



CASE STUDY

From Real Food to Real Impact

How B Corp™ certification helped a growing food brand align health, sustainability, and purpose.

Challenge

As Sun & Swell Foods scaled its operations, the environmental impact of its packaging became impossible to ignore. Seeing thousands of custom-printed plastic pouches arrive for the first time surfaced how standard business decisions can have ultimately broader consequences. What had once felt like a necessary operational choice now conflicted with the values the company was beginning to define.

At the same time, Co-Founder & CEO Kate Flynn was navigating a shift that many purpose-driven leaders encounter as their companies grow. Coming from a career focused almost entirely on building the bottom line, she felt the familiar tension between traditional measures of success and a desire to operate more responsibly. Without a clear framework to support those decisions, prioritizing environmental and social impact could feel difficult to justify even when the intention was there.



SUN & SWELL

Overview

Sun & Swell Foods was founded on a commitment to quality, whole food made without heavy processing or harmful ingredients such as preservatives, added sugars, and chemical additives. From the beginning, Sun & Swell aspired to operate with intention, considering not just what it produced, but how its decisions affected people and the planet. The desire to formalize its purpose led to the pursuit of B Corp™ certification, reinforcing the firm's commitment to improving the lives of its employees, customers, and community. While the company was already aligned with many of these principles, a pivotal discovery around compostable packaging would redefine what impact could look like across the entire business.



“It’s a badge of honor that I have for our business and I’m so proud of it every day.”

Kate Flynn

Co-Founder & CEO, Sun & Swell Foods

Services

- ◆ B Corp™ Certification

Solution

Sun & Swell Foods partnered with Sensiba to pursue B Corp™ certification and work through the B Impact Assessment. Sensiba focused on understanding Sun & Swell's mission and helping the team see how existing priorities could be more intentionally reflected across operations. The process created space for thoughtful reflection, encouraging the company to look beyond immediate business needs and consider the broader network of people and systems connected to its work.

The B Corp™ framework also gave structure to questions Sun & Swell Foods was already beginning to ask, from ingredient sourcing and farming practices to the environmental impact of packaging decisions. With that shared framework in place, the company was able to evaluate opportunities for improvement without losing sight of its core purpose. The certification process felt approachable and supportive for Flynn, reinforcing confidence in making decisions that aligned with both the company's mission and its long-term vision for impact.



“We want to help companies improve and be more socially and environmentally responsible.”

Avery Young

Sustainability Consultant, Sensiba

Result

For Sun & Swell, the lasting value of B Corp™ certification was the confidence it created to validate decisions rooted in purpose and made it easier to lead a business that balanced profitability with responsibility. What began as a structured assessment evolved into a shared way of thinking that continues to guide the business, from environmental responsibility to the well-being of people across its value chain.

They are regarded as pioneers in the food industry when it comes to moving away from single-use packaging and hope to lead the charge across the industry for building companies that put people, planet, and long-term impact at the center of every decision.



“Without the B Corp™ framework in mind, I wouldn't have felt like I had permission as a founder to make decisions that were based on bettering this world.”

Kate Flynn

Co-Founder & CEO, Sun & Swell Foods

About Sensiba

Sensiba's sustainability advisors guide you from intention to impact, take the next step toward B Corp™ certification and build a business that balances profit and purpose.

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