



**Eat Well Global**

# Nourishing Our **Impact**

**Impact Report 2024**





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Each year, I reflect on where we've been and where we're headed. In 2024, that reflection centered on **resilience** in the face of rapid change, shifting health paradigms, and an increasingly complex food and nutrition landscape.

Amid the rise in popularity of GLP-1 medications, growing misinformation, and evolving sustainability priorities, I am deeply proud that Eat Well Global remained a steadying force. We helped clients stay focused on what matters, making purposeful progress despite the increasing noise.

Our team delivered transformative, insight-driven strategy and engagement solutions, advancing conversations on regenerative agriculture, nutrition access, and sustainable healthy diets. We fostered meaningful public-private collaboration and supported bold ideas with credible guidance.

Through it all, we stayed grounded in our mission as a certified B Corporation powered by a passionate and brilliant team of people who believe in using business as a force for good.

As you'll see in this year's *Nourishing Our Impact* report, it was our team's dedication, adaptability, and shared sense of purpose that fueled our progress, ensuring we led with integrity, impact and savvy business sense.

Thank you for being part of this journey. We're honored to stand alongside so many purpose-driven partners and we are eager for more impactful business ahead.

With deep gratitude,

Erin



### 2024 moments of pride

- ✓ Elevated Eat Well Global's sustainable nutrition expertise
- ✓ Released proprietary insights and new offerings related to the impact of GLP-1s on consumer health and well-being
- ✓ Implemented proactive measures related to learning and career development
- ✓ Convened for a global team offsite for cross-team collaboration, connection, and advancement

### 2025 areas of focus

- ✓ Complete B Corp Recertification
- ✓ Evolve our engagement services offerings
- ✓ Develop actionable insights on the health-conscious consumer segment

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**I'm always interested in connecting on how to drive more impact. Please feel free to reach out if you fancy a chat!**

