

THE Great Food Report 2015

A HowGood report highlighting the best food brands in the U.S.

HowGood

MADE IN COLLABORATION WITH  SPINS AND PURE (branding)

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“

Shake the hand that feeds you.

”

MICHAEL POLLAN

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HowGood Introduction

We are proud to present to you the first ever Great Food Report. This report highlights the best food brands we've identified after seven years of research and over 110,000 individual product ratings. They represent the most sustainable brands in the U.S. and those worth supporting in the year ahead. This wouldn't have been possible without support from our friends at SPINS and Pure Branding.

At HowGood, we love everything about food, from hands covered in dirt to teams working together to bring in the fall harvest. We love the way an apple sounds as your teeth break the skin and the feeling you have as you sit down for dinner with your family. From homemade cheese on toast to a Michelin starred restaurant, good food makes us smile.

We are publishing this report to celebrate champions of good food, develop long-term industry relationships, and build data-driven solutions for the grocers, shoppers, food producers, and government bodies that are helping to ensure the future viability of our food system.

In our vision for the future of the food system, producers grow and make the best quality food using the most sustainable practices. The wholesome, fresh, seasonal, local, and delicious food we eat should be produced in ways that preserve biodiversity, support local communities, sustain the environment, ensure animal welfare, and, importantly, are good for you. HowGood's mission is to build the world's most comprehensive source of information on the food you eat, determine the overall goodness of food products, empower consumers to make fast and informed purchasing decisions, and harness the buying power of consumers to support a better food system.

We believe food can be Great for you, Great for your community, and Great for our world.


Arthur Gillett
CO-FOUNDER
HowGood


Alexander Gillett
CO-FOUNDER
HowGood

“
... the best food
companies we've
identified after seven
years of research and
having rated over
110,000 individual
products.
”

“

*... the future of
better-for-you foods
lies in our ability to
discern and select.*

”

SPINS Foreword

A long time ago, our ancient ancestors roamed the wild planet and determined how fit a food was for consumption by risky trial and error. Today's society and how we relate to our current food landscape operates in much the same way, however with a staggering degree of added complexity. In response to our need for clarity in navigating these new foodscapes, the Natural Products Industry emerged and helped consumers identify products more transparent in wellness factors. SPINS has proudly measured natural products' growth and, as a retail measurement provider for the better-for-you products industry, we're happy to support our friends at HowGood as they measure sustainability factors far beyond the label.

Like HowGood, SPINS rates products through a set of criteria, at the core of which lie nine proprietary Brand Positions based on a brand's intention, consumer perception and quality standards. This positioning affords companies a comprehensive understanding of their true competitive sets within the consumer packaged goods universe. SPINS' highest

Natural Standards positioning has long been recognized by the industry as an indication of a brand's commitment to the health and wellness of consumers, and only 10% of our 1.6 Million UPC Product Library make the cut. It is therefore, with great pleasure and little surprise that we found the majority of companies listed in the top 47 coded in our system as such. These brands contribute to setting the bar for the industry in innovation, environmental issues, social responsibility, consumer education, labeling, and strict ingredient standards.

As food trends evolve, cross genres, and create niches of their own, it goes without saying that the future of better-for-you foods lies in our ability to discern and select those products: not just through an individual's palate and temperament but also in relation to how those products impact the betterment of society and the environment. Considering the double digit growth of these products far outpace those of the conventional variety, it may be safe to say that the future looks bright, very transparent, and we're eager to see just HowGood it actually gets.



Tony Olson CEO  **SPINS**

Pure Branding Foreword

Who cares about where our food comes from, how it's made and by whom? And what level of trust is there in the food system as a whole? When the brothers Gillett started HowGood seven years ago they brought with them a passion for sourcing, buying and eating healthy, sustainable food. Clearly they cared. And they created a rating system that would help people determine which food companies to trust. But are they alone in their concern?

As a branding and market research company that specializes in the natural products industry, Pure Branding has asked these questions about who cares and the level of trust in the North American food system to thousands of people in many studies over the past decade.

Back in 2013 we conducted a research study of the general population of the U.S. The 1,000 consumers were selected based on a representative census balanced sample of adult Americans. One of the questions we asked was "How would you describe the North American food system?" and we gave them options to choose from, which ranged from excellent all the way to extremely corrupt and harmful.

We've also asked this same question in many different research studies to those who shop in natural food stores. That's your local coop or health food store as well as Whole Foods Market, Trader Joes and natural supplement stores.

What we discovered is that there is a dramatic difference between the average American and those who do some or all of their shopping in natural food stores in how they view our food system.

While 69% of the general population thinks the American food system is excellent, pretty good or okay, the majority of natural store shoppers think just the opposite. From a survey pool of 1,288 natural store shoppers, 26% say it's somewhat flawed, 22% think it's seriously flawed and 17% think it's extremely corrupt and harmful. What do these natural shoppers know that others don't, and who are they?

Just so no one thinks that natural shoppers are made up of alternative thinkers, Brooklyn hipsters and tree huggers, we've found something else that's very interesting. In every consumer study we've conducted over the past three years we ask

respondents to describe themselves in terms of politics: liberal, moderate, conservative, apathetic, libertarian, skeptical of politics, and active outside the political system.

And here's what we've found. In every study the respondents are split evenly between liberal, moderate and conservative (the others represent very small numbers). Caring for your food and worrying about the food system is one of the few issues left in America that unifies people across party lines.

HowGood is that?


