

Bread Baking Program) has sent its bakers to schools around the country to teach kids baking skills—but also much more. Each child spends time learning how to bake and then goes home with flour and recipes for baking two loaves of bread: one is kept at home to share with his or her family, and the other is brought back to his or her school, which then donates the bread to a local food shelf. So the program teaches kids not only the science behind making bread but also how to share what they can with others.

This desire to build community and help others extends to the owner-employees as well. “I’ve been here for over eight years. As an employee, it’s amazing,” Tine reveals. “It’s very different than other companies I’ve worked for, especially in the food industry—not only because we are employee owned but also because we’re an open book company, so we share financials with employees. I think a lot of companies might see this as a challenge, but it brings a lot of accountability. And I think those two things create a culture of trust, where everyone is really in it together.”

To help strengthen such a culture, the company has a volunteer program, through which all full-time and part-time employees get forty hours of paid volunteer time each year in addition to their earned vacation time. That’s about 6,000 hours a year dedicated to service—and an immeasurable benefit to the company’s hundreds of co-owners.



From the beginning, King Arthur Flour’s goal has always been to do better: with its name, its products, its employees, its customers—and the world itself.

For all of its efforts to enhance the work lives of its employees, the company was named the Employee-Owned Company of the Year by the ESOP Association in 2016, and it has been named one of the best places to work in Vermont for twelve years running.

KINGLY KINDNESS

From the beginning, King Arthur Flour’s goal has always been to do better: with its name, its products, its employees, its customers—and the world itself. To make the last goal come to fruition, the company has instituted a variety of initiatives, such as partnering with 1% for the Planet to donate one percent of all their whole wheat sales to help communities and food producers.

“But we also wanted to do something more connected to the product and potentially even more significant,” Tine adds, “so we decided to do a matching program where, for every mix purchased, we’d give a meal through Feeding America. We made an agreement that, based on our sales forecast, we’d donate a certain amount—but we’d still donate it even if we didn’t hit our projection. However, if we exceeded it, we would donate more. We were willing to take on that risk.”

And the chance they took was well worth it for everyone involved. In the first year, they guaranteed a million meals, and in the second year, they upped it to a two-million-meal commitment. In addition to this support, they assist other organizations like the Whole Kids Foundation, Hot Bread Kitchen in New York, Philabundance, and In Good Company.

All in all, King Arthur Flour had lofty standards to live up to when it changed its name in the late nineteenth century. But it would have made its namesake proud—as it continues on a never-ending quest to provide honest, high-quality products and to do the right thing.

For more info, visit kingarthurfLOUR.com

To get King Arthur Flour’s delicious recipe for Pumpkin Yeast Bread, visit americanlifestylemag.com/discover/flour-power

