



*Sustainable packaging that works for your business and the planet.*

# 2023 IMPACT REPORT







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# LETTER FROM BENEFIT OFFICER

We are honored to operate a sustainable business in New Hampshire.

As we enter our 15th year of operation in 2024, we're pleased to look back with the knowledge that we're sustainable not just because of the compostable products we sell but also because of the way we treat all of the stakeholders in our business.

2023 was our first full year operating as a New Hampshire Benefit Corporation and a B Corporation. We chose to join both esteemed groups to hold ourselves accountable for always being a force for good, regardless of financial performance. This philosophy continues to pay off as we attract and retain talented employees in a tight labor market.

As a company with an almost entirely remote workforce, our volunteer days have become a great way for us to stay connected while making a positive impact in our local community.

The numerous donations we've made to charities around the globe also connect our mission to the wider world. We've helped people in need in Kenya, Nicaragua, Ukraine, and the United States.

The best is yet to come as we're in the process of setting ambitious new goals to redirect a percentage of our profits into feeding communities, advancing human rights, and protecting the planet. We expect to hit new records in 2024, not just in financial success but in giving back our time and money to both local and global communities in need.

With the support of our clients and our team of employees, we remain committed and excited to expand our ability to be a force for good.

Sincerely,



Ken Jacobus  
CEO & Benefit Officer  
Good Start Packaging



# WHO WE ARE

Good Start Packaging is on a mission to help foodservice operators build sustainable, successful businesses while creating a better world.

We carry compostable and eco-friendly food and drink packaging, donate 20% of profits to humanitarian and environmental causes, and are proud to be a certified B Corp. We operate an e-commerce business model and service clients across North America with warehouses in California and New Hampshire.



## SUSTAINABLE PACKAGING

We offer the most sustainable foodservice products available at competitive wholesale prices and with fast, reliable shipping.

Certified compostable products are made from renewable plants, use fewer resources to produce, and are designed to break down into soil when composted.

## DEDICATED CLIENT SERVICE

Relationship building is integral to who we are. We're invested in our clients' success and obsessed with their satisfaction.

Our team of *real* people, *really* care. We treat you like a client, not just a customer.



*"Great products and service! We absolutely love dealing with this company and couldn't recommend them more."*

*"Great people to work with. Always prompt and always ready to help."*

*"Three words: Exceptional Customer Service."*



# WHO WE ARE



## MISSION-FOCUSED

We donate 20% of our profits to non-profits working to feed communities, advance human rights, and protect the planet.

We're proud to support organizations such as The Water Project, World Food Program USA, Rethink Food, and numerous grassroots community organizations across the U.S.



**Rethink  
Food**



## B CORP CERTIFIED

We're using business as a force for good, putting people and the planet before profits.

We continually evaluate our impact on four main areas—environment, employees, community, and governance—to make a positive effect across all areas of our business.



# 2023 B IMPACT ASSESSEMENT



**GOVERNANCE (18.4)** evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency

**WORKERS (27.8)** evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction.

**COMMUNITY (24.4)** evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

**ENVIRONMENT (69.3)** evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable, its supply chain and distribution channels.

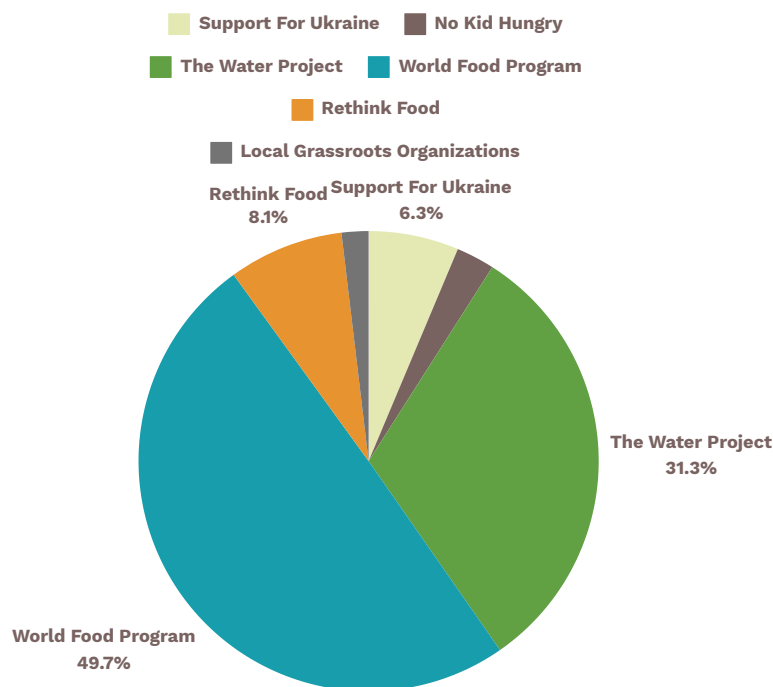
**CUSTOMERS (7.4)** evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.



# CHARITABLE GIVING

Good Start Packaging proudly donates 20% of profits to nonprofit organizations that focus on feeding communities, advancing human rights, and protecting the planet. We also offer 24 hours per employee per year to volunteer at nonprofits important to them.

## 2023 CHARITABLE DONATIONS



Over **292** employee hours spent volunteering at local nonprofits in 2023.