Yadim Medore
FOUNDER & CEO
PURE(branding)

“
Caring for
your food ...
is one of the
few issues left
in America
that unifies
people across
party lines.
”

Research Framework

HowGood’s research framework ensures that consumers see a rating that represents the overall performance of a company's behavior over time using:

- *An Extensive Set of Standards*
- *Industry Specific Indicators*
- *Continuous Rating Reviews*
- *Repeatable Research Process*

Our team of researchers begin by creating an overview of the company history, brands, and subsidiaries. Having rounded up this material, the researcher moves on to the individual indicators. Each of the indicators, on average 60, is then researched and rated individually. The ratings are then weighted and averaged programmatically, and the researcher uses the information gathered for each indicator to formulate the HowGood rating.

RESEARCH INDICATORS

Sourcing



Production



Organization



History



RATING SYSTEM



Top 47

We are proud to share with you the Top 47 brands as rated by HowGood. After 7 years of refining our research process and standards, these brands are the best we have found in the American foodscape. Out of over 110,000 products already in our research database, these brands are responsible for producing 316 products that have received an almost perfect score on our rating system.

To receive a “Great” rating, a brand must score better than 94% of all products rated. However, each of these 47 brands sells at least one product that scores above a 98% on the HowGood rating system. In other words, these 47 brands are in the 99.75th percentile of American food production.

These products are rare, and the brands that produce them maintain standards that take intensive focus, drive, and understanding. These brands are not only worthy of our support, but they also get our gratitude for going so far beyond the requirements to produce such amazing food.

In putting this report together, we reached out to the Top 47 brands and asked them to share their thoughts and values. Throughout this report, you will find insights and highlights from the hands that feed us.



TOP 47

Farmhouse Culture

California 28 🌱🌱🌱

Nordic Creamery

Wisconsin 23 🌱🌱🌱

Trickling Springs Creamery

Pennsylvania 19 🌱🌱🌱

Big B's Fabulous Juices

Colorado 15 🌱🌱🌱

Maine Coast Sea Vegetables

Maine 15 🌱🌱🌱

C.P. Yeatman & Sons, Inc.

Pennsylvania 14 🌱🌱🌱

Castle Rock Organic Farms

Wisconsin 13 🌱🌱🌱

Organic Pastures Dairy Company

California 13 🌱🌱🌱

Rumiano Cheese Company

California 12 🌱🌱🌱

Spirit Creek Farm LLC

Wisconsin 12 🌱🌱🌱



We believe one of problems in the food system is the lack of transparency from the initial producers (the farmers & growers) to the consumers. While we are not perfect, we are constantly working at sharing our farmers' stories and showing their operation. We have profiles of many of our family farms online and only use photos from our community of family farms to promote our products.

TRICKLING SPRINGS CREAMERY

“

... we are constantly working at sharing our farmers' stories and showing their operation.

”

TOP 47

Kalona Supernatural

Iowa 11 🍷

Wild Hive Farm

New York 10 🍷

Big Island Bees

Hawaii 9 🍷

Jacobs Farm/Del Cabo

California 9 🍷

Jewel Date Company

California 8 🍷

Redmond Trading Co.

Utah 8 🍷

Trader's Point Creamery

Indiana 8 🍷

Kilgus Farmstead

Illinois 7 🍷

Real Pickles

Massachusetts 7 🍷

Maple Hill Creamery

New York 6 🍷

The biggest thing consumers can do to change the food system is by becoming informed and purchasing sustainable food products from small businesses. “Voting with your wallet” does ultimately influence industry behavior. Consumers can start by experimenting with sustainable food products to compare their taste and quality against non-sustainable products, and learning about the long-term damage non-sustainable practices have on our agricultural industry and environment. Consumers will find that they are choosing better tasting, better quality products at the same time they are contributing to wider change in the food industry.

BIG ISLAND BEES

“

... start by experimenting with sustainable food products to compare their taste and quality against non-sustainable products ...

”

TOP 47

Seven Stars Farm

Pennsylvania 6 🍏🍏🍏🍏🍏🍏

Straus Family Creamery

California 6 🍏🍏🍏🍏🍏🍏

Meadow Creek Dairy, LLC

Virginia 5 🍏🍏🍏🍏🍏

Simply Grazin Organic Farm

New Jersey 5 🍏🍏🍏🍏🍏

White Oak Pastures Inc.

Georgia 5 🍏🍏🍏🍏🍏

Kenter Canyon Farms

California 4 🍏🍏🍏🍏

Mahina Mele Farm

Hawaii 4 🍏🍏🍏🍏

Sunny Creek Farm

North Carolina 4 🍏🍏🍏🍏

Cedar Summit Dairy

Minnesota 3 🍏🍏🍏

Coonridge Organic Goat Cheese

New Mexico 3 🍏🍏🍏



A woman with dark hair, wearing a black V-neck shirt, is holding a large, speckled chicken. The chicken has black and white mottled feathers and a red comb. The background is a blurred outdoor setting.