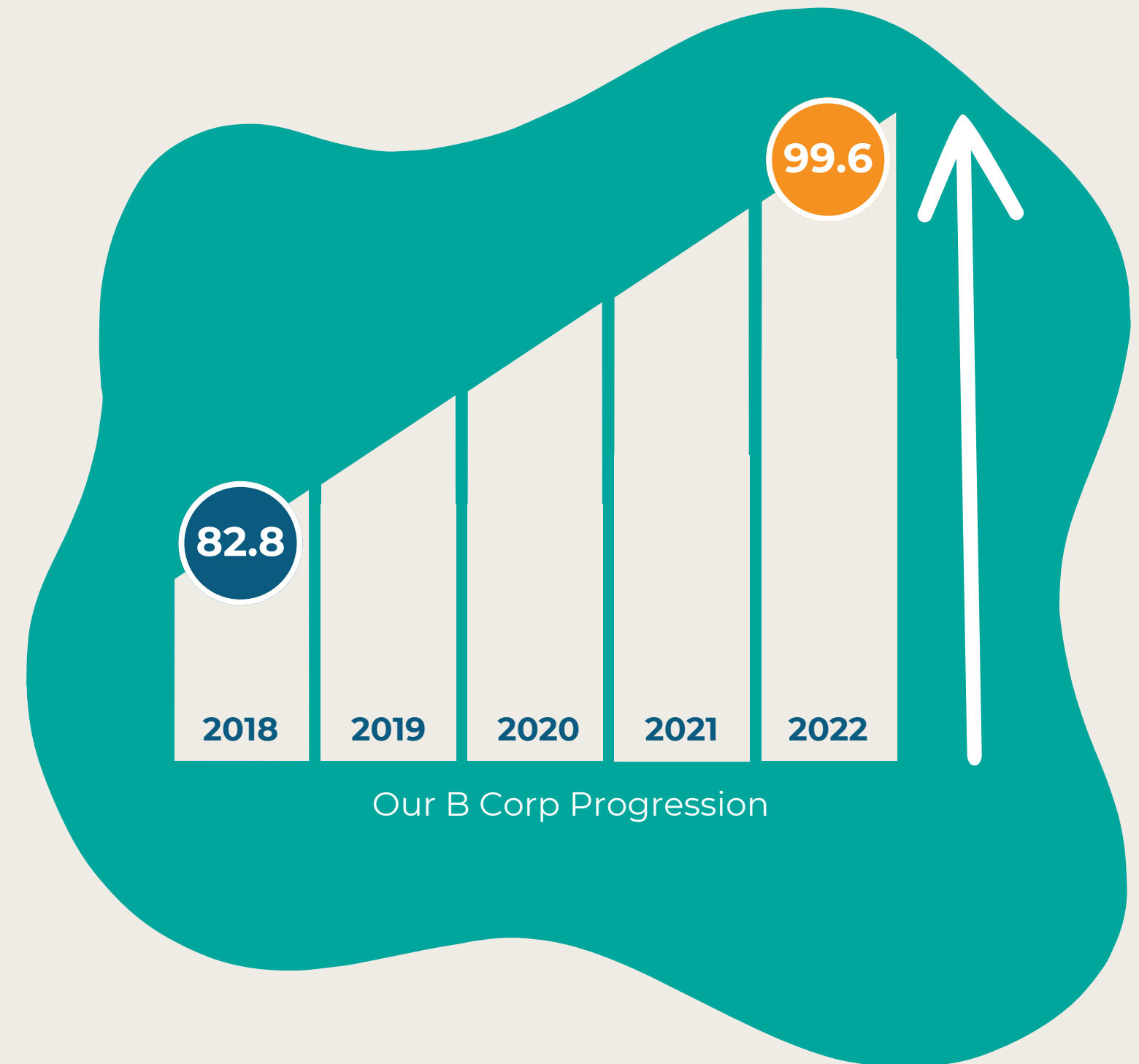


EMAIL ME



## Our Journey to Recertification

We first achieved B Corporation certification in 2018 and successfully recertified in 2022, reaffirming our ongoing commitment to purpose-driven practices. We are currently in the midst of our recertification process, with our submission on track to be completed during the summer of 2025. We are hopeful and striving for an improved score, reflecting our continued growth and enhancement of our impact practices. We're excited to share meaningful progress across the five key impact areas of the B Corp assessment—Governance, Workers, Community, Environment, and Customers—highlighting the tangible steps we've taken since our last certification. This journey underscores our continuous dedication to balancing purpose and profit, ensuring a positive impact for our stakeholders, communities, and the planet.





# Impact Areas

2024 Progress





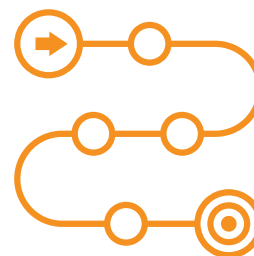


## Enhanced Impact Measurement for **Comprehensive Business Insights**

In 2024, we committed to refining our **impact measurement capabilities and tools** to better report on business, health and social impact.



As nuanced insights are **essential for good decision-making**, we equipped our team with more advanced industry-leading insights and impact platforms to better collect and report on impact metrics for our client partners.



We also refined our impact measurement capabilities by completing a global talent mapping assessment for our internal team to **illuminate targeted development areas** and inform project staffing needs.





## Evolved Team Well-being and Professional Development

# 30

core team members

# 6

languages spoken

# 5

global time zones

# 22

**Credentialed  
nutrition  
professionals**

Our team of experts empowers our clients to execute smart, strategic initiatives that elevate impact.

# 20

Advanced degrees,  
including MBA, MPH, MSc

“

What makes EWG a great place to work for me can be summarized into the team, the mission, and the flexibility/boundary-setting culture.

I always feel deeply valued and like my opinion matters. Our team is phenomenal!

”

[Eat Well Global is] a very special place to work. The people are fantastic and the organization takes painstaking efforts to drive a great culture.

“

I love the work we do, but it's really the people and how we show up for each other that makes me love working at EWG.

”

