• Scaling up good food
  • Healthy
  • Fair
  • Affordable
  • Green

• Entire Value Chain
  • Small and mid-sized producers
  • Connections to accountable buyers
• Structure of NGFN
  • 10 Regional Lead Teams
  • Advisory Council
  • Wallace Center at Winrock International

• **Connect** across regions (RLTs) & other national networks
  • Sum is greater than parts

• **Connect** to funding

• **Connect** to knowledge
Third-Party Certification

An NGFN Webinar
Presenters

- Scott Exo
  *Executive Director, Food Alliance*

- Peter Truitt
  *Co-founder and President, Truitt Brothers*

- Alison Dennis
  *Director of Supply Chain Management, Burgerville*
Third Party Certification

Scott Exo, Executive Director, Food Alliance
Understanding product claims and labels

**1st party label**
Issued by producer without independent review
“We practice ‘precision agriculture to reduce fertilizer use’”

**2nd party label**
Issued by industry, trade or membership association
“Our dairy farmers pledge not to use artificial growth hormones”

**3rd party label**
Issued by organization independent from the product/producer
“Our coffee is Fair Trade Certified”

Consumer’s Union
www.greenerchoices.org/eco-labels/
Why certify?

• Growers & companies want to differentiate and add value to their products.

• Buyers want reliable purchasing ‘screens’.

• Advocates want better social and environmental outcomes and tools to gauge them.

• Consumers want good food, grown responsibly.

www.foodalliance.org
Certification
Complying or adding value?

Compliance = responding to buyer demand
  • E.g. GAP or other buyer-dictated food safety audits

Adding value = proactively differentiating products & brands based on performance against an independently issued/audited std
  • E.g. Fair Trade, Biodynamic, Organic, FA

www.foodalliance.org
Eco-Labels are Credible When They Are:

- Meaningful and Verifiable
- Consistent and Clear
- Transparent
- Independent and Free from Conflict of Interest
- Open to Public Comment

Consumer’s Union
www.greenerchoices.org/eco-labels/
The Type of Organization Behind the Label Matters

“Who would you prefer provide certification?”
Base: Significant shoppers inside the World of Sustainability (n=1,591; 243 Core, 589 Inner Mid-level, 487 Outer Mid-level, 272 Periphery).
Myth of Too Many Labels?

Independent, 3rd party certifications in wide use on multiple products in multiple regions in N America
Food Alliance defines & promotes sustainability in agriculture and the food industry.
Independent, 3rd-party certification program that growers, processors, packers and distributors use to:

- differentiate and add value to products, and
- protect and enhance brands . . .

with credible social and environmental claims.
Food Alliance certification verifies that farms and ranches:

- Provide safe and fair **working conditions**
- Provide healthy, **humane care** for livestock
- Reduce **pesticide** use and toxicity
- Conserve **soil and water** resources
- Protect and enhance **wildlife** habitat
- **Continually improve** management practices
Food Alliance certification verifies that packers, processors & distributors:

• Use Food Alliance Certified™ ingredients
• Provide a safe & fair working conditions
• Conserve water and energy resources
• Reduce waste through reuse & recycling
• Reduce/eliminate use of toxic materials
• Ensure quality control & food handling safety
• Continually improve management practices
Food Alliance Certified means products are made with:

• >80% Food Alliance Certified™ ingredients from farms and ranches that are superior employers and environmental stewards
• No genetically engineered ingredients
• No artificial colors or preservatives
• No artificial hormones
• No sub-therapeutic antibiotics
Food Alliance Certified Clients
Sustainability Standards and Rating Systems Using FA and other certifications as sourcing screens.

College and University
AASHE Sustainability Tracking and Rating System

Restaurants and other food service
Green Seal for Restaurants and Food Service Operations

Existing buildings
LEED for Existing Buildings, Operations and Maintenance

[Links at www.foodalliance.org/resources]
Major companies using FA certification as benchmark
Presenters

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  *Co-founder and President, Truitt Brothers*

- Alison Dennis
  *Director of Supply Chain Management, Burgerville*
History

• We’ve been in business for 37 year producing shelf stable foods for foodservice and consumer markets.

• Shelf stable foods is all we do – it is our forte.

