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From the San Francisco Business Times:

<https://www.bizjournals.com/sanfrancisco/news/2021/11/02/imperfect-foods-received-b-corp-cert.html>

Imperfect Foods receives B Corp Certification to double down on sustainability efforts

Nov 2, 2021, 8:04am PDT

Imperfect Foods, the San Francisco-based online grocer known for shipping food products that would otherwise be thrown away by grocery store chains, announced Monday that it has become a Certified B Corporation (B Corp).

B Corps are independently certified to meet the highest standards of social and environmental performance, transparency and legal accountability to balance profit and purpose. There are now B Corps in 77 countries across 153 industries. Imperfect Foods is one of the first grocers to become B-Corp certified.

"This certification is a verification that the work that we do with farmers, employees and each of our customers to make a more sustainable future, is creating benefits in our world," Madeline Rotman, head of sustainability at Imperfect Foods said in an email,



IMPERFECT FOODS

"Ugly produce" startup Imperfect Produce has hired a new CEO to help it cross over from a small food startup into a national grocery delivery company.

Since its founding in 2015, Imperfect Foods has managed to rescue more than 150 million pounds of food from farms and producers across the U.S, the company said. In 2020, the company's last-mile delivery emitted 12,800 fewer tons of carbon dioxide than trips to traditional grocery stores — the equivalent of removing 2,800 cars from the road for a year. It also purchased 7,921 tons of post-consumer recycled packaging and saved 55 million pounds of food from being discarded last year.

A funding round in January raised \$95m in Series D funding and valued Imperfect Foods at \$700 million. The company said at the time it had grown to 350,000 users.

"From an investor's perspective, we're a shining example of how brands can be triple bottom line — driving benefit to profit, people and planet. Today consumers are more conscious of who and what they are buying; they are asking more of the brands they patronize," said Rotman.

Imperfect Foods also recently announced its plan to become a net-zero carbon operation by 2030 — 10 years earlier than most major retailers and 20 years before the Paris Climate Agreement deadline.

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