

Forbes

Who Runs the Better-For-You Food World? These 6 Women

Consumers are growing increasingly savvy about what goes into the food they eat, and they're voting with their dollars for organic, natural products without chemicals and additives. Organic food sales reached \$43 billion in 2016, an 8.4 percent increase over the previous year. Meanwhile, natural food sales climbed by nearly 10 percent to \$75 billion in 2016. [🐦](#)

These six female entrepreneurs are doing their best to disrupt the food industry by bringing healthy, all-natural products into stores. In addition, they're preaching a triple-bottom-line mentality, focusing not only on profits but also their companies' impacts on people and the planet. Here, they share their stories and advice for other aspiring food entrepreneurs.



- **Jola Sonkin, CEO & Cofounder of GoMacro**

“I am proud of the fact that on a daily basis, I get to do something that I’m passionate about by promoting a balanced, plant-based lifestyle,” says Jola Sonkin, CEO and cofounder of GoMacro. GoMacro is a plant-based nutrition bar company that produces MacroBars and THRIVE.

Sonkin started GoMacro in 2004 after her mother was diagnosed with breast cancer. Rather than undergo the doctor-recommended five-year regimen of Tamoxifen, Sonkin’s mom opted for an all-natural remedy and switched to a macrobiotic diet, incorporating healthier whole foods grown mostly on her Wisconsin farm. After she achieved recovery, she chose to remain committed to a macrobiotic diet, but found that there wasn’t a healthy dessert on the market that could satisfy her sweet cravings. As a result, she began experimenting with different recipes for cookies and bars. On a whim, Sonkin took the cookies her mother had made to a local health food store. They ended up becoming the first retail customer.

Sonkin offers this advice to other aspiring entrepreneurs looking to impact the food industry. “Draw from your own experience to create a solution for a problem in a meaningful way. When it comes to starting a successful business in the food industry or any other, there is no source of inspiration more powerful than our own personal challenges. [🐦](#) Though it can be a vulnerable place to start, when we overcome a challenge or obstacle, we are taught valuable lessons that can be unequivocally motivational for helping us reach new heights and challenge new barriers.”