



Equitable Food Initiative

Social Media Toolkit

OVERVIEW

Congratulations! You are now part of our growing family of certified growers. EFI is one of the most rigorous certifications in the industry, with more than 300 standards, but thanks to your commitment and the arduous work of the EFI Leadership Team, you were able to certify your farming operation and now it's time for the world to know.

This social media toolkit provides you with sample copy and assets to help you promote and publicize your certification. We will happily customize a series of messages and graphics with your logo and images from your operations. [Contact](#) the EFI Marketing Communications team.

GOALS

One of our main objectives is to position EFI-certified growers as the companies/brands raising the bar for the entire fresh produce industry on labor conditions, food safety and pest management. Help us raise awareness!

- Promote a better value and greater traceability among consumers with labeled produce.
- Highlight your sustainability efforts with EFI's Integrated Pest Management Standards.
- Advertise your impact on the lives of farmworkers and continuous improvement on farms.
- Publicize your certification in ethical sourcing and the highest food safety and pesticide standards.

Questions?

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PLATFORM SPECIFIC MESSAGES

Spread the news about your latest certification via Facebook, Twitter and Instagram. Below are a few sample posts for you to use.

Facebook

- Buying our #EFIcertified produce supports a commitment to farmworkers, food safety and the environment. Thanks for your support! #GrowTheGood @EquitableFoodInitiative
- Proud to announce that we are now #EFIcertified growers. Your purchases help improve the lives of farmworkers. @EquitableFoodInitiative
- Did you know that our fruits and vegetables are grown and processed on #EFIcertified facilities? That means that our produce was produced with the highest safety standards, bringing healthier food from our farm to your table. @EquitableFoodInitiative

Twitter

- Look for the EFI label when you buy our fresh [commodity name] to contribute to a positive impact on farms. #GrowTheGood @Equitablefood
- We have gained #EFIcertification! That means that your purchases help improve the lives and working conditions of farmworkers. #GrowTheGood @EquitableFood
- Help us create a healthier, more ethical and sustainable food system by purchasing our #EFIcertified fruits and vegetables. #GrowTheGood @Equitablefood

Instagram

- We have officially partnered with @EquitableFood to make our farms better and healthier places to work. #GrowTheGood #EFIcertified
- We are proud to support @EquitableFood Initiative to improve lives from field to table! #EFIcertified #GrowTheGood
- When you buy our #EFIcertified fruits and vegetables, you support farmers that are promoting healthier and more sustainable working conditions on farms.

Spread the Word!



GRAPHICS

Equitable Food Initiative's images, videos and logos can be found here: <http://bit.ly/2P9ULeW>

Logo



EFI Logo (JPG)

[Download](#)



EFI Logo + Label Black Outline (JPG)

[Download](#)



EFI Logo + Label Black Full Color Outline (JPG)

[Download](#)

Videos



EFI Expert Hands (MP4)

[Download](#)



Feel Good About the Food You Purchase (MP4)

[Download](#)

Images



1.png
800 x 800



2.png
800 x 800



3.png
800 x 800



4.png
800 x 800



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800 x 800



7.png
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8.png
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Labeled photos (PNG) - [Download](#)