

Valrhona achieves B Corporation certification

By **Jas Ryat** on June, 22 2020 | Confectionery & Fine Foods



VALRHONA

Let's imagine the best of chocolate®

Describing its committed brand approach as part of its company culture, Valrhona's B Corporation certification recognizes its positive social and environmental impact as the core of its mission

Having achieved B Corp certification, Valrhona is officially recognized as one of the top teams in the world committed to performance, transparency, social and environmental responsibility.

As shared online, 200 questions have to be addressed over five specific areas: governance, stakeholders, clients, community and environment. At the conclusion of the study and audit, the final grade must be over 80 points in order to be certified. Of the 80,000 corporations that have so far applied only 3,200 (less than 4%) have earned the status in 130 industries and 60 countries.

Launched in the United States in 2006, the B Corp community brings together corporations around the world who place their societal mission at the core of their purpose. They meet the most demanding standards in terms of social and environment impact. Valrhona has therefore joined the ranks of Patagonia, Innocent and The Body Shop. For all of these companies, the challenge is not only to be the best in the world, but also the best for the world through a progressive approach that is both active and responsible.

With 88.3 points, Valrhona is now the largest chocolate maker for professionals in the world to achieve B Corporation certification. Since the average score of the audit is 50.9 points, the team

delivered an impressive performance. The certification highlights the goals and strategies of the transformation policy that Valrhona has been developing for several years. As part of the status framework, the company has changed its articles of incorporation, by adding that Valrhona will take into account the impact of its decisions on the planet and its stakeholders. The objective: to place social and environmental requirements at the same level as its profits.

According to Valrhona, the following tangible actions have made it possible to go further and obtain the certification:

- Long-term partnerships between Valrhona and its cocoa partners
 - Guaranteed, 100% traceability of cocoa with 18,208 producers
- A lower environmental footprint of the company
 - Reduced carbon emissions of its production facility in Tain l'Hermitage by 57%
- Equal representation at work
 - 55% of employees at Valrhona are women (including its Managing Director)
- Company mission
 - Actions to create a just and sustainable cocoa sector & practices to inspire more responsible gastronomy

An opportunity to accelerate the company's roadmap and create a more resilient model, to maintain its certification, B Corp businesses must continue (and progress) their actions and practices over time. They are re-evaluated every three years.