TOP 47

Rare Hawaiian Honey Company

Hawaii 3 🥬🥬🥬

Wilderness Poets

Washington 3 🥬🥬🥬

Adams' Olive Ranch

California 2 🥬🥬

Amish Country Farms / Ken Tensen

New Jersey 2 🥬🥬

Handsome Brook Farm

New York 2 🥬🥬

Hickory Nut Gap

North Carolina 2 🥬🥬

Saint Benoit Creamery

California 2 🥬🥬

Vital Farms, Inc

Texas 2 🥬🥬

“

*Being
passionate and
proud of what
you are eating
is what we are
all about.*

”

We hope that what we are doing is contributing to improving the North American Food System by helping people to take their nutrition and health into their own hands. We love hearing that people all over the country are using our nut butters and superfoods to make cooking more inventive, imaginative, and fun. Our customers are constantly sending us photos, texts, and even videos of what they are creating with our product. They say our foods inspire them to turn food prep into art. Being passionate and proud of what you are eating is what we are all about.

WILDERNESS POETS

TOP 47

Century Sun Oil

Wisconsin 1 🍃

Grandy Oats / Bountiful Berry Inc.

Maine 1 🍃

Great River Milling Company

Wisconsin 1 🍃

Hawthorne Valley Farm

New York 1 🍃

Lancaster Farm Fresh Cooperative

Pennsylvania 1 🍃

Natural Dairy Products Corporation

Delaware 1 🍃

Olivos Del Mar

California 1 🍃

Stahlbush Island Farms

Oregon 1 🍃

Tomales Bay Food Corp.

California 1 🍃



Top 500

The Top 500 hundred consist of brands that have produced Great rated products. These brands are responsible for producing the 4,439 products that received a better rating than 94% of the 110,000 products the HowGood research team has assessed to date.

Overall, these are brands that make everything better around them. They are good employers, good partners to their sources, clear communicators, and the kind of brands that we wish we could buy from all the time. There are many product types and many strategies to get to Greatness, but whichever company you buy from, when you buy Great rated products,

you are supporting the brands that will make our world and our communities better, happier, and healthier.

We have organized the Top 500 by the food categories in which you are likely to find them on the shelf and sorted the brands according the number of Great rated products they produce.

COMPANY NAME

Trickling Springs Creamery

Pennsylvania 19

LOCATION

Nº OF GREAT RATED PRODUCTS

Categories:

- Bread & Baking Supplies
- Coffee
- Condiments
- Dairy
- Dried Food
- Drinks
- Produce
- General Grocery
- Grains & Beans
- Meat & Seafood
- Oil & Vinegar
- Pasta
- Raw Food
- Snacks
- Superfoods
- Sweeteners
- Sweets
- Teas



bread & baking supplies

King Arthur Vermont 16 🌱🌱🌱

Bread Alone New York 12 🌱🌱🌱

Daisy Flour Pennsylvania 11 🌱🌱🌱

Food For Life California 6 🌱🌱🌱

Heartland Mill Kansas 6 🌱🌱🌱

Kelapo Florida 4 🌱🌱🌱

Cayuga Pure Organics New York 3 🌱🌱🌱

Farm and Sparrow North Carolina 2 🌱🌱🌱

Central Milling Utah 1 🌱🌱🌱

“

*This country's
farmers have
always been the
backbone and
foundation of
our economy.*

”

At Natural Dairy Products, we are, have been and always will be in business to support the family owned and operated farms we procure our milk from. This country's farmers have always been the backbone and foundation of our economy. We improve the food system by promoting and supporting organic farming and the sustainable use of our natural resources. We use the principles of grass based dairy production as a means to improve the quality of our products, maximize the health of our cows and protect our watersheds. This enables us to produce foods that benefit consumers and farmers alike.

NATURAL DAIRY PRODUCTS



coffee

Grounds for Change Washington 24 🌱🌱

Cafe Altura California 23 🌱🌱

Gimme! Coffee New York 20 🌱🌱

Dynamite Roasting Co. North Carolina 15 🌱🌱

Stumptown Oregon 12 🌱🌱

Caffe Sanora Colorado 11 🌱🌱

Caffe Ibis Utah 10 🌱🌱

Jeremiah's Pick California 10 🌱🌱

Jackie's Java Colorado 8 🌱🌱

Jim's Organic Coffee Massachusetts 8 🌱🌱

Just Coffee Wisconsin 8 🌱🌱

Desert Sun Colorado 7 🌱🌱

Trager Brothers Coffee Virginia 6 🌱🌱

Allegro Coffee Colorado 5 🌱🌱

Chesapeake Bay Roasting Maryland 5 🌱🌱

Coffee Labs New York 5 🌱🌱

Cuppa Joe New Mexico 5 🌱🌱

Equal Exchange Massachusetts 5 🌱🌱

Counter Culture New York 3 🌱🌱

Pachamama California 3 🌱🌱

Anodyne Wisconsin 2 🌱🌱

Chameleon Cold-Brew Texas 2 🌱🌱

Ethical Bean Coffee Canada 2 🌱🌱

Larry's Beans North Carolina 1 🌱🌱

One Village Pennsylvania 1 🌱🌱

Peace Coffee Maine 1 🌱🌱

Previously, the only eggs available at grocery stores were produced by large corporate factory farms, where chickens (even organic hens) were raised without true access to the outdoors. Handsome Brook Farm has changed this by creating a model where our eggs are raised from chickens with acres of outdoors to roam, exclusively on small family farms, and sold through retail grocery chains to customers. Thus we have created an entirely new segment in the dairy case, providing the best quality egg from the most humanely raised hen.

