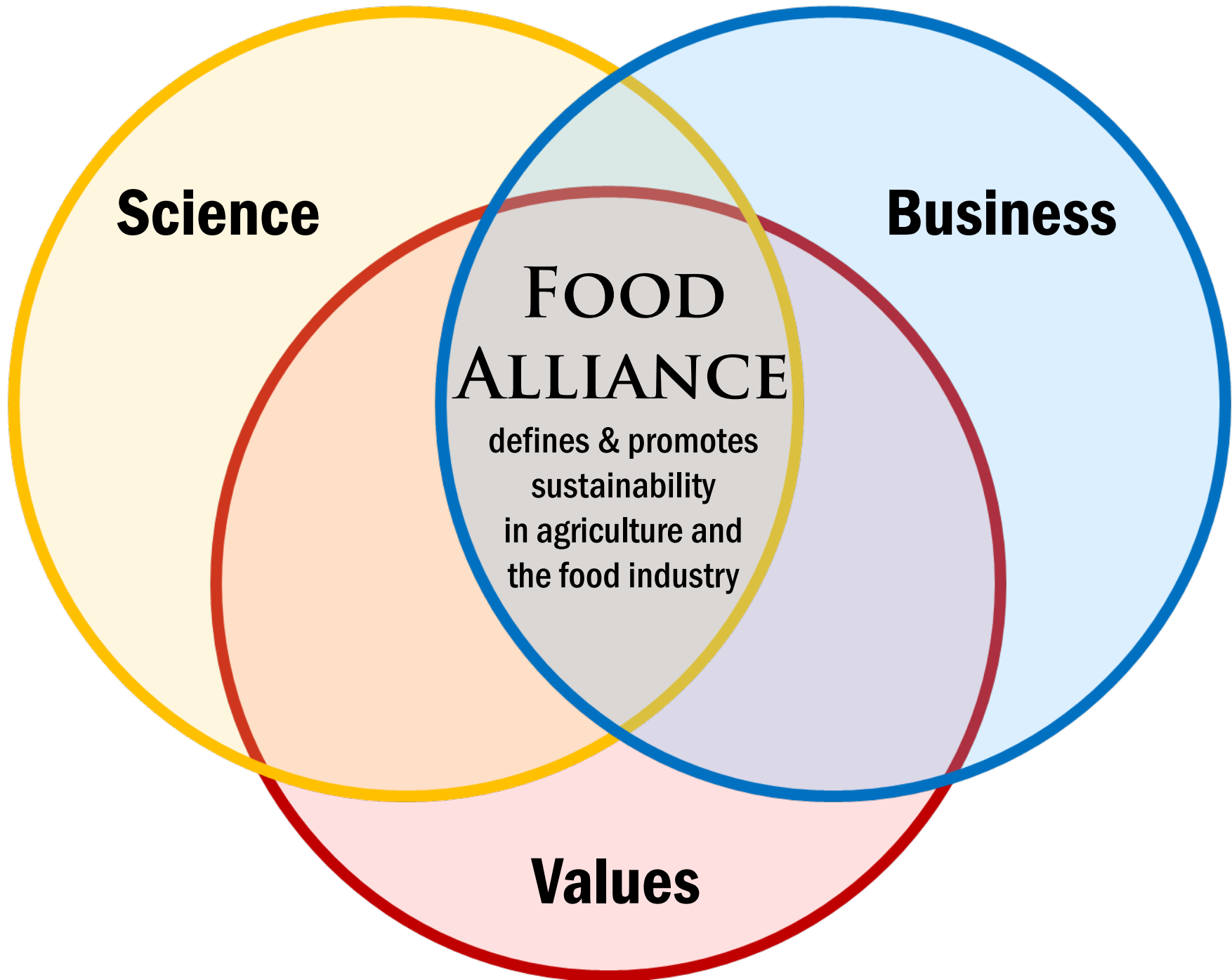




FOOD ALLIANCE CERTIFICATION

Unleashing the Power of Values-Based Food Supply Chains



Science

Business

**FOOD
ALLIANCE**

defines & promotes
sustainability
in agriculture and
the food industry

Values

FOOD ALLIANCE SERVICES

- **Comprehensive third-party certification**
 - Farms & Ranches (producers)
 - Packers, Processors, Distributors (handlers)
 - Food products
- **Networking & educational resources**
 - Membership network
 - Workshops & events
- **Consulting services**
 - Audits to benchmark sustainability efforts
 - Market services for retail & restaurants



Who is behind Food Alliance?



