalayan Pink Salt, Raw Cane and Raw Coconut Sugar, Basmati Rice.



Sunshine Nut company offers 4 varieties of cashew nuts, ranging from plain to roasted herb. They are grown and roasted in Mozambique. The cashews are roasted in sunflower oil and lightly seasoned with natural flavoring for excellent taste. Never size sorted, the cashews come to you in the sizes nature intended, just as they've grown on the tree. Sunshine Nut Company was founded by Donald Larson. In 2004, Don, the director of Cocoa Operations for The Hershey Company went on a business trip to Ghana. After a life changing conversation with a college student, he felt called to Africa and to help poor farmers. So in 2011 he moved to Africa and started Sunshine Nut Company.



Divine Chocolate is a confections brand that has outstanding chocolate bars which are Fair Trade. Additionally, Divine is also B Corp Certified. Divine is co-owned by the 85K farmer members of Kupa Kokoo, the cooperative in Ghana that supplies the cocoa for each bar of Divine. As owners, they get a share in the profits, a say in the company and a voice in the global marketplace. By owning the largest share of Divine, farmers have a seat at the table, more benefits go to smallholders farming families and communities, and they have more control over their own destinies.



**WOMEN'S
BEAN PROJECT™**



The Women's Bean Project is our domestic partner that resides in the Denver community. They have an array of products which includes soup and baking mixes. The Women's Bean Project is a non-profit organization that instills a job training program for chronically unemployed and impoverished women. They augment the program with special classes in interpersonal and life skills needed to move into career entry-level employment. They help program participants with resume building and mock interviews as well.



Growers Alliance has 5 USDA Organic and Fair Trade coffee offerings from different parts of the world such as Costa Rica, Ethiopia, Kenya and Guatemala. Growers Alliance was founded by Martin Kabaki and Purity Gikunju who grew up in Kenya on a cocoa bean farm. All coffees are roasted in small batches to ensure quality and for every bag of coffee they sell, 10% of the proceeds go to the coffee growers. Growers Alliance also participates in several projects to help improve the standard of living in the coffee growing communities where they source their coffees. This includes but is not limited to, providing free or reduced dialysis treatments through medical clinics they support and by establishing clean water wells for the communities.



Kuli Kuli is the leading moringa brand in the United States and was founded by 29-year old Lisa Curtis after she discovered the wonders of moringa during her time as a volunteer in the Peace Corps in Western Africa. As it turns out, moringa is one of the most nutritious plants on the planet, even more than kale. The company is proud to directly partner with family farmers and women-led farming cooperatives around the world to source the highest quality, cleanest, and most nutritious moringa. Kuli Kuli has partnered with over 1,000 farmers across three countries -- Ghana, Haiti, and Nicaragua--and planted over 1 million moringa trees. In 2017, we provided more than \$1.5M in income to women-led farming cooperatives, nonprofits, and family farms. Additionally, we have invested over \$20,000 in supporting nonprofits in the communities where we work.