



# HAPPY SCOOPS

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## ABOUT THE BUSINESS

**hAPPY Scoops** is a mobile seller of homemade, sustainable ice-cream on a mission to source our ingredients locally, limit our environmental impact, and benefit the community around us.

### Core Values

- ✓ Ingredients are organic and sustainably produced
- ✓ Employees are valued and treated ethically
- ✓ Waste is disposed of responsibly
- ✓ Build relationships with the community that
- ✓ encourage education about sustainable solutions
- ✓ Partner with local ventures working towards the same goals



## TARGET MARKET: BOONE, NC

### Why Boone?

- Population has a strong “Local First” mindset
- Shortage of specialty ice cream stores

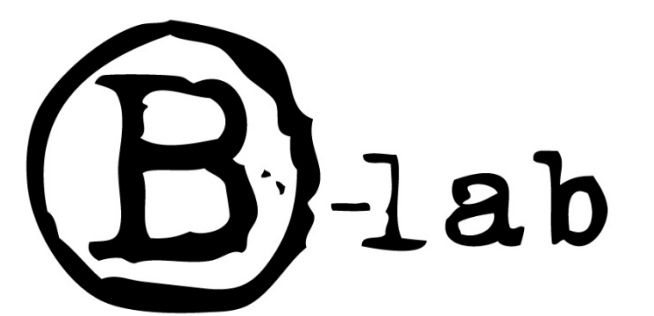
**Advantages of the Truck:** Having a mobile business makes it easy to access a wide range of customers such as

- Families and tourists visiting downtown Boone
- Students near campus
- Kids on their way home from school



## B-CORP CERTIFICATION

**Current B-Lab Assessment Score: 64**  
**Score needed to become B-Lab Certified: 80**



*Why is our score low?*

- We employ a very small number of workers who would only work part time. Providing benefits to employees such as health insurance would be unrealistic as well.
- The business is still in start-up stages, so most of the numbers and data used in the assessment were short-term estimates.

*If we were to expand, we would continue to improve our score, and eventually become a certified B-Corporation.*

## WHY VEGAN?

**Vegan ice cream is the healthier choice for you AND your planet!**



**BY NOT EATING DAIRY, YOU ARE...**

### 1. Improving your health:

- Humans who do not consume milk decrease their chances of developing heart disease, diabetes, and cancer.
- Vegan ice cream is a sweet, satisfying, guilt-free treat!



### 2. Reducing your environmental footprint:

- Raising cows for dairy production has a large impact on the environment
- Each cow raised by the dairy industry consumes up to 40 gallons of water per day!
- The dairy industry also emits high levels of greenhouse gasses. Below is a graph showing the amount of CO2 released every 5 gallons produced:



## LOCAL FOCUS

**All of our ingredients are sourced from local farmers and businesses:**

- *hAPPY Scoops* partners with *Lett-Us-Produce*: a family-run wholesale distributor of produce based in Boone, NC.
- Berries, apples and other fruits come from local foragers.



- When we can't find a product we need locally (such as coconut shavings to make coconut milk) we connect with *Bare Essentials*—a local health foods store whose mission is to “build a healthier planet through a healthier community”

## COMMUNITY INVOLVEMENT

*We partner with local businesses and nonprofits as a way to strengthen relationships within the community and give back to organizations we believe in.*

### “Flavor of the Month” Ideas:

- Red Wine Dark Chocolate benefiting **Wine To Water**
- Roasted Coffee & Caramel benefiting **Bald Guy Brew**
- Honey & Almond Crunch benefiting **Blue Ridge Apiaries**
- Blue-ridge-berry Lavender Swirl benefiting **Appalachian Voices**

## WASTE AND ENERGY MANAGEMENT

### POWERING OUR BUSINESS

- **Electric Power:** our truck operates off of electric power instead of gasoline
  - Transportation
  - Appliances
- **Solar PV:** rooftop panels power...
  - Radio
  - Air conditioning
  - Lights
- **Efficiency:**
  - Use dry ice in the ice cream coolers to make them work more efficiently
  - Electricity only kicks in if necessary



### LIMITING WASTE



- All cups, spoons, and napkins will be entirely **compostable**—making responsible waste disposal easy for customers
- **Organic waste** is returned to local farms for composting and to supplement animal feed
- **BYOB:** we offer 10% discounts for customers who bring their own non-disposable bowls