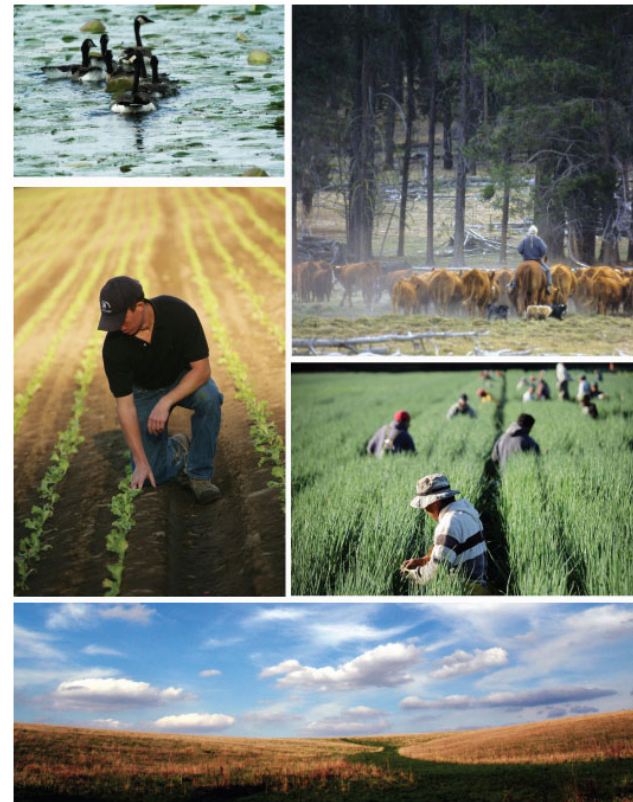
Food Alliance Certification is a tool that helps:

- differentiate and add value to products
- verify product traceability from supply chain operations implementing sustainability practices
- protect and enhance brand
- access niche market opportunities
- address buyer concerns for social & environmental responsibility
- increase customer loyalty
- improve community relations
- gain more control over pricing



Food Alliance certification verifies that farms and ranches:

- Provide safe and fair **working conditions**
- Provide healthy, **humane care** for livestock
- Reduce **pesticide** use and toxicity
- Conserve **soil and water** resources
- Protect and enhance **wildlife** habitat
- **Continually improve** management practices



Food Alliance certification verifies that packers, processors & distributors:

- Use Food Alliance Certified™ ingredients
- Provide a safe & fair **working conditions**
- Conserve **water and energy** resources
- Reduce **waste** through reuse & recycling
- Reduce/eliminate use of **toxic materials**
- Ensure **quality control** & food handling safety
- **Continually improve** management practices



Food Alliance Certified products contain:

- More than 80% Food Alliance Certified ingredients
- No genetically engineered ingredients
- No artificial colors or preservatives
- No artificial hormones
- No sub therapeutic antibiotics



Why Certification?

- **Consumers** get good food, grown responsibly.
- **Growers & companies** differentiate and add value to products.
- **Buyers** have screens for sustainable purchasing.
- **Investors** have screens for sustainable investing.
- **Advocates** get meaningful measures for social and environmental responsibility.



Sustainability Standards and Rating Systems using Food Alliance certification as sourcing screens



