



Amy's Kitchen

Juliette Stubbs – Sustainability Intern

Sociology and International Affairs Combined Major - Class of 2024
Semi-remote, semi in-person: Petaluma, CA (Jan – June 2021)



Me enjoying some Amy's Pizza!



Trip to Amy's Drive Thru



Sustainability team: Stacia, Paul, and Justine

Introduction to Amy's Kitchen

- Amy's Kitchen is the #1 natural/organic brand across key categories in U.S. retailers
- It is a family-run, values-oriented, vegetarian food company
- Amy's recently became a certified B Corp, which means the company has legal accountability to balance profit and purpose

Co-op Role & Responsibilities

During my time working in the sustainability department, I did a variety of tasks:

- Supported my supervisor by reviewing PowerPoints and emails to look for clarity and effective wording
- Researched how to communicate our B Corp certification and plant-based protein environmental impact
- Transformed in-person games and to virtual format
- Participated in meetings across different departments to align sustainability's goals with the rest of the company
- Drafted 1-pagers which could be shared across the organization to increase communication
- Supported a group of graduate students in their evaluation of the environmental impact of producing meals with plant-based protein versus animal-based protein
- Researched new ingredients that would be used in Amy's meals to see if there was social and environmental risk

Experiential Liberal Arts - Course Integration

My background in sociology allowed a greater understanding of social and environmental issues in developing countries. The writing, presentation, and discussion components of all my classes greatly helped with the proficiency of my work.

SOCL1246 Environment & Society provided baseline knowledge of regenerative agriculture, renewable energy, and the different impact categories of climate change.

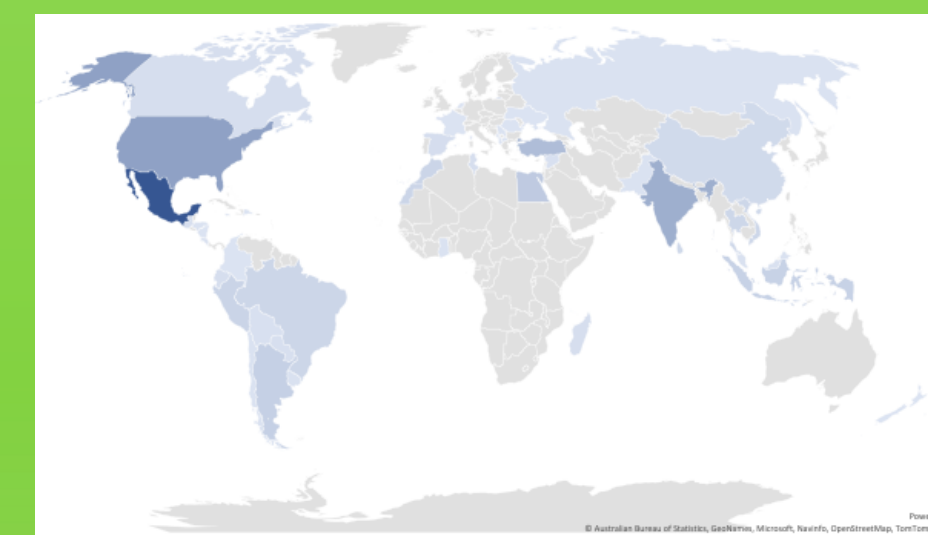
COMM1231 Principles of Organizational Communications provided me with the skills to present information professionally and cohesively.

ANTH2305 Global Markets & Local Culture provided me with the awareness of the impacts of globalization on social and environmental aspects in developing countries.

Because of this role, I have been considering adding a sustainable business minor in order to provide me with the educational context of working in sustainability.

What I Learned

- I developed experience with excel
- I developed research skills
- I found my passion for continuously improving a company through sustainability initiatives
- I understand the importance of creating buy-in for a project before jumping in so that resources are available to continue the work
- I created an understanding of why food systems have such a large impact on society and our environment