HANDSOME BROOK FARM

“

*... our eggs
are raised
from chickens
with acres of
outdoors to
roam ...*

”



condiments

Vino De Milo Ohio 27 🌱🌱🌱
Imladris Farm North Carolina 23 🌱🌱🌱
Kahala Fresh Hawaii 20 🌱🌱🌱
Once Again New York 19 🌱🌱🌱
Tia Rita's New Mexico 16 🌱🌱🌱
Aloha Bay California 14 🌱🌱🌱
Lima Colorado 12 🌱🌱🌱
Red Ape Cinnamon Oregon 11 🌱🌱🌱
Himala Massachusetts 10 🌱🌱🌱
Palm Island California 10 🌱🌱🌱

Caleb & Milo New Mexico 9 🌱🌱🌱
Mia Cucina New Jersey 9 🌱🌱🌱
Raw Earth Organics California 9 🌱🌱🌱
Bueno Foods New Mexico 8 🌱🌱🌱
Herbamare Rhode Island 8 🌱🌱🌱
Mascaro Family Foods California 8 🌱🌱🌱
Ka'iulani Spices Hawaii 7 🌱🌱🌱
Goodness Gardens New York 6 🌱🌱🌱
Rigoni Florida 6 🌱🌱🌱
Seasoned Pioneers United Kingdom 5 🌱🌱🌱

The Scrumptious Pantry Illinois 5 🌱🌱🌱
Bayfield Wisconsin 4 🌱🌱🌱
Amagansett Sea Salt New York 3 🌱🌱🌱
Los Chileros New Mexico 3 🌱🌱🌱
Maldon United Kingdom 3 🌱🌱🌱
Amphora California 2 🌱🌱🌱
Brownwood Farms Michigan 2 🌱🌱🌱
JB's Best Ohio 2 🌱🌱🌱
Mitica New York 2 🌱🌱🌱
Naked Infusions California 2 🌱🌱🌱

Singing Dog Vanilla Oregon 2 🌱🌱🌱
Tiny Isle Hawaii 2 🌱🌱🌱
Gone Native Washington DC 1 🌱🌱🌱
Halen Mon United Kingdom 1 🌱🌱🌱
Heidi's Jam New Mexico 1 🌱🌱🌱
La Baleine France 1 🌱🌱🌱
Luque New Mexico 1 🌱🌱🌱
Organico Bello New York 1 🌱🌱🌱
Safinter Spain 1 🌱🌱🌱
Santa Barbara Olive Company California 1 🌱🌱🌱
Vinolio Creta Greece 1 🌱🌱🌱

“

*... we know
the farmers,
truck drivers,
manufactures,
sellers, buyers,
and customers.*

”

For us it is all about knowing. We want food to taste good. We also want to know that it is good. That means we know the farmers, truck drivers, manufactures, sellers, buyers, and customers. We are all of these people continually. And by knowing and being all of these people we are more connected and have greater understanding of each other. We share an experience. We share the experience of Living. Food is an important, essential, and fabulous part of that experience. It's good to know you.

SPIRIT CREEK FARM

dairy

Landmark Wisconsin 51 ●●●
Vermont Creamery Vermont 30 ●●●
FarmFriend Pennsylvania 29 ●●●
Ronnybrook New York 29 ●●●
The Old Windmill Dairy New Mexico 25 ●●●
Marcoot Jersey Creamery Illinois 22 ●●●
Pasture Verde Texas 22 ●●●
Erivan Pennsylvania 20 ●●●
Giving Nature Pennsylvania 17 ●●●
Wallaby California 14 ●●●
Pete and Gerrys New Hampshire 13 ●●●
Redwood Hill California 12 ●●●
Sierra Nevada Cheese Company California 11 ●●●
Edensoy Michigan 10 ●●●
Farmers' Henhouse Iowa 10 ●●●
Bellwether Farms California 9 ●●●

Camino de Paz New Mexico 9 ●●●
Oak Knoll Vermont 9 ●●●
Dare 2 Dream Farms California 8 ●●●
Calkins Creamery Pennsylvania 7 ●●●
Clover Organic Farms California 7 ●●●
Cowgirl Creamery California 7 ●●●
Kleinpeter Louisiana 7 ●●●
Spring Hill Dairy California 7 ●●●
Dreaming Cow Georgia 6 ●●●
Hudson Valley Fresh New York 6 ●●●
Natures Yoke Pennsylvania 6 ●●●
Organic Valley National 6 ●●●
Rasband Dairy New Mexico 6 ●●●
Wisconsin Organics Wisconsin 6 ●●●
Green Valley Organics California 5 ●●●
Latta North Carolina 5 ●●●

Old Chatham New York 5 ●●●
Snowville Ohio 5 ●●●
Blue Hill New York 4 ●●●
Butterworks Farm Vermont 4 ●●●
Drake Family Farms Utah 4 ●●●
Jeni's Splendid Ohio 4 ●●●
Roots Private Label Dairy Maryland 4 ●●●
Sky Top Farm New York 4 ●●●
Living Harvest Connecticut 3 ●●●
Merrymead Pennsylvania 3 ●●●
Pequea Valley Pennsylvania 3 ●●●
Point Reyes California 3 ●●●
Smari California 3 ●●●
St. Benoit California 3 ●●●
Van Leeuwen New York 3 ●●●
Jasper Hill Vermont 2 ●●●

