

We're Marshall and Elliott, two celiac brothers who understand the struggle many face when trying to find simple, quality, high protein gluten-free food. In fact, that's the reason we launched The Gluten Free Bar (GFB) in 2010.

What started out as a small side project has turned into a company with three product lines sold in 10,000 stores across the US and Canada. We're certainly proud of our growth, but we're equally proud that we've been able to make a positive impact on our community. We're a little different in that we actually make all of our food in our own facility. It means that we can make a difference not only for our customers by giving them glutenfree products that make them feel great, but by providing opportunity for those in our local community, contributing to the local economy, and being stewards of our environment.

We like to say that we make good-for-you gluten-free food in good-for-you ways. We hope this sustainability report gives a little more insight into our efforts.

With gratitude,

Founders of The GFB

### **Our Commitment to a Triple Bottom Line**

From the beginning, we wanted to create a company that "did the right thing". Initially, that meant things like paying our team members a living wage and recycling what we could. As The GFB has grown and we've learned more about what "doing the right thing" really means in business, we've evolved into a Triple Bottom Line company.

A Triple Bottom Line means that, as a business, our goals are People, Planet and Profit. In other words, running a profitable business is only part of what we consider being successful.

Of course, all of this wouldn't

### Certified



mean much if it was just us saying we're "doing the right thing"... we wanted to actually prove it and that meant becoming a

Certified B Corp.

A B Corp stands for Benefit Corporation and it means that we are independently verified every 2 years by B Lab that we are meeting rigorous standards for social and environmental performance, accountability, and transparency.

By becoming a certified B Corp, GFB has

movement to redefine success in business. As a B Corp, we believe business should think beyond their revenue streams, and work to benefit the community, team members, and environment as a whole.

#### B Impact Report Certified since: October 2015 Summary: Environment 26 Workers 21 18 Customers N/A Community 23 17

13

82

6

Governance

Overall B Score



The GFB: making good-for you gluten free food in good-for-you ways.



# MAKING GOOD-FOR-YOU FOOD...

At The GFB we're on a mission to make deliciously simple gluten-free foods. You'll find nothing artificial in our products - we use only high-quality ingredients with plenty of plant-based protein to keep you going strong."

Marshall Rader, President

# Certifications and Product Facts

GF Gluten-Free

Creating products that the gluten-free consumer can safely eat is at the core of what we do. There's no better way to demonstrate that commitment than being Certified Gluten-Free by the GFCO. This certification involves proving that all of our raw materials do not contain gluten and constantly testing our products in our facility to ensure that they are gluten-free.



While there is certainly room for debate, we believe that vegan products are better for the environment, consume less resources, and can be a healthy alternative to animal-based products. All of our products meet the requirements for vegan certification set forth by Vegan Action.



All of our products are certified non-GMO, meaning that none of our ingredients have been genetically engineered. The primary reason for the use of GMOs is to make plants resistant to herbicides and pesticides which pollute the environment and when ingested by people are linked to a wide variety of health issues.



While there is no conclusive evidence that ties soy to any health issues, it is one of the common allergens. We aim to make food that can be eaten by people with a wide range of dietary restrictions so that is why all of our products are soy-free.



Kosher certification lays out strict rules throughout the food production process. Producing food in our own facility allows us to pay extra attention to what we are doing, and being Kosher certified (through Kosher Michigan) conveys the message that we produce safe and quality food.

Food Safety

Making good-for-you food isn't limited to just our ingredients....it also has to do with how it's made. Since we do all of our own manufacturing, food safety is a major issue, which is why we voluntarily undergo an annual food safety audit.

NSF international, a leading firm in auditing, education and

risk management solutions for public health evaluates our facility and food safety processes. Each year they conduct a thorough review of the plant, the personnel, and our procedures according to the BRC Global Food Safety Standard. Since adopting BRC Standards, we have achieved and maintained their most prestigious AA rating.

### **BRC AA Rated**



Thanks to our BRC certification we can ensure that the food we produce is safe for our customers.

A nutritious product, made in certifiably healthy ways.

To date (and since being BRC Certified in 2016) we have never had a major food safety incident.









# Community

We have a triple bottom line commitment - people, planet, and profits. Supporting our local community is an important aspect of our "people" commitment. Here are some key areas:

#### **Volunteer Hours**

We strongly encourage our team members to volunteer, and are building a system to better support our team member's volunteer efforts. We offer all of our full time team members 24 hours per

year of paid volunteer time to volunteer at the organization or event of their choice.

Organizations we supported in 2016 through volunteering: Family Promise — rehabbed two mobile homes for homeless families, Grand Rapids Elves and more.

### **Donations**

Some examples of local non-profits that we supported in 2017:

Laughfest, Gazelle Girl, Art Van Santa Parade.

### **Supporting Local Businesses**

Unfortunately many of the ingredients that we use in our foods are not locally produced, but we do support local businesses whenever possible - whether that be local professional services, local packaging manufacturers, or local suppliers and vendors. To establish our commitment to local spending we are publishing our local spending as a ratio of our overall expenses, hoping to watch it grow as our business does.