Health Care Facilities

Green Guide for Health Care



College and University

AASHE Sustainability Tracking and Rating System



Restaurants and other food service

Green Seal for Restaurants and Food Service Operations

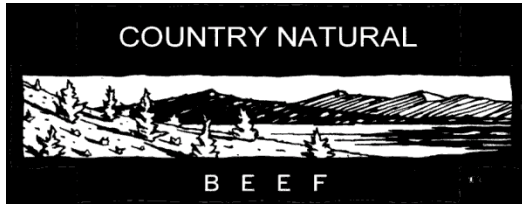


Existing buildings

LEED for Existing Buildings, Operations and Maintenance



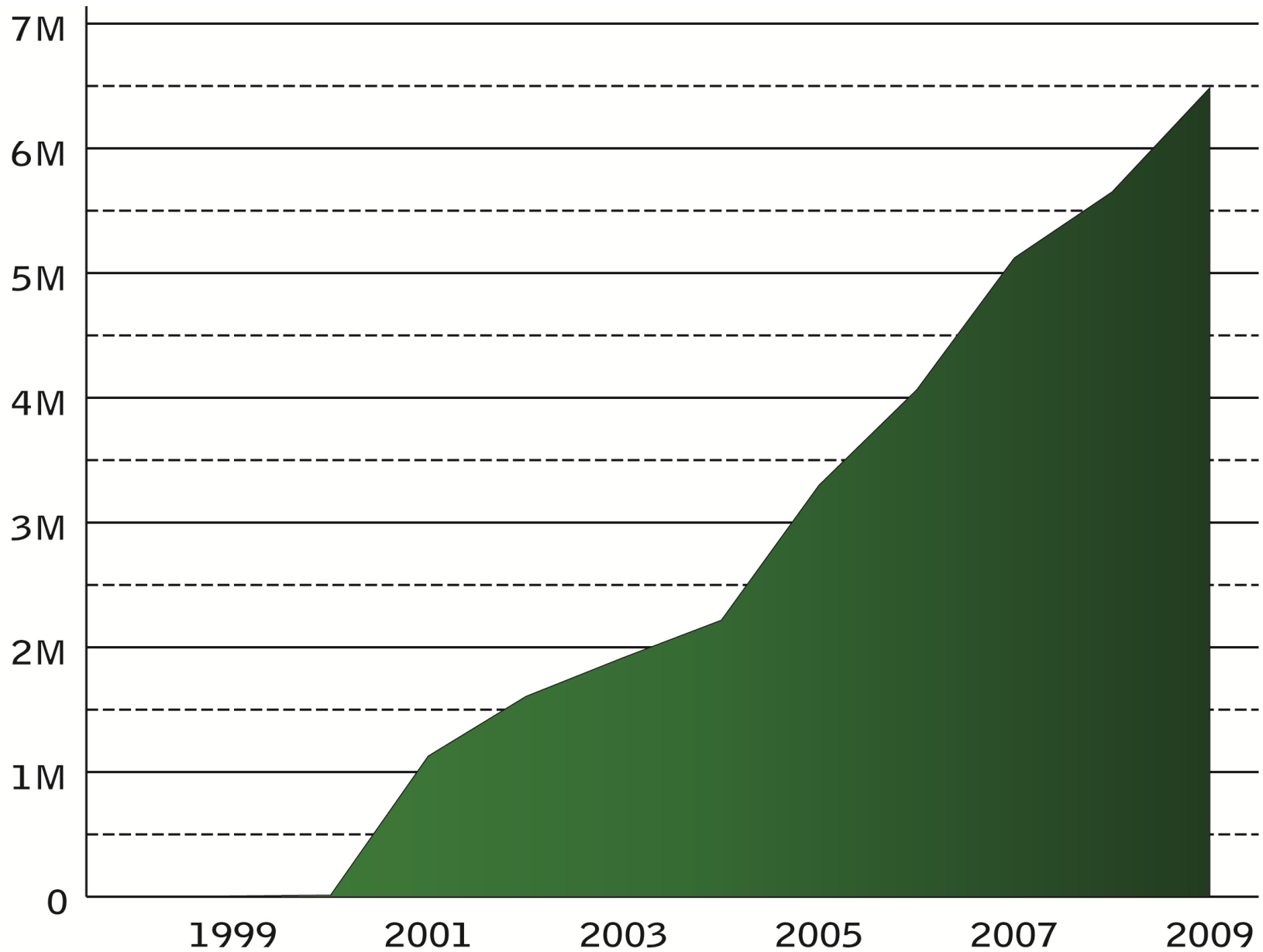
Food Alliance Certified Client Brands

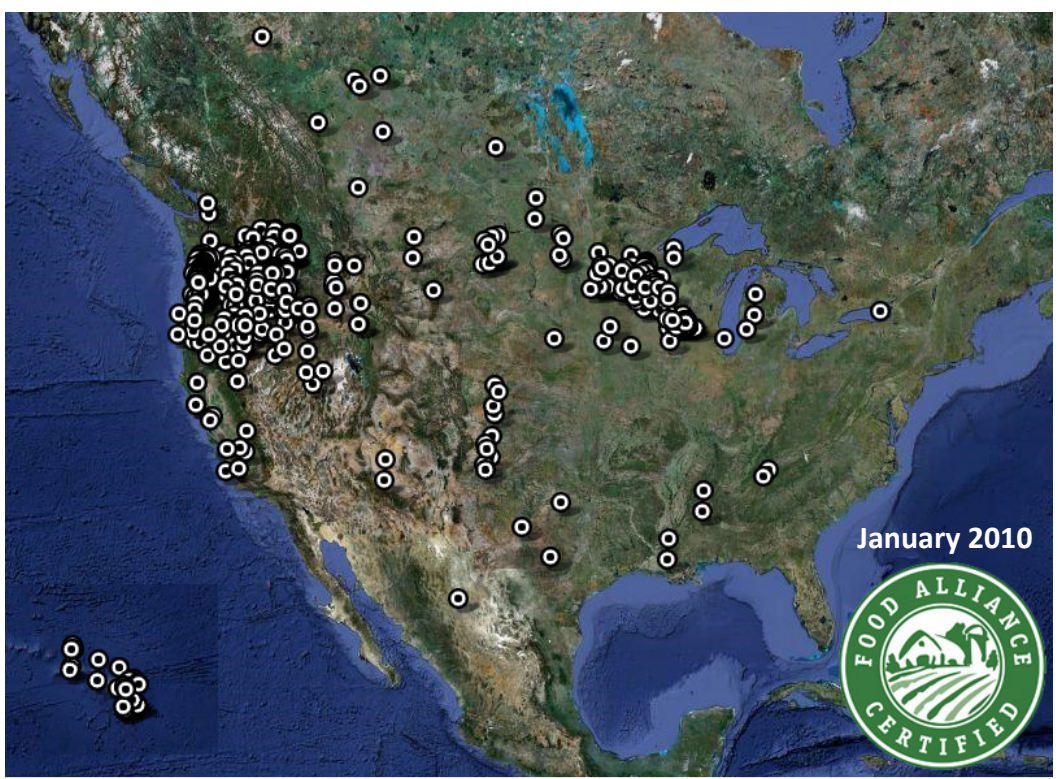


FOOD SERVICES
OF AMERICA.



Food Alliance Certified Growth in Acres





Is Food Alliance certification right for you?

Do you have customers that ask about your social and/or environmental performance?

Do you manage your operation in ways that ensure long-term sustainability?

Are you considering how to market the social or environmental attributes of your products?

Do you currently make social or environmental claims about products and need a credible way to prove those claims?



Certification Process Step 1: Review Standards and Procedures

- General description
- Fees
- Process & Timeline
- Standards Areas
- Evaluation Criteria and Inspection Tools
 - Producers
 - Whole farm vs. crop/species specific
 - Fixed vs. scored
 - Handlers
 - Baseline vs. continual improvement
- Inspectors



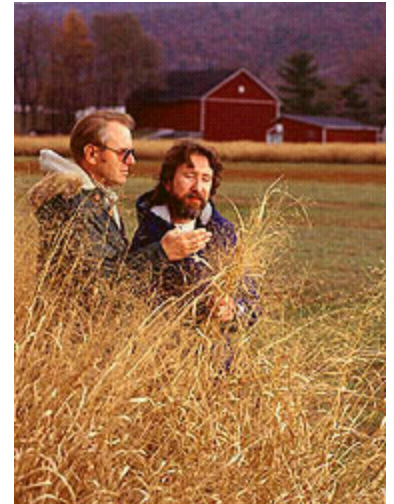
Certification Process Step 2: Submit the application

- Complete the application
 - Producers: paper or online self assessment
 - Handlers: paper
- Provide necessary supporting documentation
 - Producers: maps, pesticide application records, etc.