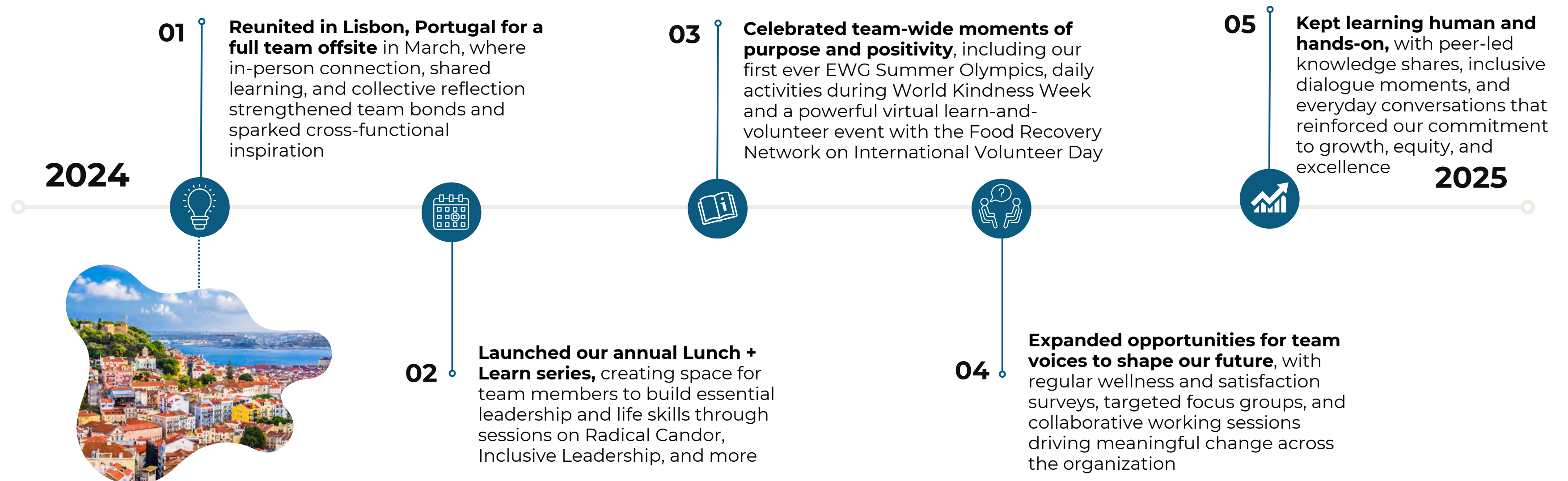


# Our 2024 Worker Commitments

In 2024, we continued to invest in what makes Eat Well Global an exceptional place to work: our people.

As a fully remote, globally distributed team, we focused on creating an environment where team members feel **connected, empowered to grow, inspired to give back, and heard.**

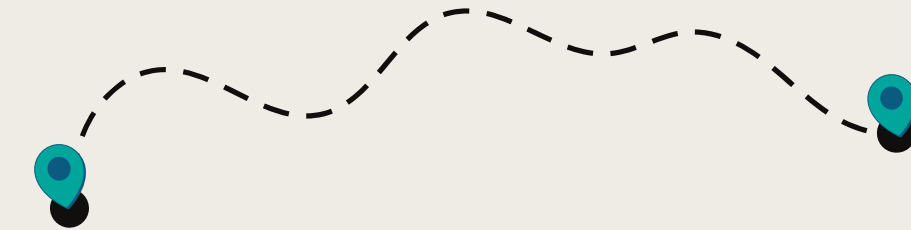
- ✓ **Purposeful Connection:** Creating meaningful opportunities for team members to engage with one another, build relationships across time zones, and contribute to something bigger—both within Eat Well Global and in the world around us
- ✓ **Development:** Equipping our team with the tools, time, and opportunities to grow—professionally, personally, and as leaders in our space
- ✓ **Co-Creation:** Actively listening to our team through feedback loops and collaborative processes to continuously shape a stronger, more inclusive Eat Well Global







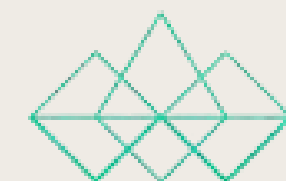
## Deployed Custom Learning Opportunities for Justice, Equity, Diversity & Inclusion (JEDI) and Community Empowerment



We provided opportunities for team members to **learn together and share their experiences** on topics related to JEDI

- *Social events themed around observations like Black History Month, Women's History Month, Pride Month*
- *Team roundtable discussion during Latinx Heritage Month*

In 2024, we continued our history of donating to charitable organizations around the world. With each passing year, we work to vary our contributions across **organizations that align with our mission, vision, and commitment to our impact ambitions** and/or support our team members' lives and communities.





In 2024, **54%** of our operating expenses went towards over **100 vendors** with impact, defined as companies owned and operated by underrepresented racial and ethnic groups, women, individuals with disabilities, LGBTQIA+ individuals, nonprofits, small to medium-sized enterprises and fellow Certified B Corporations. Here is one example.



### **Packed with Purpose**

Packed with Purpose is a women-owned, B-Corp that offers exceptional corporate gifts for every occasion. Their thoughtful, hand-selected and sustainable gifts are sourced from 140+ purpose-driven organizations that have positively impacted nearly 1.5 million lives. From preserving the environment, to investing in women & diverse-owned businesses, to employing individuals with barriers to employment, our gifts transform lives and communities.

Eat Well Global partners with Packed with Purpose for corporate and internal gift giving to ensure positive social and environmental impact.







## Elevated Impact Across Our Service Offerings

As we help our clients better **navigate the complex nexus of food, sustainable nutrition and health**, we continued to evolve our three main service areas in 2024:



### Insights for Sharper Decision Making

Evolved our expert insight capability to include the development of **industry-wide insights packages** to fill critical knowledge gaps and inform strategic decisions for our clients.

### Navigating Uncertain Times with Future-Proof Strategies

Further integrated our **sustainable nutrition expertise** into our strategic capabilities to help our clients chart their unique course toward a better future.

### Enhancing Credibility through Expert Engagement

Leveraged new tools to optimize **influencer partnership** tracking and impact, broadened our reach across more health professional specialties, and expanded our **retail partnership relationships** to continue bringing our clients' strategies to life through critical partnerships and platforms.