Over **125** cases donated to the NH Food Bank to package meals for those in need.



# CHARITABLE GIVING

## Partner Spotlight | [The Water Project](#)

Globally, 1 in 9 people have no access to clean water. In the communities served by The Water Project, it's 9 out of 9.

Finding water is a daily challenge for communities in Africa, particularly young girls, moms, and sons. They often spend hours fetching water that is frequently dirty and unsafe. This lack of safe water and proper sanitation limits education and food production and leads to illness and disease.

The Water Project helps bring clean water to these communities by providing training, expertise, and financial support for water project construction, as well as ongoing maintenance. The projects include new wells, rehabbed wells, sand dams, rainwater catchment systems, and spring protections, providing long-term and life-changing solutions. This fresh, clean water is used for drinking, sanitation and crop production, but also to give these communities back hope, imagination, education, and dignity.

We're honored to support Kenya's Mbitini, Kasioni, and Kilela Communities. We proudly funded the construction of new wells, hand pumps, and sand dams in these areas, directly impacting nearly 2,000 people who now have ongoing access to clean, safe water.





# CHARITABLE GIVING

## Partner Spotlight | [World Food Program USA](#)

Today, we are facing an unprecedented global food crisis, and kids are paying the price. Outside of the U.S., 153 million children under 18 are facing extreme levels of malnutrition. That's 3X the entire U.S. student population from pre-k to 12th grade and is only expected to rise.

The U.N. World Food Program (WFP) is the world's largest provider of school meals, working in 57 countries to reach 18 million children with school meals, snacks, and take-home rations. Their school meals program strengthens educational opportunities, provides critical nutritional support, promotes gender equality, and supports small-scale farmers.

**We are thrilled to partner with WFP and support their mission to end childhood hunger. To date, we've donated 1,168,485 school meals to communities in need across the globe.**

Providing school meals provides much-needed nutritional support for kids and increases enrollment and attendance by an average of 9%, especially for girls. School meals also help parents reroute their money to other pressing needs like hygiene items, healthcare, or rent. With support from the WFP, small-scale farmers provide the ingredients for school meals. This homegrown approach ensures children have nutritious meals, builds resilient food systems, and boosts local economies.



# CHARITABLE GIVING

## Partner Spotlight | [Rethink Food](#)

38 million Americans, including 12 million children, lack reliable access to nutritious meals. Meanwhile, 40% of the country's food supply goes uneaten yearly in the U.S. There is enough food in the system, but it's not getting into the hands of those who need it. Rethink Food exists to bridge that gap.

Founded in 2017, Rethink Food is an NYC-based nonprofit that aims to create a more sustainable and equitable food system. In partnership with a network of local restaurants, community-based organizations, and food donors across the food system, Rethink Food transforms excess food into nutritious meals for communities facing food insecurity.

**We are proud to support their work, donating \$15,000 towards sustainable packaging for delivered meals being prepared in Rethink Food's NYC-based community kitchen.**

These meals are nutritionally balanced and culturally appropriate, using excess food that would have otherwise been discarded. They are delivered to food-insecure New Yorkers across five Manhattan boroughs.





# EMPLOYEE WELLNESS

Our team has always been the focal point of our identity, and we take employee satisfaction seriously.

From annual compensation reviews to ensure equal pay and equity to bi-annual engagement surveys to understand the needs of our workforce, we strive to create a culture where team members thrive both at work and outside of work.

## EMPLOYEE BENEFITS



Comprehensive Health,  
Vision, and Dental Insurance



Optional Work-From-Home Policy



Unlimited Personal Time Off



Paid Volunteer & Professional  
Development Time



Flexible Spending &  
Dependent Care Accounts



401K including 6% company match



Paid Parental Leave



Ergonomic Evaluations and  
Office Equipment

**100%** of  
non-commissioned  
employees received  
monetary bonuses  
in 2023.

Over **80%** of  
employees reported  
that they felt  
satisfied and valued  
at work in 2023.

# ENVIRONMENTAL IMPACT

We carry only the most sustainable food service products available. We strive to source packaging that has been independently tested and certified by organizations such as the Biodegradable Products Institute (BPI), TÜV AUSTRIA (TUV), Compost Manufacturing Alliance (CMA), and Forest Stewardship Council (FSC).

## COMPOSTABLE PRODUCTS



Made from renewable materials like plant fiber, bamboo, and corn



Utilize agricultural byproducts reducing waste and supporting farmers



Use fewer resources and produce less pollution to manufacture



Become soil within 2-6 months when composted



Send a powerful message that our clients are committed to a more sustainable, plastic-free future



Support domestic manufacturing – many of our products are made in the USA!

**In 2023, we replaced over 50 Million plastic and foam takeout products with plant-based, compostable alternatives.**





# ENVIRONMENTAL IMPACT

Our products are green, and so are our business operations.

**11.352** tons of CO2 offset for our 2023 office and sample warehouse electricity use.

In 2023, with our optional work-from-home policy, over **6,300** gallons of gas were saved, the equivalent of 56.5 metric tons of CO2.

**ALL** manufacturing partners we work with are required to sign our code of conduct outlining our expectations of how they treat employees and the environment.





**THANK YOU FOR 15 YEARS OF  
SUPPORT AND FOR CHOOSING  
SUSTAINABLE PACKAGING**

## GET IN TOUCH

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