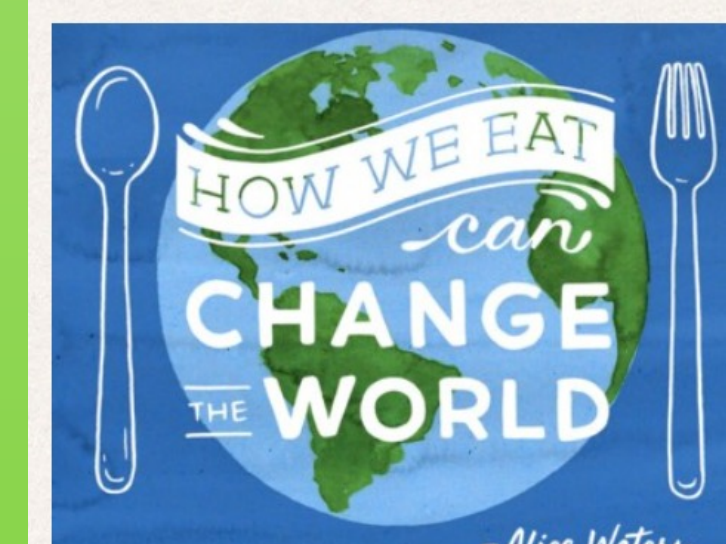
Ingredient country of origin

Acknowledgements

I'd like to thank my co-op advisor, Lisa Worsh for guiding me towards finding a co-op. I'd also like to thank my team at Amy's Kitchen, Paul Schiefer, Stacia Betley, and Renaud des Rosiers. Lastly, I'd like to thank my family who have supported me throughout my co-op experience



**Protein Emissions:
Plant-Based vs. Animal-Based**



6 Ways to Reduce Your Environmental Impact
We can have a much larger impact by using our purchasing dollars to support companies that have the capacity and will to do the right thing. Companies, particularly in the food industry, have immense ...
4/15/21 | READ MORE →

Blog post I wrote for Earth Day on Amy's website

Project Example: Managing Social & Environmental Risk Presentation

For the entirety of my time at Amy's Kitchen, I researched the social and environmental risks in the commodities used in Amy's 300+ different meals. I analyzed the costs and components of third-party certification standards to find which best fit Amy's commodities in order to provide concrete recommendations for the company moving forward

The goal of this project was to create engagement from the top stakeholders at Amy's so that the sustainability department could move forward with this work

I communicated my findings and recommendations through a cohesive PowerPoint presentation to the owner and founder of the company, as well as to the sourcing department, the marketing team, and members of the senior leadership team

The presentation brought together my extensive research on social and environmental risks in commodities, along with best practices of other companies, and how to market sustainable sourcing strategies to consumers

COVID-19 Pandemic & Remote Work

Impact on Amy's business model

- Covid-19 created an increased, unanticipated demand for Amy's meals because more people were working from home and needed easy meal options
- The pandemic brought an increased motivation for consumers to buy more sustainable, healthier foods, which brought sustainability to the forefront for Amy's (sustainable packaging, renewable energy, supply chain risk management, etc.)
- However, due to the need for Amy's to prioritize filling demand, this prevented focus and funding for sustainability projects and initiatives in 2020/21

Remote Work

- As an extrovert who thrives on collaborative teamwork, working remotely for most of the co-op was extremely difficult. However, I learned how to be productive while not in a professional workplace, and how to balance life and work while rarely leaving my apartment
- I learned the importance of time management, which is a skill I will take to all my future jobs

STEPS:	Do Your Work Here			
1. Read through each card and pay attention to units	Ingredient Sourcing	Manufacturing	Distribution	Consumer
2. Sort the cards into each section				
3. For each card, identify the activity factors and emissions factors				
4. For each card, identify the CO2e per unit				
5. Calculate the total CO2e per unit for each section				
6. Round each total to the nearest whole number				
7. Add up the totals for each section				
8. Compare the totals for each section				
9. Identify the highest and lowest CO2e per unit sections				
10. Discuss the results with your group				
11. Present your findings to the class				
12. Discuss the implications of your findings				
KEY:				

Carbon Game formatted for virtual setting

Conclusion and Future Plans

My time with Amy's Kitchen provided me with a completely new world view. During the co-op I was exposed to the issues that plague our society and planet, and the innovative solutions to these issues in the field of sustainability

Although originally, I had looked for non-profit co-ops, I truly found the value and impact in working for sustainable objectives within a large, for-profit company. Although non-profits can have a very large impact, being able to balance profit and purpose within a for-profit company leads to the systemic change that our current economic system needs

I learned that working collaboratively and in-person is extremely important for my productivity and engagement. I also learned the importance of being passionate about the work I'm doing – I would not be able to stay so engaged and productive if I didn't feel like my work was contributing to the company's growth and greater society

Lastly, I found a new incentive; to aim for jobs at B Corps, or companies that focus on balancing profit and purpose