



Contact: Gabriella Verdugo  
Rachel Kay Public Relations  
929.226.7089  
[gabriella@rkpr.net](mailto:gabriella@rkpr.net)

FOR IMMEDIATE RELEASE

**Gaia Herbs Named a 2021 Best Employer in North Carolina by *Business North Carolina* and *Best Companies Group***

*Leading Natural Herbal Products Company Honored for Its Dedication to Providing Employees with Top-Rated Working Environments, Employee Benefits, and More*



**BREVARD, N.C. (June 1, 2021)** – [Gaia Herbs](https://www.gaiaherbs.com), a leading natural herbal products brand in the United States, has been recognized as a 2021 Best Employer in North Carolina by *Business North Carolina* and *Best Companies Group*.

This awards program identifies, recognizes, and honors the best employers in North Carolina that benefit the economy, workforce, and businesses in the state. Employers were evaluated on workplace policies, practices, philosophy, systems, and demographics. Additionally, employees at each company were given a survey to measure employee experience on a day-to-day basis. The combined scores were used to determine the top companies and the final rankings.

Gaia Herbs is proud to be ranked among 56 other renowned and respected companies in North Carolina. The 2021 award winners include esteemed companies such as Mackenzie Ryan and Blackman & Sloop, as well as other well-regarded brands from a variety of industries. View the complete list of the Best Employers in North Carolina here: <https://businessnc.com/2021-best-employers-in-north-carolina-work-perks/>.

“We are honored to be recognized, along with some of the finest companies in North Carolina, for our employee record as a top-rated work environment,” said Jim Geikie, Chief Executive Officer of Gaia Herbs. “As a certified benefit corporation, our employment policies, practices and culture sit alongside our sustainability efforts supporting our mission to promote wellness by connecting people, plants, and planet. The Best Employers in NC survey acts as a helpful lens as we continue to shape our employee engagement effort. As we celebrate and reinforce Gaia Herbs’ strengths, we also address and improve the areas where our nearly 300 employees would like to see enhancements.”

The 2021 *Business North Carolina* Best Employers in North Carolina will be recognized in the June print issue of *Business North Carolina* magazine. The winners will also be featured and celebrated during the Best Employers in North Carolina Awards Gala on September 9, 2021.

**[About Gaia Herbs](#)**

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For over 30 years, Gaia Herbs has been connecting people, plants, and planet to create healing. Gaia Herbs is a leading herbal brand in North America committed to creating the highest-quality health and wellness products assured for purity, potency, and integrity. The company offers more than 200 herbal products, including liquid extracts, functional powders, gummies, teas, and patented Liquid Phyto-Caps®. From its Certified Organic farm nestled in the Blue Ridge Mountains of Western North Carolina, the company uses regenerative agriculture methods to grow more than three million plants each year and harvests and extracts the herbs at just the right time, when the phytochemicals are at their peak. Gaia Herbs introduced the world's first herb traceability program, [meetyourherbs.com](http://meetyourherbs.com), which allows it to share complete transparency around its herbs and ingredients. The company is proud to be a [Certified B Corporation®](#) using business as a force for good™. Through the [Gaia Herbs Roots Initiative](#), the company champions environmental and social sustainability on its farm and around the world. Learn more at [gaiaherbs.com](http://gaiaherbs.com) and join in the conversation on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).

#### **About *Business North Carolina***

*Business North Carolina* is a local publication sharing the stories of North Carolina's business community, covering the trends, people and businesses that make up the state's economy. It produces quality, in-depth journalism, digging behind the news, and delivering what is uncovered in a manner that strives to be fair, accurate and thorough. Visit [www.businessnc.com](http://www.businessnc.com) for more information.

#### **About *Best Companies Group***

Best Companies Group (BCG) is an independent research firm specializing in identifying and recognizing great places to work. BCG manages programs worldwide, including the United States, Canada, and the United Kingdom. For more information, visit [www.BestCompaniesGroup.com](http://www.BestCompaniesGroup.com).

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