



For Immediate Release

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“From SOURCE to Table” – Colorado Food Distribution Company Strengthens Connections between Local Farmers, Producers and Food Buyers in Rocky Mountain Region

*For its mission of ‘building sustainable food systems’ across Colorado, **SOURCE Local Foods** was awarded prestigious Certified B Corporation designation; new mobile “SOURCE the FOOD” App shares producers’ stories with customers, consumers*

BOULDER, Colorado – September 24, 2014 – SOURCE Local Foods, an emerging, Colorado-based food distribution company delivering all natural and certified organic meat, produce, dairy, grocery and beverage products to independent retail and foodservice operations across the state, was recently awarded Certified B Corporation status.

SOURCE Local Foods joins more than 1,000 Certified B Corporations – or “Benefit Corporations” – from more than 60 industries and across 34 countries in one unifying goal: to redefine success in business so that all companies compete not only to be the best in the world, but the best for the world. B Corps are mission-based, sustainably minded companies that incorporate business practices serving the triple bottom line of people, planet, profit.



At the heart of SOURCE Local Foods’ mission to “build sustainable food systems” across the state is its commitment to strengthening the connection and transparent communication between local food producers and farmers with wholesale food buyers, including restaurants, grocers, schools and institutions. By cultivating deeper relationships between food producers and buyers, SOURCE is establishing new precedents and standards of excellence in terms of full transparency across the supply chain.

Mobile App Tells Producers’ Stories to Customers, Consumers

Through its local producer network, SOURCE maintains a direct connection to every producer it serves, ensuring fast harvest-to-table turnaround. Additionally, to ensure full customer transparency across the supply chain and to encourage customers to “know their food” – the company launched [SOURCE the FOOD APP](#) to empower both customers and the public with real-time food data.

Available for both iPhone and Android systems, the SOURCE the Food mobile app is a powerful directory search tool delivering robust, real-time supply chain information to consumers. Farm, restaurant and grocery profiles along with links to websites and social media platforms provide consumers with the stories behind the food they’re sourcing.

“The mobile app, as well as our product list which is provided to all customers – along with details about producers, locations, etc. – are not typical best practices in the mainstream food distribution world. The app, in particular, is a game-changing move for the natural, organic and local food market,” said Aaron Perry, CEO of SOURCE Local Foods.

“We think this helps our chefs, retail customers and food and beverage managers to not only intimately know the quality and full production story of their sourced food, but to help them connect – in a heartfelt way – to the folks in the region who are growing and producing the food,” Perry said. “And that full-circle connection is an important dimension to the work we’re doing, and will surely translate through to the consumer, who will enjoy the freshest, most delicious locally sourced food available.”

Becoming a Certified B Corporation

The prestigious designation is awarded to a new breed of company: one that uses the power of business to solve social and environmental problems, as well as meet higher standards of social and environmental performance, transparency and accountability.

Unlike traditional corporations, Certified B Corporations are legally required to consider the full, holistic impact of their respective decisions not only on shareholders, but also on all stakeholders, such as employees, suppliers, the community and the environment. To become a Certified B Corp., B Lab, the nonprofit organization that certifies and supports B Corporations, conducted a rigorous evaluation of SOURCE Local Foods and determined the business met the comprehensive performance standards to qualify for certification.

“We’re thrilled to join other socially conscious Certified B Corporations and be included in this progressive community,” said Perry. “This is not a one-off for any of us – continual improvement is a core pillar of this community, and the objective third-party certification, which measures tangible results, ensures this. This is a strong network of sustainable and socially-minded companies committed to fostering excellence and growth in these areas.”

About SOURCE Local Foods

SOURCE Local Foods was founded in 2011 by a core group of local food activists and sustainable business entrepreneurs. We’re proud to be part of a growing movement toward sustainable farming and food systems throughout Colorado. We provide expert, friendly service and amazing local products to commercial food buyers – empowering them to source more local foods for their menus. Our vision is to build sustainable food systems, and our mission is to cultivate the relationships between food producers and food buyers by delivering freshness and the stories behind it. Current customers include Whole Foods, Natural Grocers by Vitamin Cottage, Vail Resorts, Aspen Ski Company, Denver International Airport and several independent grocers, restaurants and institutions throughout Colorado.

For more information, visit <http://www.sourcelocalfoods.com>. For a map of regional areas currently being served, visit <http://www.sourcelocalfoods.com/localsources-map.html>.

About B Corporations

Certified B Corporations meet rigorous standards of social and environmental performance, legally expand their corporate responsibilities to include consideration of stakeholder interests, and build collective voice through the power of the unifying B Corporation brand. As of May 2014, there are more than 1,000 Certified B Corporations from over 60 industries and 34 countries, representing a diverse multi-billion dollar marketplace.

About B Lab

B Lab is a nonprofit organization that serves a global movement to redefine success in business so that all companies compete not only to be the best in the world, but the best for the world. B Lab drives this systemic change through a number of interrelated initiatives: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing legislation to accelerate growth of social entrepreneurship and impact investing (24 states have already passed benefit corporation legislation); 3) developing B Analytics, a customizable platform for investors to benchmark and report on the impact of their global equity portfolios; and 4) providing free, powerful tools for businesses to measure, compare and improve their social and environmental performance (more than 16,000 businesses use B Lab’s free B Impact Assessment). For more information, visit www.bcorporation.net