



# 2021 Annual Report



# Message from Bill Capsalis, Executive Director and Andy Judd, 2021 Board Chair

Naturally Boulder’s mission is to nurture conscious growth, leadership, and innovation in the Colorado organic and natural products community. In 2021, we were so encouraged by the work Naturally Boulder undertook to further this mission. Despite the sheer volatility our industry faced, Naturally Boulder stood solidly as a resource to help our members navigate and advance their growth agendas. We met the needs of our community in the midst of so many new issues from supply chain to funding to staffing.

We are most proud of the growth we saw as we elevated critical programming that creates deeper education and connectivity including the launch of new communication channels, the advancement of new executive forums, and bridging the experience and expertise of some of our greatest pioneers and leaders to give back in the form of mentorship for a new generation of great brands. The richness of these impactful programs will undoubtedly foster new avenues of growth for many years to come.

Particularly given the ever-evolving landscape where we now operate, we are beyond grateful for a staff that recognized the needs of our membership and was steadfast in their efforts to evolve our programming and remain flexible while still holding tentpole moments like our incredibly successful Pitch Slam & Autumn Awards. The dedication and strategic thinking of our staff give us the most optimism about the future of Naturally Boulder.



Naturally Boulder Staff

We are all looking forward to 2022 with optimism and excitement for new programming and enhanced member and sponsor services. We’re kicking off a new [Office Hours program](#) to offer members an opportunity to Ask the Experts and receive free guidance for their most burning questions while creating business leads for the featured sponsor Experts. We’re launching the second edition of our successful [Mentorship Matching program](#), now expanding with cohorts in both Boulder and Pueblo. We’re excited to transition to a new membership database that will make it even easier for our community to make connections and tap into valuable resources. And we’re eager to see you in person at networking and community-building special events!

Additionally, our work with [Naturally Network](#) — and our connections to affiliate organizations across the country — will continue to bring amazing connections, national programming, and broad exposure to our extensive and vibrant community of brands, sponsors, and industry supporters. We can’t wait to share it all with you!

Here’s to a great new year ahead!



**Andy Judd**  
2021 Board Chair  
Naturally Boulder



**Bill Capsalis**  
Executive Director  
Naturally Boulder



Chef Ann Foundation



Spinster Sisters





# Mission, Vision & Guiding Principles

## OUR MISSION:

To nurture conscious growth, leadership, and innovation in the Colorado natural and organic products community.

## OUR VISION:

Naturally Boulder creates a healthier, more conscious world that prioritizes the products and practices represented by the Colorado natural products community.

## OUR GUIDING PRINCIPLES:

Naturally Boulder defines natural products and practices as those made with the goal of promoting human, animal and environmental health. This is why we actively encourage organic and regenerative practices that take into account the impact on our climate.



*Bruna's Brazilian Cheese Bread*

We believe that regenerative businesses measure success not only by financial gain, but also by long-term, conscious business practices that positively impact human health, communities, and the planet.

We value connection and provide a platform for education, dialogue and generous sharing to help the Colorado organic and natural products community grow with integrity and higher purpose.



*Pitch Slam & Autumn Awards*

We support the entrepreneurial spirit and honor the excellence in business that will accelerate growth of the Colorado organic and natural products community.



*Annual Members' Meeting*



*Alexa Daniels, Fossil Fuel Donuts*

We know that healthy, dynamic communities drive healthy, dynamic business. As organic and natural products industry members, we pledge to actively nurture a culture of shared ideas, collaboration and mentorship within the Naturally Boulder community.



538

Companies represented

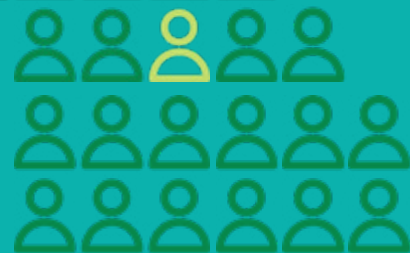


1,043

Members

17,152

Social media followers



104

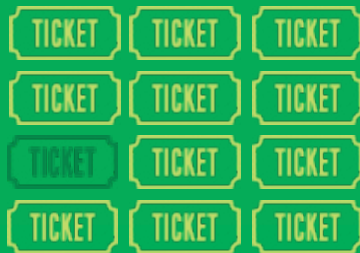
Sponsors

18

Events hosted,  
online and  
in-person

36

Forum Series  
meetings



1,255

Total event attendees



\$75K

in free services  
provided to the  
winners of our 17th  
Annual Pitch Slam  
& Autumn Awards

4

community members recognized at our  
17th Annual Pitch Slam & Autumn Awards:

