



Small Business Development Centers



Akron, Ohio



Success Story

Peaceful Fruits: How Entrepreneurship Fosters Social Good

When Evan Delahanty joined the Peace Corps in 2011, he knew he was in for a life-changing experience. He traveled 3,000 miles from home to start a new job helping others, but had no idea that this new adventure would lead him to entrepreneurship.

Upon returning to the U.S., Delahanty wanted to start a business bringing his passions for people, healthy food, and service together. From there, Peaceful Fruits was born, a social good snack company that uses natural wild acai berries from the Amazon rainforest.

Peaceful Fruits partners with local people of the Amazon to harvest the berries, while providing them jobs to protect their way of life and the rainforest.

"Social enterprises are the future of business," said Delahanty. "The only way to do sustainable community development is to help everyone involved."

The company has not only created jobs internationally, but also within its local community, helping to employ individuals with disabilities. Each whole, organic fruit strip is made by hand at Hattie's Food Hub in West Akron, Ohio.

In 2016, Delahanty pitched his company to investors on ABC's Shark Tank, in which startups pitch their ideas to "sharks" for funding. While no sharks were biting that day, Delahanty's appearance on the show doubled annual sales in one day after the episode aired.

Peaceful Fruits previously worked with the Small Business Development Center (SBDC) at Summit Medina Business Alliance, Inc. to strengthen the company's business plan. After its appearance on Shark Tank, Peaceful Fruits is once again partnering with their local SBDC to reshape projections and develop a marketing strategy to reflect new opportunities for the company.

Since 2015, Peaceful Fruits has sold over 25,000 of the snacks to local retailers and through online sales. Current restructuring and development of the business will allow Peaceful Fruits to continue to spread their good food and good will.

For more information about Peaceful Fruits, visit: peacefulfruits.com



For more information about Ohio Small Business Development Centers (SBDC) programs and resources, visit: sbdc.development.ohio.gov



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