



CAREtrade®

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

Consumers crave a deeper connection with the products they use. They expect food companies to lead by example and innovate with integrity. The Edible Ethics movement speaks to consumers through transparency and authenticity.

TRANSPARENCY: A KEY MOTIVATOR

Shifting priorities with purchase decisions have made consumers more likely to reach for a brand with purpose. In the increasingly complex and competitive landscape, authenticity, purpose and transparency satisfy consumer cravings.

“ We love CAREtrade®! We have seen abject poverty, visited communities lacking basic infrastructure, experienced violent crime and felt the devastation of human trafficking. For us, CAREtrade® joins the power of capitalism and community to fight these plagues. We half joke to our customers: “If you want to serve humanity but don't want to travel through jungles, evade war-lords and fight giant mosquitos; then support CAREtrade® brands! These companies are doing the hard work and you can support them by simply purchasing their great products; Items you use daily.” As for me and my store, we will support CAREtrade®. ”



– Robert Bradley, President & Co-Founder,
Ramona Family Naturals



“ We share a vision with CAREtrade® and KeHE Cares™. We have seen growth in the number of stores our product has been placed in. ”

– Purity Gikunju and Martin Kabaki
Founders, Growers Alliance



CAREtrade® partners:

NuttZo® 

The Original Multi-Nut and Seed Butter

Nuttzo founded Project Left Behind, a non-profit organization supported by each sale of Nuttzo. PLB works on a project by project basis, providing resources where they are needed most to privately run children's homes in Peru, Nepal, and India.



THIS BAR SAVES LIVES™



This Bar Saves Lives has dedicated itself to ending childhood malnutrition worldwide. For each bar sold, they give food aide to a child in need. One for one. They focus their efforts in Haiti, South Sudan, Ethiopia and Somalia.



CAREtrade® partners:



Bhakti, which means "devotion through social action" in Sanskrit, leads to GITA which means "share your story" in Sanskrit. GITA (give, inspire, take action) is the social giving platform that supports local impact projects around the world. They have supported 12 projects to date!



For every serving of hot cereal purchased, The Soulfull Project donates a serving of hot cereal to a food bank in the same region it is purchased in. They hope to deliver nourishing and wholesome food to all Americans and to increase awareness and individual engagement in building healthier communities amongst our underserved.



World Centric's goal is to raise awareness of large-scale humanitarian and environmental issues. Twenty five percent of their profits are donated annually to social and environmentally aligned organizations. World Centric envisions a thriving world and they exist to be of service to the plant & people.



Mavuno Harvest ethically sources dried fruit from family farms in Sub-Saharan Africa. Founded by Phil Hughes, a Peace Corps volunteer in Kenya, the company's mission is to provide jobs and economic opportunity for rural farmers in Africa by working with small farming cooperatives to create supply chains to bring delicious, organic dried fruit to the American consumer. Mavuno Harvest provides a market for the farmers to sell their products, thus increasing incomes and job security, as well as creating new jobs.



Headquartered in Kyle, SD, on the Pine Ridge Indian Reservation and the homeland of the Oglala Lakota people, 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 traditional Lakota recipes. In 2016, the company was named to the "B Corp Best for the World" list.



As pioneers in the SINGLE ORIGIN category, The Real Co. is changing the way we think of sourcing produce globally and delivering it at a local level. Through partnerships with farmers and growers around the world who don't have an established mainstream route to distribute their produce, The Real Co. has created a way to share those items with the world. All of their products (that range from Himalayan Pink Salt and Basmati Rice to Raw Cane and Raw Coconut Sugar) are packaged in the USA by adults with learning and physical disabilities and for every unit sold they feed a child.



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 brings lasting hope and change to communities. Using a new and unique centrifuge method, they make the purest virgin coconut oil on the market. This gentle process gives the oil a mild taste & aroma and unlike competitors, Dignity's oil is truly raw, staying below 118°F to retain all micronutrients. It is packaged at the source in the Philippines and is 100% Organic, Kosher, Unrefined, Non-GMO & raw.



Right now, slaves – many of them children - are working on cocoa farms in West Africa. Tony's Chocolonely exists to change that. Founded by a Dutch TV show and an investigative reporter, Teun (Tony) van de Keuken, who had himself prosecuted for eating chocolate, their 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 launched in the US in 2015 after finding success in the Netherlands.