



## A Revolutionary Process for Transparency, Innovation & Progress

In this changing marketplace, transparency is critical to both you and your shoppers. At **{insert your company name}** we are proud to partner with Equitable Food Initiative (EFI) to certify **{detail which farming operations, how many operations and which commodities—for example: seven of our farming operations in California and Mexico, representing 75% of our berries}**.



The EFI label is a distinct program rooted in forward thinking ideas. It lets your customers know that the workers harvesting our fresh produce are treated well, compensated fairly and engaged to identify problems and solutions that prevent food safety issues. We

reached more than 300 of the industry's highest standards to achieve EFI certification, which provides the transparency and assurance that consumers are looking for.

### Creating an Innovative & Collaborative Team Approach

We chose to implement the EFI Program on our operations because it is more than a certification. It is an innovative workforce development program that helped us strengthen our collaborative team approach and our commitment to continuous improvement.

While we have always provided training for our employees, the training and support provided through the EFI Program focused on skills our employees needed to improve communication and problem-solving. We now have a cross-functional, cross-organizational team of people who work well together to deliver the best product **{sub commodity}**.

### The EFI Program Benefits Our Organization, Your Organization and Our Shared Customers

The comprehensive approach of the EFI Program brings numerous benefits to everyone across the supply chain.

#### Workforce Development

- Maximized efficiencies and increased productivity
- Pride in the job and commitment to producing the best quality product
- Strengthened ability to innovate

#### Commitment to Food Safety

- Engaged workers at all levels addressing issues of health and sanitation
- Trained workers identifying, mitigating and responding to food safety issues

#### Workforce Stability

- The best talent attracted and retained during labor shortages
- Increased job satisfaction through growth opportunities
- Trust, transparency and communication promoted

#### Social Responsibility

- Respected workers provided a place for their voice and ideas
- Ethical Charter on Responsible Labor Practices met and exceeded
- Consumers assured through verified third-party audits

With the EFI certification, we're committed to transparency in all areas of our operation. The program helps us maintain a more stable work environment, plus we're raising the bar on quality, food safety and worker engagement and retention.