



Sustainable food leaders offer suppliers incentives to get certified sustainability

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Bon Appétit Management Company and Pacific Coast Fruit Company recently announced two separate incentive programs to increase their supply of Food Alliance Certified products and ingredients. For a limited time, each company is offering financial assistance to offset the initial cost of certification, encouraging more of their current vendors to become Food Alliance Certified.

These unprecedented incentive programs are simple, yet powerful models for creating supply to meet the growing demand for socially and environmentally responsible food products. Each company's program is structured differently but the core commitment is the same; advance sustainable agriculture and business practices by supporting current supply chain vendors in pursuing Food Alliance certification.

On August 16th Bon Appétit Management Company hosted a luncheon event at Goucher College in Towson Maryland to launch their incentive program for producers, processors, and distributors in the mid-Atlantic region.

Pacific Coast Fruit Company recently announced its Food Alliance certification incentive for Washington and Oregon fruit and vegetable farmers, at the company's annual Harvest Festival Restaurant and Retail Food Show on August 23rd, held at its Portland warehouse facility.

"We're a local, family owned business and consider our growers to be part of our extended family," said Tom Brugato, executive vice president, Pacific Coast Fruit Company. "We are offering financial assistance for growers to become Food Alliance Certified because we're committed to supporting a vibrant and healthy local farming community, and increasing the availability of sustainable produce to retailers, restaurants and consumers."

"Food Alliance is very grateful for the leadership and generosity of both Bon Appétit Management Company and Pacific Coast Fruit Company, for their efforts to increase the diversity and availability of sustainably grown food," said Scott Exo, Executive Director.

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