 - Handlers: process flow diagrams, HACCP plans, other certifications or audit results, etc.
- Sign licensing agreement
- Include payment for application fee



Certification Process Step 3: Host a site inspection

- Qualified inspector is assigned
- Producer/handler and inspector choose date for inspection
- Inspection
 - Tour of operation
 - Interviews with managers and key staff
 - Review of relevant records
- Inspector submits report to Food Alliance



Certification Process Step 4: Certification Decision

- Food Alliance makes certification decision and issues:
 - Inspection report
 - Conditions of certification
 - Continual improvement suggestions
- Producers/handlers accept/decline
- Food Alliance mails certificate of certification
 - Certified operations
 - Certified products
 - Term of certification



Certification Process Step 5: Maintaining Certification

- Ongoing inspections and updates
 - Producers: inspection once every three years, annual updates
 - Handlers: inspection once every year
 - Possible unscheduled audits
 - Continual improvements required
- Annual fees cover cost of inspection plus licensing fees
- Approval of labels and other uses of Food Alliance brand collateral



Certification Process Step 6: Use certification

- Update product labels
- Update marketing tools
 - Brochures, POS materials
 - Web sites, social networking sites
- Inform and educate
 - Customers
 - Employees
 - Suppliers
 - Press
- Maintain a fresh story



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