Laz Ewe Colorado 2 ●●●
Phil's Fresh Foods Colorado 2 ●●●
Westfield Farm Massachusetts 2 ●●●
Adirondack Creamery New York 1 ●●●
Cabin Creek Maryland 1 ●●●
Capretta California 1 ●●●
Coach Farms New York 1 ●●●
Feather Ridge Farm New York 1 ●●●
Green Meadows Farm Massachusetts 1 ●●●
Jean Perrin France 1 ●●●
Looking Glass Creamery North Carolina 1 ●●●
Milo's Poultry Farm Wisconsin 1 ●●●
Moorenko's Maryland 1 ●●●
Natural By Nature Delaware 1 ●●●
PrairiErth Illinois 1 ●●●
The Ellsworth Cooperative Creamery Wisconsin 1 ●●●
Wholesome Dairy Farms Pennsylvania 1 ●●●

“

*... we are building
a food business
that is centered
around social
responsibility and
positive change.*

”

At Real Pickles we are building a food business that is centered around social responsibility and positive change. By supporting organic agriculture, building a market for our local farms, minimizing our environmental impact, and creating meaningful and living wage jobs, we hope to provide a model for food manufacturing that is financially, socially, and environmentally successful. We view Real Pickles as a community asset and partner, not just a pickle business. A central part of what we do is to engage with our community to help build a better food system that supports both people and our planet.

REAL PICKLES



dried food

Nature's All Foods California 16 🌱🌱🌱

Terra Dolce Georgia 16 🌱🌱🌱

Mornin' Glory California 15 🌱🌱🌱

Sistema Organa New York 11 🌱🌱🌱

Rising Tide California 7 🌱🌱🌱

FungusAmongUs Washington 5 🌱🌱🌱

Mavuno Harvest Pennsylvania 5 🌱🌱🌱

Seaweed Iceland Iceland 4 🌱🌱🌱

Sensible Foods California 4 🌱🌱🌱

United With Earth California 4 🌱🌱🌱

She Sells Seaweed Massachusetts 3 🌱🌱🌱

Wine Forest California 3 🌱🌱🌱

Just Tomatoes, Etc California 1 🌱🌱🌱

Tierra Farms New York 1 🌱🌱🌱

drinks

Red Jacket Orchards New York 34 🍷

Suja California 34 🍷

Biotta Switzerland 29 🍷

Hawaiian Springs Hawaii 23 🍷

Namaste Water Nevada 18 🍷

Green Planet Bottle Florida 16 🍷

Natural Rocks Maine 15 🍷

Volcano California 15 🍷

Mountain Valley Spring Arkansas 13 🍷

Rosas California 10 🍷

Icebox New York 9 🍷

Blue Print Cleanse New York 8 🍷

Chippewa Spring Water Wisconsin 8 🍷

Evergreen Canada 8 🍷

Saratoga Spring New York 7 🍷

Drink Me California 6 🍷

Renewal Spring Water Florida 6 🍷

Tude Washington 6 🍷

Iceland Spring Florida 5 🍷

Prometheus Springs New York 5 🍷

Alkalife Florida 4 🍷

Copra New York 4 🍷

Kor Shots California 4 🍷

Wild Poppy California 4 🍷

B'more Organic Maryland 3 🍷

El Dorado Colorado 3 🍷

Haha Hawaiian Organics Hawaii 3 🍷

High Country Colorado 3 🍷

Isbre Norway 3 🍷

Natalie's Orchid Island Juice Florida 3 🍷

Pure Swiss California 3 🍷

Blue Moon Water North Carolina 2 🍷

Buchi North Carolina 2 🍷

Exotic Superfoods New York 2 🍷

Forager Project California 2 🍷

Fox Ledge Pennsylvania 2 🍷

Ice Age Water Canada 2 🍷

Columbia Gorge Oregon 1 🍷

Harmless Harvest New York 1 🍷

Jana New York 1 🍷

Lakewood Florida 1 🍷

Reed's California 1 🍷

Traverse Bay Farms Michigan 1 🍷

Wat-aah New York 1 🍷

Zeigler's Pennsylvania 1 🍷



produce

North Shore California 97 🌱🌱🌱

Cinacia Colorado 53 🌱🌱🌱

Mother Earth Pennsylvania 23 🌱🌱🌱

Golden Acres Colorado 21 🌱🌱🌱

Spring Thyme Herb Farm Pennsylvania 19 🌱🌱🌱

Cal Organic Farms California 13 🌱🌱🌱

Eli & Ali's New York 13 🌱🌱🌱

Mamamia New Jersey 10 🌱🌱🌱

Sproutman Massachusetts 10 🌱🌱🌱

Oregon Fruit Products Oregon 9 🌱🌱🌱

Wyman Maine 7 🌱🌱🌱

Solana Gold California 6 🌱🌱🌱

Stemlit Washington 6 🌱🌱🌱

Cut N Clean California 5 🌱🌱🌱

Ho Farms Hawaii 5 🌱🌱🌱

Wacky Apple Colorado 5 🌱🌱🌱

Harvest Sensations California 4 🌱🌱🌱

Mycological Oregon 4 🌱🌱🌱

Evonuk Farms Hawaii 3 🌱🌱🌱

Hudson Valley Harvest New York 3 🌱🌱🌱

Pero Family Farms Florida 3 🌱🌱🌱

Sunview California 3 🌱🌱🌱

HerbCo Hawaii 2 🌱🌱🌱

Farmer's Market Oregon 2 🌱🌱🌱

Awe Sum Organics California 1 🌱🌱🌱

Bunny Luv California 1 🌱🌱🌱

Mariposa Iowa 1 🌱🌱🌱

Olivia's Organics Massachusetts 1 🌱🌱🌱

Rainbow California 1 🌱🌱🌱

Sundance Natural Foods California 1 🌱🌱🌱

“

*My vision is
to return
farming
to a noble
profession...*

”

My vision for the future is to be able to debunk the industrial model of food which nearly bankrupts the conventional farmer with more seed cost, more chemical and genetic modification, more tractors and more devastation to the soils. My vision is to return farming to a noble profession, where traditional farming practices with benefits of science and technology help invest in the soil. Our motto at Traders Point is to “Nourish the land that nourishes us all.” I believe that through these practices we will all be able to feed ourselves nutritious, healthful food.

