

Values-Based Consumption

At Bond&Devick our goal is to help our individual and nonprofit clients align their values with their portfolios. In past communication, we discussed methods to align values with banking (using a local Community Development Financial Institution (CDFI) Fund for example). Here is a link to find one that works for you: <https://www.cdfifund.gov/>. In Minneapolis/St. Paul, Sunrise Banks is a Certified CDFI. They are also a Certified BCorp, like us, and we partner with them when possible. <https://sunrisebanks.com/stories/what-is-a-cdfi/>.

Values-based consumption is talked about regularly at our firm. Bond&Devick is laser focused on buying goods and services from fellow Certified BCorps, local BIPOC companies, and others whose values line up with ours. With regards to individuals, we all vote every day with our wallets. Our everyday purchases can either help create the economy and environment we want or work against those efforts.

We recently read an article from Jodi Morris' *Connecting Growth Globally* blog that really struck a chord with us (<https://connectinggrowthglobally.com/2022/09/26/the-sustainability-warrior/>). Morris met a sommelier who thinks differently about wine than most of her peers. Many sommeliers focus on awards and high-end wines. This sommelier's name is Ella and she recommends wines based on taste, but also curates her wine recommendations based on other factors such as sustainability practices and how wineries treat their workers. Here are a couple of Ella's favorite wines:

[Unico Zelo](#): an Australian winery focused on sustainability. They are completely transparent about their efforts even to the point where their website has a sustainability tracker which tracks the company goals. They are also a Certified BCorp, meaning their efforts are verified by a 3rd party, which is important.

[Frog's Leap](#): RJ and Teresa Devick fell in love with Frog's Leap several years ago when they sponsored the annual Children's Home Winemaker's dinner. Amazing wines from a great group of people. Frog's Leap practices organic, dry farming with no irrigation. This means smaller harvests, but they are committed to the environment and reducing water consumption is important to them. According to the article, Frog's Leap also provides year-round employment as well as health and retirement benefits to their employees, which is something unheard of in this seasonal industry.

These are just two examples of one consumer staple. Just imagine if everyone paid this much attention to the laundry soap they purchased; linens, furniture, shampoo, and on and on.

Values-based consumption is something we can all do to make a difference. [Here is the link to](#)

[the Certified B-Corp website](#), where you can search for companies based on different criteria (like wine and beer!).

We always enjoy hearing from our clients. Please share with us your favorite companies that meet your values-based consumption goals.

Take care and be well,

The Bond&Devick Team