**Pitch Slam Winner: Frescos Naturales**

**Climate Catalyst:**  
**Danone North America**

**Breakout Brand: Cappello's**

**Industry Leader / Community Champ:**  
**Justin Levy,**  
**Conscious Alliance**

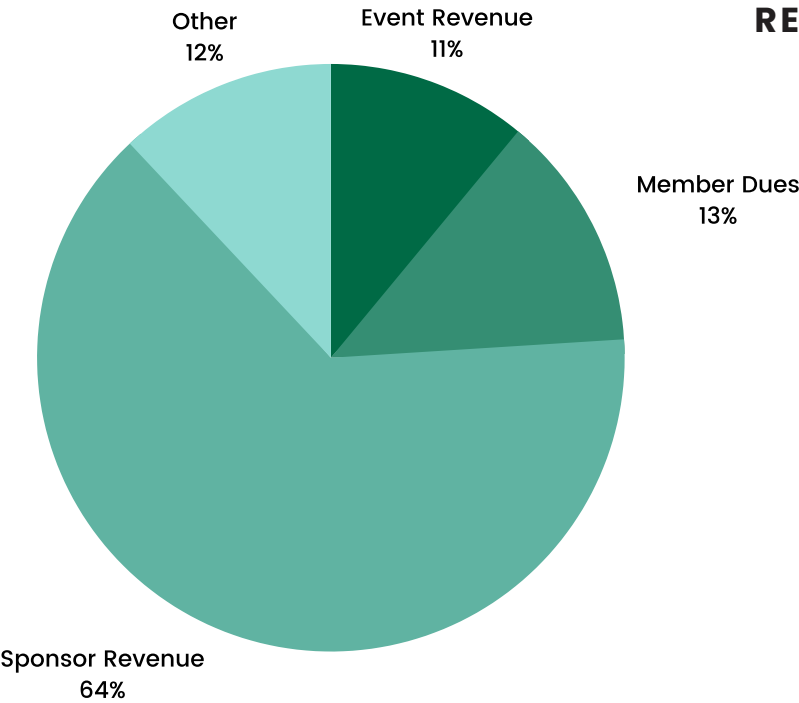
54

member products and  
services featured through  
our Shoots Showcase

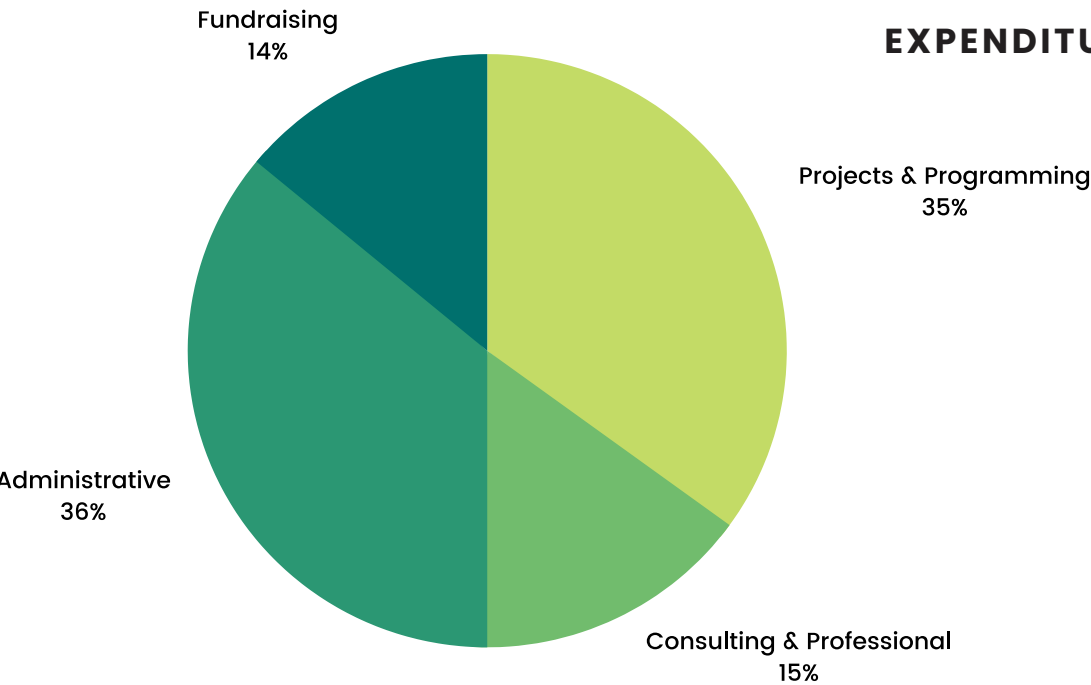
Sampler Box, Innovation Showcase,  
and Pitch Slam programming

## 2021 Financials

### REVENUE



### EXPENDITURE





# Programs and Partnerships Launched in 2021

## SHOOTS SHOWCASE SAMPLER BOX

Nineteen young Colorado companies (selling products for 1 - 3 years) were featured in our first Shoots Showcase Sampler box program. Our goal was to spotlight Naturally Boulder's newest CPG producers while providing a sampling opportunity for companies currently unable to sample through traditional channels.