TRADERS POINT CREAMERY



general grocery

Ecomeal New York 291 🌱🌱🌱

Alter Eco California 61 🌱🌱

Eden Foods Michigan 34 🌱🌱🌱

Rustichella Italy 33 🌱🌱

Tomato Mountain Farm Wisconsin 22 🌱🌱🌱

Essential Living California 13 🌱🌱🌱

Full Circle Washington 12 🌱🌱🌱

Ojio California 11 🌱🌱🌱

Kaldi Virginia 10 🌱🌱

Brad's Organic New York 8 🌱🌱🌱

Lucini Italy 8 🌱🌱

Pocono New York 5 🌱🌱🌱

Wholesoy California 5 🌱🌱🌱

Gold Mine California 4 🌱🌱🌱

Middle Earth Organics Florida 4 🌱🌱🌱

Life Foods Hawaii 3 🌱🌱🌱

Divina New Jersey 2 🌱🌱🌱

Frieda's California 1 🌱🌱🌱

Interrupcion New York 1 🌱🌱🌱

Jovial Connecticut 1 🌱🌱🌱

Royal Himalayan Hawaii 1 🌱🌱🌱

Victoria New York 1 🌱🌱🌱

grains & beans

Bob's Red Mill Oregon 86 🌱🌱
One Degree Canada 19 🌱
Rancho Gordo California 17 🌱
Timeless Montana 10 🌱
Farm to Table New York 9 🌱
Giusto's Vita Grain California 9 🌱

Flahavans Ireland 8 🌱
Zursun Idaho 8 🌱
Texas Best Texas 7 🌱
Old Wessex Rhode Island 6 🌱
Wolff's New York 5 🌱

Douget's Texas 3 🌱
Haldeman Mills Pennsylvania 3 🌱
Soofoo California 3 🌱
Hodgson Mill Illinois 2 🌱
Lotus California 2 🌱
Premium Gold Flax North Dakota 2 🌱

Purely Elizabeth Colorado 2 🌱
Goose Valley California 1 🌱
Gourmet House Pennsylvania 1 🌱
Hol-grain Louisiana 1 🌱
Lundberg California 1 🌱
Vita Spelt Michigan 1 🌱



meat & seafood

Hidden Stream Minnesota 30 🌱🌱🌱

Henry & Lisa's New Hampshire 17 🌱🌱🌱

Rancho San Julian California 13 🌱🌱🌱

Raincoast Trading Canada 11 🌱🌱🌱

Blackwing Illinois 10 🌱🌱🌱

Vermont Smoke and Cure Vermont 9 🌱🌱🌱

Vital Choice Washington 6 🌱🌱🌱

Prairie Pride Minnesota 5 🌱🌱🌱

D'artagnan New Jersey 4 🌱🌱🌱

Bell & Evans Pennsylvania 3 🌱🌱🌱

Mary's Organic Chicken California 3 🌱🌱🌱

La Quercia Iowa 2 🌱🌱🌱

Wild Salmon Co North Carolina 2 🌱🌱🌱

Bevans Virginia 1 🌱🌱🌱

Eberly's Organic Pennsylvania 1 🌱🌱🌱

Fossil Farms New Jersey 1 🌱🌱🌱

Kadejan Minnesota 1 🌱🌱🌱

Sunburst Trout North Carolina 1 🌱🌱🌱

Tofurky Oregon 1 🌱🌱🌱

Many companies today look to improve our food system through science and technology, and there is certainly a place for both of those. Nature also has a beautiful simplicity that today is too often overlooked. Many simple, natural, products are just as effective, or even more effective, than their human engineered counterparts. At Redmond we believe nature has it right. We keep our products simple, clean, and real—just the way nature intended.

REDMOND TRADING CO.

“

Many simple, natural, products are just as effective, or even more effective, than their human engineered counterparts.

”

