LAUGHING GULL
Chocolates

Changing the World with Chocolate

# Impact Analysis 2021

## A Year in Review

1868 E Main St
Rochester, NY 14609
585-417-5858
events@laughinggullchocolates.com

## Changing the World with Chocolate

From day one, Laughing Gull Chocolates has existed to create delicious chocolate and change the world with that chocolate. And we are so proud of how far we've come. We started making chocolate at an annual holiday get-together with friends, matured to a kitchen incubator in Rhode Island, moved to the Public Market and now have our own brick and mortar in Rochester - through each growth step, we are changing the world one truffle at a time. There are infinite ways to change the world; in this impact analysis, you'll see numbers and read about the ways we choose to make a difference. We continue to strive for more while also recognizing that even small steps make a difference. We hope that our work inspires others by example.

When you shop with us, or engage in an online or in-person chocolate experience with us, you help sustain cacao farmers all over the world, as well as supporting sustainable farming and bio-diverse rainforests. Every single confection that we make uses transparently-sourced chocolate and local ingredients when possible. According to the Center for Strategic and International Studies, worldwide, 40-50 million people, mostly Black and brown, depend on cacao for their livelihood (www.csis.org). Supporting ethical and sustainable practices results in multi-faceted ripple effects for the farmers, consumers and the environment.

As a business for good, we reflect on our mission and values for every decision, and are proud to describe and explain the key indicators that help us make a difference through chocolate. Like what you see or have questions? Visit our website for more details. Want more? Feel free to email us at info@laughinggullchocolates.com! We love talking chocolate with our community.

### Mission:

To craft high-quality chocolates made with locally and transparently sourced ingredients. Laughing Gull Chocolates experiences create curiosity about the complexities of chocolate and inspire connection to every hand in the farm to bar process.

### Values:

* Lovingly crafted goods
* Learning and teaching through chocolate
* Community involvement & investment
* Yum
* Disruption
* Social justice, racial equity & belonging

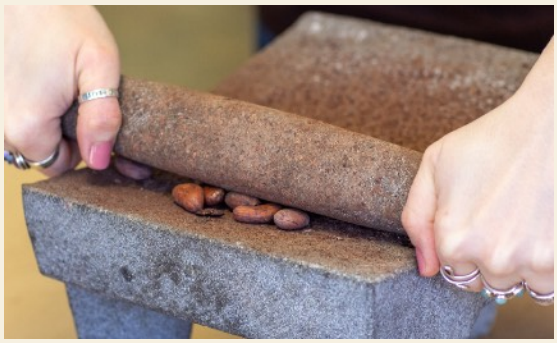
## About Laughing Gull Chocolates

We sell ethically sourced, artisan quality chocolate delights in a variety of options. Our chocolate is transparently-traded, organic, and (unless otherwise noted) 72% dark chocolate with no added fillers. We use as many organic ingredients as possible, and source most of our ingredients locally, including our honey, liquors, milks, and more.

# Hands in the Farm to Bar Process

From Farm Hands to Importers

- Every cacao bean used to make Laughing Gull Chocolates is transparently and ethically sourced (direct from farmer to cacao exporter)
- All of our ingredients are sourced ethically and conscientiously - and as locally as possible
- More money placed in hands of farmers - up to 111% more than the commodity market
- Sustainably grown, eco-friendly, carefully harvested, all resulting in better quality chocolate
- 100% direct trade



Laughing Gull Chocolates' Hands

- Women-owned and operated
- LGBTQ+ owned and operated
- We are changing the narrative for moms and working parents putting our family and kids first
- We pay employees living wages as we actively attempt to improve everyone's career skills
- Offered: FREE mental health services, telecom health services, life insurance and support navigating health insurance and paid time off
- In 2021, we tripled our team, growing from three to nine team members

## Inspiring Connection
(and Community Investment)

- In 2021, we donated:
- $1,893.60 to Foodlink (from mole bars, blackberry ginger balsamic bites, coffee squares)
- $286.84 to Action for Education Equity (from Mixed Berry Bark and miscellaneous fundraisers)
- $1,096.29 to Willow Domestic Violence (from Chai Bark and Spiced Orange Honey Bars)
- We donated over $5,000 in product to local organizations that we believe in
- As individuals, Laughing Gull Chocolates donated our time and energy to organizations we are proud to support, including Bossy, FCIA and Chocolate in Social Justice (CISJ), Action for Education Equity, and New York State Restaurant Association (NYSRA)
- We consistently support women-owned and BIPOC-owned businesses

## Locally and Transparently Sourced Ingredients (Environmental Justice)

- We contributed approximately 555 lbs of compost to our local composting organization
- Through our partners at Moka, our chocolate purchases supported planting 30 new trees in Uganda
- Our chocolate is 100% sustainably grown with agroforestry, incorporating the cultivation and conservation of trees
- These conscientious purchases fight climate change, foster biodiversity and help the rainforests thrive

## Quality (and Mouthwatering Delicious) Chocolate

- We use clean, pure ingredients in all of our products - no additives
- Our transparently traded chocolate supports more money in hands of farmers, and results in better quality chocolate for the consumer, chocolate maker and farmer to enjoy
- We chocolatiered 1600 lbs of chocolate into delicious chocolate confections (bars, truffles, sauces, barks and more) that will change the world
- Through our friends and partners at Uncommon Cacao:
  - We tasted 6 varieties of transparently sourced cacao beans...
  - ...which resulted in making (and eating!) chocolate from 75 pounds of raw cacao beans

## Experiences

- Laughing Gull Chocolates led chocolate tastings and facilitated learning through chocolate for approximately 2500 people.
- Topics included social justice, science, the environment, and history.
- We educated and continued our training, supporting small chocolate educational businesses around the country, including Next Batch Chocolate Making and earning Sensory Analysis Certificates.
- As Certified Sensory Analysts, we judged 80 chocolate bars in one week for an International Chocolate Competition

AND we ate A LOT of chocolate