



Company: WS Badger

Contact: Caitlin Stuart, caitysb@badgerbalm.com

Challenge: Buying “local” ingredients for our products that are also sustainable for the planet and health for the end consumer (not all of our ingredients can be grown in New England)

Approach: Redefine “local.” We invest in the communities we source our ingredients from, we visit these farms and create sustainable relationships.

Impact: Supporting communities worldwide, providing livable wages, supporting education and gender equality.