oil & vinegar



La Tourangelle California 122 🌿🌿🌿

Jungle Products New Jersey 42 🌿🌿🌿

Olive Pier Turkey 40 🌿🌿🌿

Manoli Canoli Maryland 32 🌿🌿🌿

Monari Federzoni Italy 32 🌿🌿🌿

California Olive Ranch California 14 🌿🌿🌿

La Masia Spain 14 🌿🌿🌿

Bragg California 12 🌿🌿🌿

Fabrini Italy 11 🌿🌿🌿

Lotario California 9 🌿🌿🌿

Nabali Tree Washington 8 🌿🌿🌿

Kefalas Sparta Greece 7 🌿🌿🌿

Colavita New Jersey 6 🌿🌿🌿

O-live & Co North Carolina 6 🌿🌿🌿

Barbera Siciliani Italy 5 🌿🌿🌿

Aptera Imports California 4 🌿🌿🌿

Peace Oil United Kingdom 4 🌿🌿🌿

Villa Manodori Italy 4 🌿🌿🌿

Figueroa Farms California 3 🌿🌿🌿

Frantoia Italy 3 🌿🌿🌿

Pago Baldios Spain 3 🌿🌿🌿

Agia Triada Greece 2 🌿🌿🌿

Frankie's Italy 2 🌿🌿🌿

Napa Valley Naturals California 2 🌿🌿🌿

O Olive Oil California 2 🌿🌿🌿

Olio Beato New York 2 🌿🌿🌿

Olio Verde Italy 2 🌿🌿🌿

Raineri Italy 2 🌿🌿🌿

San Leandro Spain 2 🌿🌿🌿

Santiago North Carolina 2 🌿🌿🌿

Something Pure California 2 🌿🌿🌿

Badalucco Pennsylvania 1 🌿🌿🌿

Casa Di Oliva California 1 🌿🌿🌿

Emile Noel France 1 🌿🌿🌿

Rinaldos Organic Garlic Gold California 1 🌿🌿🌿

San Giuliano Italy 1 🌿🌿🌿

Terra Medi New York 1 🌿🌿🌿



pasta

Bionaturae Connecticut 65 🌱🌱🌱

Garden Time California 6 🌱🌱

Montebello California 5 🌱🌱

Probios Italy 5 🌱🌱

Pasta Wench North Carolina 4 🌱🌱

Pastariso California 3 🌱🌱

Dececco New York 2 🌱🌱

Explore Asian New Jersey 2 🌱🌱



raw food

Jacob's Raw Pennsylvania 65 🌱🌱🌱

Brad's Raw Chips Pennsylvania 40 🌱🌱🌱

Ohsawa California 36 🌱🌱🌱

Zukay Pennsylvania 30 🌱🌱🌱

Rejuvenative Foods California 27 🌱🌱🌱

Alive & Radiant California 25 🌱🌱🌱

The Chia Co Australia 20 🌱🌱🌱

Bao New York 18 🌱🌱🌱

South River Massachusetts 17 🌱🌱🌱

Wildbrine California 13 🌱🌱🌱

Food on Purpose New Mexico 12 🌱🌱🌱

Handy Pantry Utah 12 🌱🌱🌱

Deep Root Vermont 11 🌱🌱🌱

RawFoodz Canada 8 🌱🌱🌱

Brassica and Brine California 6 🌱🌱🌱

Wills Valley Pennsylvania 5 🌱🌱🌱

Smiling Hara North Carolina 2 🌱🌱🌱

Peter Rabbit Organics United Kingdom 1 🌱🌱🌱

Twin Oaks Virginia 1 🌱🌱🌱

“

*... stop rewarding
the companies
who tell us fast
and easy is better
than good ...*

”

If consumers want to change our food system, they should buy quality food they love. Our current system encourages us to think of food only as fuel. In the short run that may mean we can feed ourselves quickly and cheaply, but in the long run our disregard for what we put in our bodies is killing us. If we become mindful of the food we eat, if we stop rewarding the companies who tell us fast and easy is better than good, then the system will have to change with us or be left behind.

MEADOW CREEK DAIRY



snacks

Just Pure Foods California 53 🌱🌱🌱

Country Choice Minnesota 45 🌱🌱🌱

Two Moms in the Raw Colorado 31 🌱🌱🌱

Bare Fruit California 27 🌱🌱🌱

Potter's Crackers Wisconsin 20 🌱🌱🌱

Imlak'esh Organics Georgia 18 🌱🌱🌱

Hammons Missouri 17 🌱🌱🌱

Ela Family Farm Colorado 16 🌱🌱🌱

18 Rabbits California 14 🌱🌱🌱

Mauk Family Farms California 10 🌱🌱🌱

Allgood Provisions Utah 8 🌱🌱🌱

Evo Hemp Colorado 8 🌱🌱🌱

Jackson's Colorado 8 🌱🌱🌱

Wild Mountain Colorado 7 🌱🌱🌱

Peeled Snacks New York 6 🌱🌱🌱

Go Raw California 5 🌱🌱🌱

Datepac Arizona 4 🌱🌱🌱

Ak Mak California 3 🌱🌱🌱

Bites of Bliss California 3 🌱🌱🌱

Coldbrook Farm, Inc New York 3 🌱🌱🌱

Grain Place Foods Nebraska 3 🌱🌱🌱

Kaia California 3 🌱🌱🌱

Livin Spoonful Oregon 3 🌱🌱🌱

Salba Smart Colorado 3 🌱🌱🌱

Dark Mountain Delectables California 2 🌱🌱🌱

Del Valle Pecans New Mexico 2 🌱🌱🌱

From the Fields California 2 🌱🌱🌱

Good Health North Carolina 2 🌱🌱🌱

Shagbark Ohio 2 🌱🌱🌱

Skout Trailbar Oregon 2 🌱🌱🌱

Barbara's Massachusetts 1 🌱🌱🌱

New Mexico Pecan Company New Mexico 1 🌱🌱🌱

Pleasant Grove California 1 🌱🌱🌱

Ruth's Hemp Food Canada 1 🌱🌱🌱

United Natural Foods Rhode Island 1 🌱🌱🌱



superfoods

Amazing Grass California 68 🌱🌱🌱

Manitoba Harvest Canada 16 🌱🌱

Genesis Today Texas 5 🌱🌱

Carlson Massachusetts 3 🌱🌱

Gaia Herbs North Carolina 3 🌱🌱

Navitas California 3 🌱🌱

Barlean's Washington 2 🌱🌱

Lily Of The Desert Texas 2 🌱🌱

Sawmill Hollow Iowa 2 🌱🌱

Consumer education and choice is the single largest driver of change. Once people know and appreciate how and where their food is produced, they connect to it in a far more meaningful way. And once they act on that new knowledge by changing their buying habits, it's very difficult for them to go back. Which allows companies like us to affect real, lasting change in the food system. At Vital Farms, we see the general lack of understanding of the harsh realities of factory farming as our greatest opportunity to educate consumers about how different our eggs are, in every way –humanely raised, sustainably produced, and, best of all, naturally delicious and more nutritious!

