

**FOR IMMEDIATE RELEASE**

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# **Spring Promotion Lowers Cost of Sustainability Certification for Farms and Food Businesses**

**Nonprofit verifier of agricultural and food industry sustainability plans to enroll 100 new businesses under its comprehensive certification program.**

**North America**—With the summer inspection season fast approaching, Food Alliance is offering a \$100 discount to farmers, ranchers, and food packers, processors and distributors interested in gaining market advantages through third-party sustainability certification.

Food Alliance Certified is the only third-party certification to address safe and fair working conditions, humane animal treatment, and careful stewardship of ecosystems. Certification is awarded to high-performing operations that pass a broad set of standards and rigorous criteria, and that demonstrate a commitment to continuous improvement.

With cumulative sales of Food Alliance Certified products exceeding \$500 million, participating businesses report positive customer feedback, increased customer loyalty, new markets, sales increases, access to contracts, and price premiums.

Improved practices in Food Alliance Certified agricultural operations and food handling facilities have led to better conditions for thousands of workers, more humane treatment of hundreds of thousands of animals, reduced use of toxic and hazardous materials, and healthier soils, cleaner water, and enhanced wildlife habitat on millions of acres of range and farmland.

There are currently more than 320 Food Alliance Certified farms and ranches, six distribution facilities, and 20 fruit, vegetable, dairy and meat processors throughout North America. Food Alliance Certified producers manage over six million acres, raising beef, lamb, pork, dairy, mushrooms, wheat, legumes, and a wide variety of fruits and vegetables.

Learn more: [\*\*www.FoodAlliance.org/get-certified\*\*](http://www.FoodAlliance.org/get-certified)

## **About Food Alliance**

Food Alliance is a non-profit organization that certifies farms, ranches, food processors and distributors for sustainable agriculture and facility management practices. Businesses that meet Food Alliance's standards, as determined by a third-party site inspection, use certification to make credible claims for social and environmental responsibility, differentiating their products and strengthening their brands.

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