# Our Projects

Partnering with change-agent clients who see health and sustainability as a necessity, not just a nicety, our projects directly ladder into Eat Well Global's Impact Ambition of building business solutions that promote good health and sustainable nutrition.



Across **54 total projects in 2024** for some of the world's largest food and nutrition organizations, **each one directly addressed one or more of the following Sustainable Development Goals (SDGs)**, a set of 17 interconnected global goals adopted by all United Nations Member States:



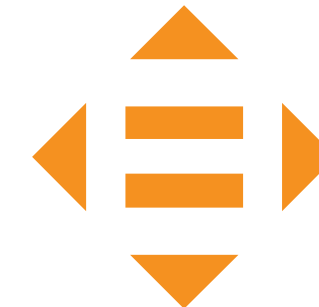
**SDG 2**  
(Zero Hunger)



**SDG 3**  
(Good Health  
and Well-being)



**SDG 10**  
(Reduced  
Inequalities)



**SDG 12**  
(Ensure Sustainable  
Production and  
Consumption)

As we continue to empower our future-thinking clients to execute strategic initiatives that elevate impact, 2024 brought forth projects tackling emerging health insights, sustainable diets, customized strategic roadmaps, nutrition policy strategic support and innovation-driven healthcare professional engagement.





## Examples of our Impactful Work

### Illuminating the Impact of GLP-1 Agonist Medications on the Food Sector

In 2024, we led foundational research into the nutritional needs of adults using GLP-1 agonist medications, an area where peer-reviewed data remains limited. We conducted two surveys with over 1,500 U.S. Registered Dietitian Nutritionists (RDNs) and GLP-1 users combined to bridge the gap between expert insights and real-world consumer experiences. This research brought together unique perspectives from both healthcare professionals and medication users on current behaviors, concerns, and opportunities for support.

#### Results

Our work revealed critical gaps and opportunities for our clients and the broader food and health industry, **sparking innovation and adaptation** and **positioning RDNs as essential partners in shaping future solutions**.

Through invitations to speak at leading industry conferences, we continue to lead the conversation on the impact of GLP-1s in the food and health landscape.

### Advancing Nutrition through Fortification and Procurement Strategy

In 2024, we partnered with the World Business Council for Sustainable Development (WBCSD), on two projects to provide insights and guidance to their Healthy & Sustainable Diets workstream on the following key topics:

- How increased private sector action for food and nutrition security can accelerate **food fortification** uptake, scale, and impact
- How nutrition considerations can be proactively integrated into **procurement** decisions to enable healthier choices

Through qualitative research, we explored the challenges, barriers, and best practices in these areas. The findings informed the development of practical resources and reports to highlight key opportunities for progress.

#### Results

In early 2025, WBCSD published two reports that were co-authored by Eat Well Global:

- [Accelerating Food and Nutrition Security through Food Fortification: A private sector playbook](#)
- [Building an Inclusive Procurement Strategy: Best Practices for Advancing Nutrition through Food Service Procurement](#)

These reports serve as playbooks for FMCG and CPG companies as they work to improve their impact in nutrition access and nutrition security.







# Staying Ahead in a **Dynamic Sustainability Landscape**

With sustainable food systems emerging as a **critical focus** area across nutrition and health over the past few years, we developed our global health and sustainability offerings to help clients navigate this changing landscape, linking sustainability and nutrition more closely together.

In 2024, Eat Well Global launched a **foundational sustainability training program** to further empower our team to drive positive change across the food and health sectors. Developed with input from internal experts and aligned with global best practices, the training equips employees with a shared understanding of key sustainability principles. This initiative supports our commitment to integrating sustainability into everything we do, from client partnerships to internal operations. By investing in our team's knowledge, we strengthen our ability to deliver meaningful, future-focused solutions for our partners and the communities they serve.

To help stakeholders across the food, agriculture and healthcare industries stay ahead in the evolving sustainability landscape, our team curates a bimonthly newsletter **spotlighting key developments, timely insights and emerging trends in sustainable food systems**. In 2024, we elevated the newsletter's strategic value and refined its focus to better support informed decision-making and drive positive impact.

And as a fully remote team, we recognize our role in minimizing our overall environmental footprint within our virtual working environment. Through the adoption of our **virtual office stewardship policy**, our global team is mindful of energy efficiency, internet usage, and paper use best practices in their day-to-day work.





# Let's Talk Impact

**Thank you for your interest in Eat Well Global's impact journey.**

We'd love to discuss impact with you and explore potential collaboration opportunities.

We invite you to contact us at: [hello@eatwellglobal.com](mailto:hello@eatwellglobal.com)

**Visit our website to learn more about our journey: [eatwellglobal.com](https://eatwellglobal.com)**

