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Professor Clark Hansen

WRIT 340, #66742

Assignment #2: AMDP Proposal Memo

TO: Clark Hansen, CEO, AMDP
FROM: Alena Budko, R&D, AMDP
DATE: March 12, 2025
SUBJECT: Investment Opportunity – Good Culture

You have tasked me to recommend a business worthy of an investment from Anima Mundi Development Partners. After extensive research, I strongly recommend **Good Culture**, a certified B Corporation and a mission-driven food company that produces high-quality, organic cultured dairy products. We at AMDP look for a company that meets our criteria: socially responsible, environmentally friendly, and profitable. Good Culture is such a company that aligns with our sustainable consciousness.

In today's investment proposal, I will guide you through each of the following to ultimately express this opportunity with the Good Culture brand:

1. **The AMDP Standards**
2. **Sustainable Mission and Market Leadership**
3. **Expert Opinions on Good Culture's Impact**
4. **Final Investment Recommendation**

The AMDP Standards

Before I discuss Good Culture in detail, I want to focus on our standards: triple bottom line, corporate social responsibility, social enterprise, and carbon footprint.

The Triple Bottom Line: A sustainability framework that helps businesses better visualize and implement quality practices by emphasizing **the three P's** – People, Planet, Profit (IBM).

- **People:** This aspect considers a company's positive impact on its community, employees, customers, and supply chain—both now and for future generations. It's about building value for everyone involved, by prioritizing social equity through human capital initiatives inside and outside the organization (IBM).

- **Planet:** This dimension examines a company's responsibility to the environment and its ecosystems, to minimize negative impacts while maximizing positive contributions. Assessing this bottom line often requires greater effort than measuring social or financial performance. It can involve strategies like product life cycle assessments and reducing greenhouse gas emissions (IBM).
- **Profit:** Often called "Prosperity," this aspect goes beyond traditional internal profits to consider a business's overall economic contribution. It reflects society's benefits from the company's business practices, such as creating jobs and paying taxes responsibly (IBM).

Corporate Social Responsibility (CSR): According to Sustainable Business Strategy, CSR reflects a **business's commitment** to its surrounding society. CSR-focused companies self-regulate through strategies and initiatives, impacting the world positively and communicating their efforts to stakeholders via CSR reports (Stobierski).

Social Enterprise: Social enterprises are **mission-driven businesses** that generate revenue to make an impact. They use their profits to target and address societal needs rather than making anyone rich. These enterprises combine the business models of a non-profit organization with a for-profit structure (Annie E. Casey Foundation).

Carbon Footprint: A carbon footprint measures the total greenhouse gas emissions, expressed in carbon dioxide equivalents, from direct and indirect activities. For corporations, it involves tracking emissions across operations to identify energy efficiency improvements, collaborate on sustainability initiatives, and reduce overall pollution on our planet. (REPSOL).

Sustainable Mission and Market Leadership

The Good Culture Brand is on a mission to make **real, nourishing foods accessible without harming the planet or animals**. Founded in **2015** by Jesse Merrill and Anders Eisner, the brand revitalized cottage cheese with the first **certified organic, grass-fed, additive-free** option. Their thick, high-protein, low-sugar products stand out for using only real ingredients—no gums or thickeners. Building on the success of their flagship product, Good Culture has expanded into probiotic-rich sour cream and pasture-raised kefirs (B Corporation).

Financially: Good Culture has demonstrated strong **growth** within the booming health-conscious dairy market. We see a growth in revenue of approximately **185%**

from a total revenue of only \$70M in 2022 to a promising \$200M in 2024 even against larger non-dairy specific competitors (Pitchbook).



Comp Analysis: Revenue w/ Mean Rev. Line (Pitchbook)

The company has consistently expanded its distribution, securing placements in major retailers such as **Whole Foods, Target, and Sprouts**. Its premium positioning and commitment to quality have helped drive consumer loyalty and market penetration (Good Culture).

Beyond food, Good Culture actively promotes soil health and regenerative agriculture. As a partner of **1% for the Planet** and a **B Corp-certified** business, the company donates a portion of its revenue to environmental causes and supports farming practices that restore ecosystems. Through these initiatives, Good Culture aligns with the ethical and environmental values that AMDP prioritizes in its investment decisions (Good Culture).

Expert Opinions on Good Culture's Impact

Expert Opinion 1:

In a **2024 Forbes article**, food industry expert **Andrew Watman** highlighted Good Culture's significant impact on consumer perceptions of cottage cheese. He stated, "By changing the negative lens that many people viewed cottage cheese through, and demonstrating how it's an exceptional source of protein, consumers young and old are simply obsessed with cottage cheese in a way that hasn't been seen in decades" (Watman).

This analysis reveals Good Culture's ability to **revitalize a previously stagnant dairy industry** and drive mainstream adoption through innovative branding and clean-label ingredients. Good Culture's success suggests a broader shift in consumer preferences toward **high-protein, sustainably sourced dairy**. An investment from AMDP would contribute to expanding this movement, further positioning Good Culture as a leader in **both nutritional innovation and sustainable dairy practices**.

Expert Opinion 2:

In a **2025 Allrecipes article**, food writer **Kate Walsh** highlighted expert opinions from professional chefs and registered dietitians on Good Culture's superior product quality. Chef **Yumna Jawad** praised the brand, stating, "I love Good Culture because it doesn't have a watery consistency that can create separation when you open it... it's not too dry or crumbly" (Walsh).

While the article primarily focuses on taste and texture rather than sustainability, it reinforces Good Culture's **consistent ranking as a top choice in blind taste tests**. The brand's ability to win over culinary professionals suggests not only strong consumer appeal but also potential for widespread adoption in the food industry. It also highlights Good Culture's **transparency** about their website statements about the production process, which allows them to make such highly praised goods. An investment from AMDP would support the expansion of **high-quality, sustainable dairy products**, ensuring that both home cooks and professional chefs have access to cleaner, better-tasting ingredients.

Final Investment Recommendation

After my extensive research and, honestly, personal cottage cheese taste tests, Good Culture has **my full recommendation**. The brand aligns with AMDP's sustainable standards all while producing delicious dairy goods. Investing in Good Culture would not only yield financial returns as the company grows but also support a brand that is actively shaping the future of sustainable dairy.

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