38% 2017 LOCAL SOURCING SPEND

2018 LOCAL SOURCING TARGET

# Our Team

One of our core values is "We Win Together" - that means that if the company is successful, everyone shares in that success. Here are some areas where we all did win together.

## **Team Member Wages**

100% of our team members earn above the official living wage in Kent County, MI. Our entry hourly wage is actually 20% above the living wage and we have managed to increase production team member pay by 5 percent in 2017 vs. 2016.

# **Executive salary compared** to base team member salary

We don't believe in inflated executive pay. The ratio for the top salary earners to base wage is 4:1, meaning that the highest paid person makes 4x the lowest paid team member. For reference, the

Economic Policy Institute's latest study from 2016 shows top executive pay at large US companies is 271x the average worker wage.

# Workforce Growth: Full-Time Employees

We're lucky to have experienced a fair amount of growth over the past few years and as a result have been able to add jobs to the local economy. We nearly doubled our workforce from 2016 to 2017 and are about 4x larger than we were in 2014.

#### **BENEFITS**

#### **Paid Time Off**

We recognize that hourly workers often are at a disadvantage when it comes to paid time off. Everyone has issues come up and not getting paid because you're sick or have a family emergency is simply not fair. For that reason we offer all

our full-time staff ten full-paid vacation days as well as nine paid holidays.

# **Team Member Health Insurance**

Taking care of our team members means more than paying them a living wage. It means increasing access to basic, necessary services like health care. We are instituting a company paid health care program for all full-time employees that starts in April 2018.

### 401K

Full-time staff at The GFB are able to enroll in a 401k program with company match.

# **Employing those with from** chronically underemployed sectors

Becoming a sustainable business means investing in our community, and our community is made up of individuals from all walks



of life. This diversity of experience is what makes our community resilient.

As part of our commitment to being an equal opportunity employer, The GFB participates in the 30-2-2 program - an initiative started by a small group of forward-thinking Michigan-based businesses. The goal of the 30-2-2 program is to create opportunities for formerly incarcerated citizens to prove that they are valuable members of the workforce.

We believe in second chances and that a person's past does not dictate their future. At the end of 2017 The GFB had 14 returning citizens as full time team members. And we hope to grow that number as we continue.

# **Team Member Safety**

At The GFB we believe in safety, quality, and consistency — in that order. We take our commitment to safety seriously. Our goal has always been to have zero workplace safety incidents but to remain transparent we are recording our accidents here:



SAFETY INCIDENTS

2016:0

2017:2

2018:0

Sometimes doing the right thing is not always the easy thing. I think Elliott and Marshall's vision for building a sustainable company that does not put profit above all else is inspiring."

**Andy Morgan,**VP of Operations





# Zero Waste Initiative

We have made massive strides over the past few years in reducing our overall waste. The vast majority of the waste produced at the The GFB is now being recycled, composted, upcycled, or otherwise diverted from landfills. In fact, we are pursuing an official Zero Waste Certification.

Zero Waste Certification is offered by the TRUE Advisory council, which assures that 90 percent of all waste produced is diverted from landfills.

To achieve a 90% diversion rate, it takes every team member doing their part as well as plenty of oversight and data recording. By tracking and weighing all of our waste against what we keep out of the trash dumpster we are able to track our overall landfill diversion rate. We're getting

close but we still have some work to do and are actively working on diverting those last percentage points that are going to get us over the 90% mark. We hope to reach that point in 2018 which will allow us to pursue an official Zero Waste Certification.

### **Landfill Diversion Rates 2017**

**80.98**% SEPTEMBER

79.6% NOVEMBER

**79.64**% OCTOBER

**86.29**% DECEMBER

I'm proud of The GFB's recycling efforts. As a warehouse manager I see a lot of potential for waste from all the packaging that comes in and all the associated wrapping, etc. It makes me feel good that almost all of that is getting recycled. I think of it as carbon footprints that we are NOT leaving everywhere."

Mike Zant, Warehouse Manager



## Company

To conclude this report we would like to share the growth we've seen as a result of these initiatives in addition to our goals for 2018.

#### **Revenue Growth**

We're proud to say that The GFB is growing. Here's how well we've been doing, and our target for the coming year.

PERCENTAGE
GROWTH



#### **Governance Goals**

Being a new company means adapting our growing organization to meet its internal needs.

2018 Goal: Advisory Board

# About this report and considerations:

As a certified B-Corp and a sustainable business, we believe in transparency as a tool for our consumers to hold us, as an organization, responsible. We need you. We want you to be a part of this journey toward sustainability. To help involve our customers, we want to make this report as digestible as our products- it's written in a way that's meant to be easily understood and engaging, with an emphasis on the issues that matter to you.

If you want to know more about our efforts toward sustainability, or feel we aren't addressing issues of concern please reach out to us. We are making this journey together.

Thank you for being a part of The GFB Family!

#### CONTACT INFORMATION:

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