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**THRIVE FARMERS WINS BEST FOR THE WORLD™ B CORP™
FOR FOURTH YEAR**

***Sustainable Beverage Brand Ranks Among Top 5% of Conscious Brands for
Community Impact***

ATLANTA—July 13, 2022—[THRIVE Farmers® International](#) is recognized by [B Lab](#) as one of the world's most impactful companies by winning the [Best For The World™](#) award for the fourth year.

This award recognizes Thrive Farmers' community impact as being in the top 5% of more than 5,000 Certified B Corps from 155 industries in 80 countries that meet the already rigorous standards set by B Lab®. Every year, B Lab® honors the highest achieving businesses of the already prestigious group with the Best For The World award, which celebrates the Certified B Corps that score in the top five percent on the B Impact Assessment for environmental, community, customer, worker and overall impact.

Thrive exceeded the lofty criteria set by B Lab®'s Impact Assessment when it became a Certified B Corporation in 2017, and has since won the Best For The World award four times while constantly improving its B Lab's score.

"We are incredibly honored to win B Lab®'s Best For The World award yet again, and remain committed to raising the bar for businesses and stakeholders alike as we build a thriving world together. We celebrate this award with all of our team, our farmers and our communities that make this level of impact possible. This is business at its best," said Tom Matthesen, president of Thrive Farmers® International.

Thrive Farmers was founded to help farmers, who were leaving farms in record numbers due to poverty, retain a higher portion of the overall value chain. Its business model is changing the economics of big agriculture by intentionally building inclusive supply chains amongst the most disadvantaged populations on the planet. This model ensures real dollars flow to those previously excluded from the rewards of business—the farmers and their families. It has shown to lead to more economically, socially and environmentally stable communities in coffee growing origins. Thrive's vision to transform the economics of outdated agricultural supply chains on behalf of the farmer began in coffee and now extends into tea and honey with plans to expand into as many other agricultural supply chains as possible.

Over the last seven crop years of coffee, Thrive farmers averaged three times the net income compared to the next best option in the marketplace. Thrive extends its empowerment and support to farming communities through ThriveWorx, its sister non-profit.



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“Together with our partners, Thrive Farmers is reshaping the future of coffee, sustainable agriculture and purposeful business itself,” added Matthesen. “Our company is committed to becoming a resilient force for good on behalf of those most marginalized.”

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ABOUT THRIVE FARMERS:

Thrive Farmers was founded in 2011 to break the cycle of poverty in farming by building inclusive supply chains among the world’s most disadvantaged populations. Designed from a foundation of quality first, its innovative farmer-direct model gives farmers a true stake in the sale of their produce, resulting in predictable, stable and higher incomes for farmers, and in turn, community transformation. Current offerings include coffee, tea and ready-to-drink beverages, with plans to reengineer more supply chains across global agricultural industries. The combination of exceptionally crafted products delivered through an impact driven business model allows businesses and consumers to make the world better through the power of their purchasing decisions. Thrive Farmers is a Certified B Corporation® and has been named “Best for the World” four times, reflecting its dedication to using business as a force for good. Learn more thrivefarmers.com.

ABOUT B LAB:

B Lab is transforming the global economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, tools, and programs for business, and we certify companies — known as B Corps — who are leading the way. To date, our community includes 400,000 workers in over 5,000 B Corps across 80 countries and 155 industries, and more than 200,000 companies manage their impact with the B Impact Assessment and the SDG Action Manager. B Lab has created and led efforts to pass over 50 corporate statutes globally that enable stakeholder governance, with over 10,000 companies using the legal framework. To learn more and join the movement, visit www.bcorporation.net.