

# Marketing With EFI: Quick Start Guide

## Differentiate Your Brand

You've done the hard work of earning EFI certification, so now is the time to develop a marketing communications plan to let your customers and consumers know. EFI staff will partner with you to support your efforts, and whether you aim to reach consumers or retail buyers, we've put together the following resources to help you differentiate your brand and stand out as a leader in the industry. If you need guidance or have any questions, please reach out to the [EFI Marketing Communications team](#). We're eager to help!



## While Certification Is in Progress



### Sign a certification and licensing agreement.

Signing an agreement is a requirement before any joint promotion can commence. The agreement outlines the certification process, the worker bonus, and use of the EFI label and logo. If signed prior to receiving certification, the agreement becomes effective when the first certificate is issued. [Review a sample version.](#)



### Use the EFI label and logo to identify Leadership Team members.

As your operation activates an EFI Leadership Team and works to meet compliance with the EFI Standards, you may find it beneficial to use EFI marks to educate the greater workforce about EFI and the EFI Standards, and to identify members of the Leadership Team. [Review the guidelines.](#)



### Prepare to add the EFI label to your packaging.

Package design can be planned while you work toward certification so that labeling can begin quickly upon earning certification. [Review the guidelines.](#)



### Update your crisis communications plan.

Review your crisis communications plan to include EFI as a point of contact. If you need guidance on developing a plan, reference the Crisis Communications section of the [Grower Manual](#).

## Upon Earning Certification



### **Provide your company logo.**

The [EFI Marketing Communications team](#) will eagerly promote the news of your certification. Provide a high-resolution version of your logo, direction on use of company and brand names and how to refer to contracted operations, if applicable.



### **Label certified product.**

Start production of the approved packaging design to begin adding the label to certified product.



### **Promote your EFI certification on your website.**

Whether your website is primarily for customers or consumers, adding information about your EFI certification will show that your brand is a leader in social responsibility and is engaging workers around food safety. Visit the online [Marketing Toolkit](#) for sample text.



### **Share on social media how EFI and the Leadership Team have improved your operations.**

Find inspiration in [sample social media posts](#) or request a customized social media toolkit from the [EFI Marketing Communications team](#).



### **Include EFI in your sales materials.**

Whether you communicate to your retail buyers through brochures, slide presentations, videos or meetings, the [Marketing Toolkit](#) has messages and resources to help you share information about your EFI certification.



### **Share the news with the industry.**

Send out a press release or work with the EFI Marketing Communications team to issue a release to key trade publications about earning certification.



### **Stand out at trade shows.**

Help your booth stand out with signage, banners or floor stickers that declare your EFI certification. Contact the [EFI Marketing Communications team](#) for options and pre-printed materials.

# Messaging

## About EFI

Equitable Food Initiative is a nonprofit certification and skill-building organization that seeks to transform agriculture and improve the lives of farmworkers. EFI brings together growers, farmworkers, retailers and consumers to solve the most pressing issues facing the fresh produce industry. Its unparalleled approach sets standards for labor practices, food safety and pest management while engaging workers at all levels to produce Responsibly Grown, Farmworker Assured® fruits and vegetables.

The following provides messages and themes that underscore the work you've done to fulfill your EFI certification. Use them as a basis for talking about your partnership with EFI, the high level of standards you've reached to earn your certification, or simply to highlight the ongoing work of your farming operation.

	Industry-Driven	Consumer-Driven
<b>A Culture of Food Safety</b>	<p>Workers in every department across our operation are trained to identify, mitigate and respond to issues that compromise food safety. Strong interdepartmental communication means our team is open and able to quickly respond to concerns, issues and ideas.</p> <p>Farmworkers are on the front lines of food safety. We ensure that they are properly trained to identify risks and collaborate with them to create solutions that reduce food safety risks.</p>	<p>Farmworkers are on the front lines of food safety, and we train them to constantly monitor and address food safety risks.</p>
<b>Improving Working Conditions</b>	<p>We are dedicated to creating management systems and a commitment to continuous improvement to align with the Ethical Charter on Responsible Labor Practices.</p> <p>We invest in our workers and ensure a respectful, inclusive work environment.</p>	<p>We value the contributions of our workers and collaborate with them to create a healthier and safer workplace.</p> <p>Workers receive a bonus for every purchase of EFI-certified produce at participating retailers.</p> <p>We invest in our workers and ensure a respectful, inclusive work environment.</p>
<b>Improved Business Performance</b>	<p>Creating a collaborative and respectful workplace helps stabilize our workforce with easier recruitment and increased retention.</p> <p>Engaging workers from across the organization has created a collaborative team effort to provide a safer, high-quality product and to drive innovation across the operation.</p> <p>Our team is dedicated to continuous improvement, and we have the channels in place to ensure any issues are identified, reported and addressed.</p>	<p>We are continuously improving our processes to ensure safer food and healthier working conditions for our team.</p> <p>We engage workers at every level throughout our growing operation to ensure their voices are heard and their ideas incorporated.</p>

**Reaching Higher  
Standards to  
Produce Better  
Food**

**Industry-Driven**

We reached more than 300 of the industry's highest standards to achieve EFI certification, which provides the transparency and assurance sought by consumers.

**Consumer-Driven**

Your purchase of EFI-certified produce ensures that farmworkers are treated well, paid fairly and engaged to identify food safety issues.

Our work to engage all workers and ensure they have a voice in the organization has created a sense of pride throughout our operations. This pride shows in their dedication to ensuring the best quality produce.