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If I were to make a business, It would probably be one that produces and sells tea. I enjoy drinking herbal teas and I sometimes make my own, and it would be nice to share that with other people. Maybe the business could also sell heirloom herb seeds so that people could grow their own tea at home!

Positive impacts for people and planet:

- Growing tea locally using organic methods minimizes damage to soil and greenhouse gas emissions.
- Selling seeds alongside the tea encourages people to garden and connect with nature.
- Donating a portion of revenue to organizations that help mitigate climate change.
- Keeping the supply chain localized instead of outsourcing would allow stricter oversight on how workers are treated and compensated.
- Responsible growing, such as interplanting and not using pesticides, as well as sustainable harvesting would allow flowering herbs to support pollinators and other creatures.
- Selling loose-leaf tea reduces waste from packaging.

Tea sold in individual packets is wasteful and the bags often contain plastics, so I can sell loose-leaf tea in reusable containers. Growing tea can be [harmful to the environment](#) if pesticides or synthetic fertilizers are used, so it will be grown organically. I will focus on growing herbal teas instead of black and green teas, since those both come from a plant that doesn't grow in my area.

I researched Pukka, which sells herbal tea, since I occasionally drink their tea and I've heard that they are a sustainable brand. I was surprised to see how much they are doing for sustainability. Pukka is a B corp and a member of 1% For the Planet, have fair trade and organic practices, and map the [carbon footprint](#) of their products. Their [website](#) states that the goal of their business is to promote a connection between humans and nature as well as a healthy lifestyle.

[Link to business pitch video](#)



Caption: Here's my sustainable business pitch for #pgc2022 !

Heavily inspired by @pukkaherbs and @vahdamindia 's great products and sustainable practices.