VITAL FARMS

“

*... humanely raised,
sustainably
produced, and,
best of all, naturally
delicious and
more nutritious!*

”

sweeteners

Y.S. Organic Bee Farms Illinois 41

San Marcos Farms California 40

Sun Mountain Honey New Mexico 36

Ebert Honey Iowa 21

Coombs Family Farm Vermont 13

Bee Raw New York 12

Sasse's Illinois 8

Ames Farm Minnesota 7

Clark's Honey Farm Colorado 7

Gunter's Virginia 7

Sweet Tree Oregon 6

Bedillion Honey Farm Pennsylvania 5

Hannah's Honey Oregon 5

Highland Sugarworks Vermont 5

Sippl's Wisconsin 5

Bee Flower and Sun Honey New Jersey 4

Hawaiian Rainbow Bees Hawaii 4

Madhava Colorado 4

Wee Bee New York 4

Wildbee Honey North Carolina 4

Big Tree Farms Oregon 3

Golden Angels Virginia 3

Maple Valley Wisconsin 3

North Family Farm New Hampshire 3

Shady Maple Pennsylvania 3

Wisconsin Natural Acres Wisconsin 3

Fieldstone Apiaries Iowa 2

Hamptons Honey New York 2

Honey Gardens New York 2

Manoa Honey Company Hawaii 2

Really Raw Maryland 2

Wild Country Maple Syrup Minnesota 2

Bradshaw's California 1

Camp Canada 1

Kaua'i Honey Hawaii 1

sweets

Endangered Species Indiana 176 🍫

Lulu's Chocolate Arizona 155 🍫

Gnosis New York 71 🍫

Nirvana Massachusetts 26 🍫

Righteously Raw California 21 🍫

Pacari Ecuador 19 🍫

Peelu North Dakota 12 🍫

Raw Shakti North Carolina 11 🍫

Sjaak's California 11 🍫

Kallari Ecuador 8 🍫

Raaka Chocolate New York 8 🍫

Santosha Chocolate North Carolina 6 🍫

Twenty-Four Blackbirds New York 6 🍫

Pascha Organic Canada 5 🍫

Mast Brothers New York 4 🍫

Fearless Organic California 3 🍫

French Broad Chocolates North Carolina 3 🍫

Heavenly Organics Iowa 2 🍫

Kopali New York 2 🍫

Taza Massachusetts 2 🍫

Vintage Plantations New Jersey 2 🍫

Antidote Chocolate New York 1 🍫

College Farm Pennsylvania 1 🍫

Extreme Health USA California 1 🍫

Madecasse New York 1 🍫

Mopure Canada 1 🍫



tea

Traditional Medicinals California 103

Nativa Yerba Mate Minnesota 56

Choice Organic Teas Washington 39

Pukka United Kingdom 38

Rishi Tea Wisconsin 35

Tulsi Colorado 23

Two Leaves & A Bud Colorado 21

Celebration Herbals Canada 16

Earth Mama Angel Baby Oregon 16

The Mate Factor North Carolina 15

Ecoinca Lima Peru 14

Runa New York 14

Organic India India 13

DoMatcha Canada 11

Teapigs New York 11

Tupelo Pennsylvania 11

Oregon Yerba Mate Oregon 10

SerendipiTea New York 9

Teatulia Colorado 9

Guayaki California 4

Hampstead Tea United Kingdom 4

Madura Tea Australia 4

Eco Teas Oregon 3

Ineeka Chicago 3

Mizuba Tea Co California 3

Shangri' La California 3

Takaokaya California 3

Ambassador Organics Illinois 2

Hankook Tea California 2

Numi California 2

Red Leopard California 2

Zhena's Gypsy Tea California 2

Burmeister Ginseng Wisconsin 1

Haiku North Carolina 1

Lifestyle Awareness California 1

About

Founded in 2007 and headquartered in New York City, HowGood is an in-store rating system that identifies industry leaders in the food system. As an independent research organization, HowGood determines the overall goodness of food and awards ratings to the best products, empowering consumers to make fast and informed purchasing decisions. For businesses, HowGood is a powerful tool to help promote sustainable products, attract more customers and strengthen the brand. *More at www.howgood.com.*

HowGood

At SPINS, we believe there's more than meets the eye to data. As the leading provider of retail consumer insights, analytics and consulting for the Natural, Organic and Specialty Products Industry, we strive to transform raw data into intelligent and actionable business solutions. Our mission is to maximize the value of information for growing the natural products industry. We carry out our mission by providing information, insight and a common language for the industry with which to understand and analyze consumer, retail and broad marketplace dynamics. *More at www.spins.com.*



Pure Branding is a research, insights, brand strategy and marketing agency that transforms leading healthy food, beverage and wellness companies into powerhouse brands. Our extensive category knowledge and innovative research practices make us the strategic partner of choice for companies looking to grow the bottom line and drive cultural change. Pure Branding was founded in 1999 and is based in Northampton, MA. *More at www.purebranding.com*

PURE (branding)