



food alliance 

Promotes increased adoption of sustainable agricultural practices using market-based incentives.

Since 1998, we've operated a certification and eco-labeling program that incorporates both social and environmental criteria.



certification - food alliance certified



market development

Market partners



- 64 restaurants (including Burgerville)
- 79 retailers
- 12 distributors (including Sysco)
- 40 corporate/collegiate food service accounts
 - Bon Appétit, Aramark, Sodexo



eco-labels (certification systems)



Eco-Labeling Organizations:

(Almost all)

1. Set standards
2. Verify compliance against standards

(Some)

3. Conduct consumer education regarding standards
4. Provide marketing and sales support



eco-labels (certification systems)



Consumer's Union ... Eco-Labels are Meaningful When They Are:

- Meaningful and Verifiable
- Consistent and Clear
- Transparent
- Independent and Free from Conflict of Interest
- Open to Public Comment



food alliance certification

Standards affecting workers



Prohibited Pesticide list: 13 pesticides prohibited (largely neurotoxins)

Variable standards emphasize IPM practices that reduce pesticide applications and toxicity

Human resource standards cover health and safety issues



certification - food alliance certified



Variable Standard: Flea Beetles

Level 1. Labeled pesticides are applied against flea beetles on a regular schedule.

Level 2. Young plants are scouted for flea beetles and labeled insecticides are applied only when over threshold.

Level 3. As per Level 2, and advanced tactics are used.

- ◆ Fields and adjacent areas are managed to reduce field bindweed, mustard and other weed and wild hosts of flea beetles.

- ◆ Pesticides labeled “Danger” are not used for flea beetles.

- ◆ Other _____

Level 4. As per Level 3, and the pest is managed primarily with non-chemical approaches and least-risk pesticides as last resort.

- ◆ Pesticides labeled “Warning” are not used for flea beetles.

- ◆ Other _____

ecolabel challenges



- Eco-labels are not a substitute for regulation—a carrot, not a stick
- To work, they have to provide meaning to consumers, and value to growers and their customers.
- Our challenge is to create meaningful criteria that are cost-effective to administer.



ecolabel challenges

Meaning vs. Burden

