

## New Zealand's Pacific Harvest obtains B Corp certification

26 March 2024 | News

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Pacific Harvest, a New Zealand-based company that produces minimally processed and ethically harvested seaweed products, has recently obtained B Corp certification. This certification is awarded to businesses that meet high standards of social and environmental performance, transparency, and accountability. It reflects Pacific Harvest's strong commitment to ethical and sustainable practices, while also contributing to the growth of a thriving seaweed industry in New Zealand.

The B Corp certification is verified by a non-profit organisation called B Lab. It aims to encourage the development of an inclusive, equitable, and regenerative economy. Pacific Harvest's achievement of B Corp certification is a significant milestone for the company as it solidifies its pledge to ethical and sustainable practices in the business.

Hayley Fraser-Mackenzie, the managing director of Pacific Harvest, expressed her pride in the company's achievement, stating that their attention to the well-being of both humanity and the planet is inseparable from their business ethos. Obtaining the B Corp certification affirms their commitment to ethical and sustainable practices, as well as their dedication to advancing New Zealand's seaweed industry.