



**InvestEco Sustainable Food Fund Honored as a Best for the World Fund  
Evaluated by Comprehensive GIIRS Impact Rating**

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Toronto

Today, InvestEco Sustainable Food Fund, managed by InvestEco Capital Corp., was named a Best for the World Fund by B Lab for setting the measurement and management bar in impact investing, based on its GIIRS Impact Rating. A full list of honorees is published by B the Change, B Lab's online Medium publication [bthechange.com](http://bthechange.com).

InvestEco Sustainable Food Fund is among 28 Best for the World Funds, which include investment funds that have completed the rigorous GIIRS Impact Rating in the past year and are top performers. InvestEco Sustainable Food Fund has demonstrated environmental leadership and is rated amongst the top 10 funds for having an impact on the environment, as assessed in our latest GIIRS Impact Rating.

GIIRS Ratings provide a framework of impact measurement and management that helps investors and companies assess their performance against a rigorous, comprehensive standard, the B Impact Assessment. GIIRS was launched six years ago to meet a core need to scale the impact-focused capital markets — a credible, independent evaluation of the impact of companies and investment funds. Since its launch, GIIRS has rated more than 100 investment funds and 1000 portfolio companies. GIIRS Impact Ratings and the B Impact Assessment were designed and are administered by the global nonprofit B Lab.

"We are delighted to be recognized as a Best for the World Fund," said Andrew Heintzman, CEO of InvestEco Capital Corp. "We are proud also of our status as a B-Corp, and a GIIRS-rated fund, and pleased to be part of the growing impact investment movement."

"The Best for the World Funds are using data that captures the impact of their portfolio companies' operations and business models to make decisions, drive sustainable growth, and to distinguish themselves in the market. They are not just measuring their impact, they are managing it.", says Amanda Kizer, manager of the GIIRS Impact Ratings program at B Lab. "These funds recognize the importance of using a credible, rigorous model to manage and report on impact, and have set the standard as more players enter the impact investing space" added Flory Wilson, Director at B Lab.

The 2017 Best for the World Funds account for more than \$1.3 billion in committed capital that will be invested in companies across all areas of social and environmental impact. The

funds operate in 40 countries and over 70 industries to have boundary-breaking positive impact around the world.

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**InvestEco Capital Corp.** is a Toronto-based venture capital investment firm that invests in high-growth private companies that promote health and sustainability in the food and agricultural sector. Since its inception, InvestEco has invested in over 20 companies across North America.

For more information, visit [www.InvestEco.com](http://www.InvestEco.com).

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**B Lab** is a nonprofit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the best for the world and society will enjoy prosperity for all for the long term.

B Lab drives this systemic change by: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing benefit corporation legislation to give business leaders the freedom to create value for society as well as shareholders; 3) Helping tens of thousands of businesses, investors, and institutions manage for impact by using the [B Impact Assessment](#) and [B Analytics](#) to manage their impact—and the impact of the businesses with whom they work—with as much rigor as their profits; 4) Inspiring millions to join the movement through story-telling on [bthechange.com](http://bthechange.com).

For more information, visit [www.bcorporation.net](http://www.bcorporation.net).

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**B the Change** is a Medium publication, produced by B Lab in collaboration with the community of Certified B Corps and the movement of people using business as a force for good. B the Change exists to inform and inspire people who have a passion for using business as a force for good in the world. We want to dramatically broaden and deepen engagement with entrepreneurs, managers, employees, investors and citizens in one of the most important discussions of our time.

Read all B the Change stories at <http://www.bthechange.com>.