• Our heritage is canning. Our father canned yams in Louisiana. His father canned mid west vegetables.
Certification

• When
  • May 1, 2006 – Truitt Bros., Inc., canners of fine fruits and vegetables, is proud to announce that it is the first in the nation to earn a new food processor certification from Food Alliance, a Portland, Ore.-based national non-profit organization, dedicated to certifying environmentally sound, socially responsible farms, ranchers and processors to support sustainable agriculture.
  • October 6, 2009 – Shelf-stable, custom food manufacturer, Truitt Bros., Inc., announced today that it has received third-party certification for its Oregon-based Special Products processing plant from Food Alliance, a national eco-labeling program that certifies environmentally sound and socially responsible food producers. Truitt’s Special Products Division uses time-honored food science and state of the art manufacturing equipment and packaging to create a variety of custom, shelf-stable meals, side dishes, sauces and soups for foodservice customers nationwide.
Certification

The Big Question:

Why get certified?
Certification

• Process
  - November 2005 – First interview with Food Alliance
  - December 2005 – Food Alliance Audit and certification process begins
  - May 2006 – Certified

• Audit Standards
How has it paid off?

- The sales part of it

**Total Case Shipments**

- FY '07: 2,500
- FY '08: 5,000
- FY '09: 25,000
How has it paid off?

• The platform of it
  - Pumpkin Pie Mix
  - Kidney, Garbanzo, Pinto, Black Beans
  - Natural Chili
  - Retail Brand
Has it changed TBI?

- Parable of the seed.
- It hasn’t replaced anything; it’s added!
- What’s happened to TBI culture?
  - Recycling
  - Growers
  - Closet Tree Huggers
  - Once the genie is out of the bottle …
Questions?
Presenters

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• Alison Dennis
  Director of Supply Chain Management, Burgerville
About Burgerville

Mission: *Serve with Love*

**1922:** Holland Creamery founded

**1961:** 1st Burgerville opens, Vancouver, WA
- Fresh beef, real ice cream, quality ingredients
- Supporting local economy
- Community service

**Today:** 39 units, OR and WA
- $70 M/yr, 1,500 employees
- Fresh, local, sustainable sourcing
- 100% wind power
- Used oil → biofuel
- Composting & recycling
- Affordable healthcare
Sustainable Continuity

Goal: shared values in each link of our supply chain

Building direct relationships and long term partnerships around shared values

Creating a continuity of safety and sustainability from field to table and beyond

Doing our part to ensure the most profitable companies take the best care of people and the planet we share

Better taste comes from better food.
Why 3\textsuperscript{rd} Party Certification?

- Ability to touch every ranch and farm
- Extension of values to full supply chain
  - Processing
  - Distribution
- 3\textsuperscript{rd} party source for media and marketing
- Earned trust in the eyes of our guests

Site visit to Clearwater Cranberries
Port Orford, OR (...they’re Food Alliance Certified)
“What Get’s Measured Gets Managed”

2009 Supply Chain Results:
- Spent over 70% of food $ locally
  - 21% increase over 2008
- Spent over 26% on 3rd party cert. food
  - $4.682 million in dollars
- Spent 15% on Food Alliance Cert. food
  - 100% Country Natural Beef
  - Shepherd’s Grain Flour
  - Truitt Brothers...

Hatfield High Desert Ranch in Brothers, OR
(...they’re Food Alliance Certified too!)

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Blog: www.burgerville.com/sustainable-business
Twitter: http://twitter.com/bvsustainable
Presenters

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Lessons & Assumptions

• This is about stewardship and business
• Buyers and consumers want traceability, transparency and accountability.
• Meeting these expectations provides both a business opportunity and an instrument of change.
• It’s a high-bar, not an industry floor.
• Certification is a voluntary, biz-by-biz decision.
• A seal doesn’t sell product, marketing does.
Please continue to type your questions into the questions box...
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NGFN Webinars

- 3rd Thursday of each month
  3:30p EST (12:30p PST)
  Mark your calendar!
- All webinars archived

- Next webinar: Mar 18
  Linking Diverse Communities through Healthy Food:
  Examples from the Southwest

→ http://ngfn.org/webinars
Kansas City, March 2-3 – FREE!

- Regional food systems
- Smart agricultural practices that facilitate community-wide health
- What causes large employers to change the eating habits of their employees
- How the U.S. government views the long-term economic impact of an unhealthy diet
- Social justice, food and health
- How to achieve local success in a global marketplace
- Creating the good food economy

http://americanroyal.com
Get Connected, Stay Connected

National Good Food Network Database

YouTube

twitter