

FOOD ALLIANCE

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Sustainable Food Industry Leaders Offer Innovative Incentives to Certify Suppliers for Sustainability Practices

Financial incentives help meet growing demand for socially and environmentally responsible food

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.

If you are interested in learning more about these incentive programs, or initiating one of your own, please contact Roberta Anderson, Business Development Director, roberta@foodalliance.org, (503) 493-1066 x31.

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Bon Appetit Management Company

Bon Appétit Management Company is an onsite restaurant company that provides café and catering services to corporations, colleges and universities, and specialty venues. We have over 400 locations in 29 states. Bon Appétit was the first food service company to address the issues related to where our food

comes from and how it is grown. We are still the largest restaurant company with such a high level of commitment to socially responsible practices. Learn more at: <http://bamco.com>

Pacific Coast Fruit Co.

Pacific Coast Fruit Company is one of the largest independent wholesale produce distributors on the West Coast. We are privately owned and dedicated to providing our customers with quality, service, and integrity. At Pacific Coast Fruit Company we simply do one thing extremely well; we distribute fresh produce. Which is precisely why so many businesses rely on us for an uninterrupted supply of fresh produce. Learn more at: www.pcfruit.com

Food Alliance

Food Alliance is a nonprofit organization that defines sustainability in agriculture and food handling operations with a comprehensive third-party certification program that addresses a wide range of consumer and industry concerns. Food Alliance certification and the Food Alliance Certified seal help food producers and handlers communicate with customers and the wider public. Certification by an independent non-profit organization, like Food Alliance, with transparent and meaningful standards and criteria, is a simple and effective way of demonstrating socially and environmentally responsible food production practices. For more information, visit: www.foodalliance.org.