



OUR FOUNDER



Joe DeCarle is the Burlington, VT based Founder of Sweet Origins, a certified B Corporation that supplies America's best food & beverage brands and juice bars with premium tropical ingredients from small family farms across the globe.

Joe's journey into entrepreneurship began at Greyston Bakery in Yonkers, NY in 2009. Founded by a Zen Buddhist, Greyston is best known as the pioneer of the Open Hiring® staffing model: an approach to hiring with no resumes, no interviews, and no background checks, and as the supplier of Brownies to Vermont's own Ben & Jerry's.

Inspired by a successful example of business as a force for good, Joe set out to create a company that did more than generate profit. Following his passion for healthy nourishment, Joe built Sweet Origins as a means to bridge commerce between small family farms and American food & beverage brands. Since being founded in 2013, Sweet Origins has purchased over 3 million lbs of tropical organic ingredients that have been used to craft healthy nourishment for millions of Americans.

A graduate of the *Goldman Sachs 10,000 Small Businesses* program, Joe has grown Sweet Origins to a #32 ranking on the *Inc. Magazine 2022 Regionals - Northeast* (#2 in Food & Beverage) and the *2022 Inc. 5000* (#2,177 Nationally) all without external funding.

