



FAQS

What is a Certified B Corporation®?

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

Why is being Certified B Corp important?

B Corp Certification doesn't just evaluate a product or service; it assesses the overall positive impact of the company that stands behind it. And increasingly that's what people care most about.

Why did MVP Dairy choose to become a Certified B Corp?

Using our farms to create stronger communities is always something that has been important to our families. This designation demonstrates our on-going commitment to do even more for our people and planet.

Who certifies B Corps?

B Corp Certification is administered by Standards Analysts at the non-profit B Lab. Standards Analysts are located at B Lab's Pennsylvania, New York, and Amsterdam offices. The standards for B Corp Certification are overseen by B Lab's independent Standards Advisory Council.

How does the certification process work?

The certification process uses credible, comprehensive, transparent, and independent standards of social and environmental performance. The process measures a company's performance in **five categories: governance, workers, customers, community, and the environment.**

Are there other Certified B Corps?

There are over 3,300 Certified B Corporations from more than 160 industries and 71 countries with 1 unifying goal: to redefine success in business.

Are there other Certified B Corp Dairy farms?

There are very few dairy farms to have earned the B Corp status but dairy is well-represented in the B Corp community by companies like our partners Danone North America and others like Cabot Cheese, Ben and Jerry's, and Jeni's Ice Cream.

Is it difficult to become certified?

It is a highly selective status. Companies must document their positive impact to qualify and undergo verification every three years to maintain their Certification. ***Through the certification, the company must receive at least 80 points. In our first assessment, MVP received 106.3 points!***

Who can be certified?

Companies range from multinational corporations [Natura] to wholly-owned subsidiaries [Seventh Generation] to small businesses [Harvest Market] serving local communities. The B Impact Assessment takes into account the size, industry, and location of each business. This makes the assessment of overall impact as accurate as possible.

What is the B Corp Community?

The B Corp community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of high-quality jobs with dignity and purpose.