Sample Website Content

EFI-Certified Growers

BACKGROUND

Consumers' trust in brands continues to decline. According to Salesforce Chief Marketing Officer Stephanie Buscemi, "The levels of distrust are unprecedented and the impacts on companies and brands is massive. Customers are speaking up with their wallets and giving their business only to those companies that value trust."

Fear and distrust have fueled consumer interest in transparency, specifically among food brands and especially fresh produce. And this "need to know" extends beyond how and where food is grown or produced. Shoppers are increasingly expecting companies to balance their profits with being good corporate citizens, and this expectation is increasingly reflected in their purchasing behavior.

Involvement with Equitable Food Initiative (EFI) provides an opportunity to be more transparent and to engage the shoppers who purchase your products. Whether communicating with consumers or your customers who are responding to consumer interests, sharing information about your EFI certification on your website is an easy way to promote transparency and trust.

SAMPLE CONTENT

Use the following sample content to develop an About page on your website that underscores your business values or use it to develop a description of EFI under a partner, social responsibility or FAQ page.

Earning any third-party certification is a difficult process, but at [business name], we are particularly proud to be certified [can add details on number of operations, locations or other details] by Equitable Food Initiative. More than a certification, EFI brings together everyone in the supply chain to recognize the value that farmworkers bring to improving labor practices, food safety and the environment.

EFI helps us engage our workforce as a unified team and gather constant input from them to ensure safer food and healthier workplaces. Employee training has always been a priority for us, but with EFI we are building leadership, communication and problem-solving skills for employees at all levels of our organization.

Sharing good ideas among our team allows us to innovate more quickly and grow safer high-quality [products OR name commodities that are certified]. The EFI Responsibly Grown, Farmworker Assured® label stands for a commitment of safety and quality from all of our employees and a trusting and respectful workplace that keeps our customers at the forefront in everything we do.

The EFI certification creates transparency in the supply chain by verifying the good work that we do at [brand]. Each employee is supported to contribute to our collective efforts to produce great [commodity] and foster a healthy workplace. Our goal is to create a workplace where team members take pride in their job, have opportunities for growth and understand how much we value their contributions.

Learn more at equitablefood.org.

ADDITIONAL RESOURCES

- Contact the EFI Marketing Communications team for custom images, graphics or videos to add to your website.
- Download files of the EFI label and logo under Label Guidelines & Usage.
- Reference the Social Media Toolkit for sample messages, images and videos. You can also request a custom Social Media Toolkit.