One hundred seventy-six boxes were sold online and mailed directly to purchasers' homes for at-home sampling. Social media influencers, grocery buyers, brokers, members of the media, and contest winners also received boxes, garnering an estimated [social media](#) reach of 35,200+ users from those who shared these products!



Shoots Showcase Sampler Box

## MENTORSHIP MATCHING PROGRAM

The Naturally Boulder [Mentorship Matching Program](#) was designed to serve our members' personal and professional growth and stimulate a culture of lifelong learning for our future natural and organic industry leaders. The program connects experienced natural and organic products industry professionals with aspiring and mid-career professionals in a supportive environment to share knowledge, wisdom, and real-world industry experience. In our first cohort, we matched 12 mentors with 30 mentees, with bi-annual cohorts providing more opportunities for mentorship in 2022.



Education Event at CU Boulder

## NATURALLY NETWORK JOB BOARD

Community job listings have been our most visited resource year over year. To better serve our community, we launched the [Naturally Network Job Board](#) powered by ForceBrands. This is the only national job board focusing on natural and organic product industry roles and reaches the nation's most dynamic network of Consumer Product professionals and supporters. Member companies now have self-service access to post job listings at no cost with dashboards and applicant tracking built-in.



Wild Barn Coffee

Bill Capsalis, Justin Levy, Justin Gold





**MEMBERS-ONLY SLACK COMMUNITY**

Naturally Boulder launched community-managed [Slack channels](#) to facilitate sharing information, resources, and encouragement between members outside of our in-person events. Nearly 200 members have joined — that’s approximately 20% of our membership — sharing referrals and vendors, offering perspectives on platforms and tools, and celebrating wins in our community.

**KING SOOPERS AND KROGER NATURAL AND ORGANIC SUMMIT**

Kroger teamed up with Naturally Boulder to host a local natural and organic summit where innovative, local member brands applied for the opportunity to pitch their stories, brands, and products. Thirty-six member products were selected to present live to a team of key decision-makers and buyers, with additional opportunities to connect with the Kroger team and nab slots on store shelves in the works for 2022.

“Thank you to Naturally Boulder for this initiative. I don’t need to tell you how hard (virtually impossible) it is for small brands to get in front of big CPG corporations, especially during COVID-19. These opportunities are exactly what we need to move forward — only face-to-face conversations and sampling can convey the product and the people behind it.”

*Miri Breskin, Jubli*



*ONE Brands  
Morning Mingle at Kiln*



*Morning Mingle at Kiln*



*Patterbar  
Annual Members’ Meeting*



*Annual Members’ Meeting*

**NEW FORUM SERIES LAUNCHES**

Due to popular demand, Naturally Boulder launched two new Forum groups for VP-level Marketing and Operations professionals. Sponsorships of the Forums were also expanded. There are opportunities for involvement via membership or sponsorship in some of the eight [Naturally Boulder Forums](#): Executive, Sales, Sustainability, Start-Up, Founders, CFO, Marketing, and Operations.





# Frescos Naturales

## NATURALLY BOULDER MEMBER

“This has been a crazy year, not just for me, but for everyone. Coming out of the pandemic from last year with vaccines becoming available in the spring was a HUGE glimmer of light for me. It was a strange world still but filled with hope. For me, hope was a driving force. Hope to be able to fulfill this dream I had, hope that it would work, and hope that I could have the chance to make it happen. The support from my community has been overwhelming. Frescos is a family business; from graphic design, writing copy, and keeping our books in order, their support has been crucial. The support from all the local farmers’ markets allows us incredible direct-to-consumer opportunities across the Front Range to all the businesses and stores we work with. And, of course, the incredible Naturally Boulder community. Participating in Pitch Slam was the icing on the cake! It was a huge honor to be recognized by such a talented, committed, and hardworking community. Thank you!”

