

NEWS RELEASE



Pennsylvania
Association for
Sustainable Agriculture

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FOR IMMEDIATE RELEASE

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Sunnyside Farm Receives Food Alliance Certification for Poultry

Food service company incentive program helps cover costs

DOVER, PA - Food Alliance, a nonprofit offering a comprehensive third-party certification for sustainable agriculture and food handling practices, in partnership with the Pennsylvania Association for Sustainable Agriculture (PASA), recently announced that it has certified Sunnyside Farm. The certification of Sunnyside Farm sets a precedent for other poultry producers in the eastern U.S.

Located in the Interstate 83 corridor in York County, Sunnyside Farm (www.sunny-side-farm.com), owned and operated by Dru Peters and Homer Walden, has been around since 2009. Dru and Homer previously leased land since 2002, and today they run a pasture-based, intensive grazing operation for poultry (chicken & turkey), beef and pork.

PASA members since 2005, Dru and Homer utilize heritage breeds and only use GMO-free feed for their livestock. Sunnyside Farm has received Food Alliance certification for their poultry and egg production on a total of 13 acres.

“Food Alliance certification recognizes that we use heritage varieties of vegetables and breeds of livestock, as well as our efforts to monitor our native plant and wildlife populations, conserve water resources and even our community outreach to teach others all we know,” said Peters.

Food Alliance certification standards for farm operations address a range of social and environmental issues including safe and fair working conditions, reduction of pesticide use and toxicity, soil and water and energy conservation, reduction of waste, and protection of wildlife habitat. The certification requires continuous improvement in social and environmental management practices.

Sunnyside Farm is a current vendor for the Bon Appetit Management Company (BAMCO). BAMCO recently offered financial assistance to offset the cost of certification for vendors.

According to Peters, “BAMCO’s incentive was a huge influence in our decision to pursue certification. We respect BAMCO and all they do in the food service market – we believe they are moving standards forward like no other business.”

She continued, “Although not really well known on the East Coast yet, I believe that those of us who garner Food Alliance certification early on will serve as champions. Our established customer bases will help spread the word about the certification program.”

PASA Executive Director Brian Snyder said, “We are excited to have Sunnyside Farm be one of first farm operations to receive Food Alliance certification in the Mid-Atlantic. Dru and Homer have shown dedication to being good stewards of the land, and also a strong commitment to consumer education. They surely will be great ambassadors of the Food Alliance label.”

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About PASA

With nearly 6,000 members, the Pennsylvania Association for Sustainable Agriculture (PASA) is one of the largest and most active sustainable agriculture organizations in the U.S. Through business support and regional marketing assistance for farmers, advocacy, and public education, PASA seeks to promote profitable farms that produce healthy food for all people while respecting the natural environment. PASA’s hallmark event, *the Farming for the Future* conference, draws thousands of participants from more than 30 states and six countries each February. For more information, visit www.pasafarming.org.

About 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 clear standards and criteria, is a simple and effective way of demonstrating socially and environmentally responsible food production practices. There are over 330 Food Alliance certified farms and ranches throughout North America, raising beef, lamb, pork, dairy products, grains, legumes, and a wide variety of fruits and vegetables. For more information, visit www.foodalliance.org.