



The Equitable Food Initiative

Assurance. Accountability. Safety.

Working together to produce food that's better for everyone



The Food You Eat

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- **Cantelopes:** 32 deaths caused by listeria; food recalls can cost \$1billion per incident



Costco Urges Stricter Safety Measures on Cantaloupes

By WILLIAM NEUMAN
Published: September 23, 2011

The New York Times

September 29, 2011



Hyung Chang/The Denver Post, via Associated Press

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- **Apple:** ~10¢ of dollar goes to growers; covers field inputs, capital/land costs, labor and profit
- **Strawberry:** Highest level of pesticide residue
- **Cantelopes:** 30 deaths caused by listeria; food recalls can cost \$1billion per incident
- **Farm workers:** earn below poverty wages, endure exposure to chemicals and brutal conditions, are denied rights



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Fresh solution to old problem.

First approach to engage all stakeholders

The EFI will ...

- Set standards for fair labor, food safety and pesticide reduction
- Offer training to workers and growers on practices
- Provide certification at farm level
- Create value by reducing risks and enhancing quality



Retailers and Buyers

- **“Who is it that’s delivering the result — safer, higher-quality berries? Those workers,” said Jeff Lyons, Costco’s senior vice president for fresh produce. “So yes, I’m willing to pay more, so long as the certification really means something.”**
*–The New York Times,
May 2013*
- **“America’s food system depends on farm workers, and yet values them so little. We’re proud to support EFI in changing that.”**
–Maisie Greenawalt, Bon Appetit

Founding Organizations