*Juan Ignacio Stewart, Founder, Frescos Naturales*



# Danone

## NATURALLY BOULDER SPONSOR

“Danone North America is a proud sponsor of Naturally Boulder. As a company with a headquarters in Broomfield, Colorado, Naturally Boulder’s community-centric approach to economic development makes this partnership particularly important to us. The sense of community the organization fosters is true to who we are at Danone North America as one of the world’s largest certified B Corporations and we’re thrilled to be able to participate. We view Naturally Boulder as a true steward of the Colorado community and look forward to continuing the partnership. Thanks to everyone at Naturally Boulder for their tireless work and leadership in the natural and organic space.”

*Danone North America*



## 2022 Board of Directors



Kyle Garner,  
Board Chair



Brandon Hernandez,  
Vice Chair



Mike Murray,  
Treasurer



Kelly Shea,  
Secretary

Shea & Associates



Raj Babu



Erin Costa



Dean Eberhardt



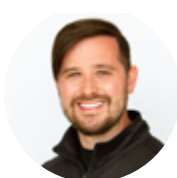
Ben Fenton



Jenna Fitch



Andy Judd



Justin Levy



Behroze Mistry



Jennifer Rosenthal



Becca Schepps



John Simmons



## Advisors

Joan Boykin, JB Consulting  
Mark Retzliff, Climate Foods  
Silvia Tawse, Fresh Ideas Group

## Staff

Bill Capsalis, Executive Director  
Julie Zagars, Managing Director  
Christy Augsburg, Marketing & Community Director

# Thank You to Our 2021 Sponsors

**SUSTAINING**

New Hope Network

**PREMIER**

Kiln Boulder

Danone North America

IronClad Consulting Services LLC

Jessica Sibila Consulting

Justin's

mindsight

The Annex By Ardent Mills

Manufacturer's Edge

**PLATINUM**

Yasso

ONE Brands

William Blair & Company

RFI

Charlotte's Web

ROOT Marketing & PR

Brand Geek

Noosa Yoghurt

PROVA, Inc.

1908 Brands

Celestial Seasonings

New Nexus Group

**GOLD**

Organic India

Fortnight Collective

SPINS

Insignia Systems

BIGR Ventures

Purely Elizabeth

Moss Adams

The a2 Milk Company

Social Nature

Lily's Sweets

Javo Beverage Company

Green Chef

Maty's Healthy Products

Holland & Hart LLP

Bobo's

Redzone Production Systems

Sheridan Ross PC

Eco-Products

City of Boulder

Sunrise Strategic Partners

OMG, Inc.

KeHE Distributors, LLC

Aurora Organic Dairy

Vermilion

Kurtz Fargo LLP

Whole Brain Consulting, LLC

**SILVER**

Little Secrets

BFG Partners

Sterling-Rice Group

Bhakti

Sherpa Chai

Crestone Capital

Remedy Drinks

Moxie Sozo

Cali'flour Foods

King Soopers

Ancient Harvest

Weller

KO Firm

Makeena, Inc.

SRW

Wells Fargo Bank

Planterra Foods

Ridgeline Ventures

Boulder Organic Foods LLC

Berlin Packaging

Epicurean Butter

Customer Marketing Group

Encore Consumer Capital

CleanWell

WishGarden Herbs

Colorado State University - Institute for

Entrepreneurship

Fresca Foods, Inc

**BRONZE**

Teatulia

Primeflex Labels

Faven Creative

Yum Love More

American Tape & Label

Nextfoods, Inc.

Pure Strategic

LoCo Food Distribution, LLC

Acme Distribution Centers

SchroderHaus Marketing Communications

Tradavo, Inc

Eldorado Natural Spring Water

VOCO Creative

Soda Pop Public Relations

Quinn Snacks

DeLine Box & Display

Crest Foods Co, Inc.

Rooted Food Sales

BDO USA LLP

The Good Crisp Company

Natural Habitats USA

Aspen Leaf Wealth Management

Origo Brands

Community Banks of Colorado

34 Degrees

Convoy

Creative Alignments

Compass Natural

Alpine Bank

EOS Worldwide







# Thank you for being part of the Naturally Boulder community. Together, we're changing our industry for good.

As you may have noticed, we're not just another industry organization. We want to make dramatic changes in the natural and organic products ecosystem by providing networking, education, and resources for our members to illuminate a path for sustainable growth and success.

If you are a member or sponsor, we can't wait to see you in 2022; **If not, please join us!**

We provide a sturdy foundation to help natural and organic product businesses grow and thrive. As a member or sponsor, meet and inspire natural and organic products entrepreneurs and be on the ground floor to witness the beginnings of some of the biggest products of tomorrow.

With over 1,000 fellow members, you'll also be in good company. **Learn more about becoming a [member](#) or [sponsor](#) today.**

**[naturallyboulder.org](https://naturallyboulder.org)**

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