**FOR IMMEDIATE RELEASE (INSERT COMPANY LOGO)**

**Contact:**

Insert Name

Company Name

Email:

Phone:

**ABC Produce to Offer EFI-Labeled Produce**

**at Select Retailers or Insert Retailer Name**

(INSERT CITY, DATE) – ABC Produce has teamed up with the Equitable Food Initiative (EFI) to receive its first farm certification in (INSERT LOCATION). The company will begin distributing (INSERT PRODUCE ITEMS) with the EFI Responsibly Grown, Farmworker Assured® label this month to (INSERT RETAILER OR LOCATIONS).

EFI partners with growers and retailers to create a more transparent food chain, safer food and healthier places to work. ABC Produce’s operations in (INSERT LOCATIONS) have now met more than 300 rigorous standards to earn the EFI certification, based on independent assessment conducted by third-party certifier SCS Global Services.

UPDATE SAMPLE QUOTE FROM COMPANY EXECUTIVE – “We’re proud to include the EFI ‘Farmworker Assured, Responsibly Grown’ label on our (INSERT PRODUCTS). This provides an increased level of transparency letting shoppers know that our farmworkers are receiving fair wages with healthier working conditions,” stated (Insert Name and Title).

To earn EFI certification, ABC Produce company created a cross-functional leadership team of managers and workers to foster collaboration and problem-solving within the farming operation. Team members were trained in a variety of often-overlooked soft skills, including leadership, communication, problem-solving and conflict resolution. This enhanced workforce development programming has led to increased levels of worker engagement and satisfaction. [CAN CITE SPECIFIC BENEFITS THE ORGANIZATION HAS SEEN FROM THE TEAM OR PROBLEMS THE TEAM HAS/IS WORKING ON]

SAMPLE EFI QUOTE [CONTACT EFI COMMUNICATIONS FOR A CUSTOM QUOTE] - “EFI’s workforce development program creates a culture of continuous improvement that leads to a safer food supply chain, better work places and the ability to meet evolving business needs which is a big win for ABC Produce,” said EFI Executive Director Peter O’Driscoll. “Making an investment in your workforce at all levels will engage workers, give them a better understanding of their role within the supply chain, have more confidence and trust, and ultimately lead to enhanced quality and bottom line results.”

For more information, visit (INSERT GROWER OR EFI website).

#### About ABC Produce

Insert summary paragraph

#### About EFI

Equitable Food Initiative is a nonprofit certification and skill-building organization that seeks to increase transparency in the food supply chain and improve the lives of farmworkers through a team-based approach to training and continuous improvement practices. 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 on the farm to produce Responsibly Grown, Farmworker Assured® fruits and vegetables. For more information about Equitable Food Initiative, visit [www.equitablefood.org.](http://www.equitablefood.org/)

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