



## CORE PROGRAMS AND SERVICES

Measure to Improve (MTI) offers a set of solutions that address sustainability needs unique to growers, shippers, and processors in the fresh produce industry.

Developed and refined by our industry-leading team of sustainability experts, our Core Programs and Services have been tried and tested with proven results.



**Can't quite find a service  
that fits your organization's  
sustainability needs?**

**We would like to know.**

MTI can offer sustainability support and services outside our Core Programs and Services.

**Contact us!**

**831.594.7972 | [nikki@measuretoimprovellc.com](mailto:nikki@measuretoimprovellc.com)**



**We are the fresh produce  
industry's go-to  
sustainability experts.**

### OUR MISSION

Support fresh produce industry producers and processors in measuring, improving, and building credible sustainability programs that generate environmental, social, and financial benefits.



Measure to Improve is a Certified B Corp.

## CORE PROGRAMS AND SERVICES



### Buyer Survey Support

Our Buyer Survey Support program allows clients to respond accurately, completely, and confidently to buyer sustainability information requests. By developing systems and training client team members, we create processes that allow staff to complete surveys more efficiently and utilize what they learn to solve business problems, improve operations, more closely align with buyer sustainability programs, and tell their company's sustainability story to both buyers and consumers.



### Regenerative Agriculture Services

Our Regenerative Agriculture Services help clients develop a customized farming strategy based on investing in environmental health to improve farm resilience and profitability. Our approach helps clients identify regenerative practices already in use, opportunities for increasing their adoption, and metrics for measuring and promoting progress.



### Sustainability Certification Support

Our Sustainability Certification Support program guides clients through every step to achieving certification - from selecting the right standard to preparing documentation to completing an audit. Using custom tools and templates and leveraging our team of experts, clients can feel confident this program will help them exceed the certification's requirements and maintain their certification year on year.



### Sustainability Strategy Planning Service





Our Sustainability Strategy Planning Service helps clients identify, prioritize, and communicate their current sustainability efforts and target sustainability improvements that align with company values and have a strong business case.



### Zero Waste Program

Our Zero Waste program helps clients determine which waste materials can be kept out of the landfill, partner with cost-effective waste management vendors, and train staff on how to properly dispose of waste materials. Our approach helps clients achieve zero waste and trains them on how to track, maintain, and communicate zero waste program accomplishments.

## PROVEN EXPERTISE IN OTHER AREAS

-  Sustainable Packaging Programs
-  Food Loss & Waste
-  On Farm Resource Use
-  Green House Gas (GHG) Emissions and Reporting

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## SUSTAINABILITY STRATEGY PLANNING SERVICE

In today's rapidly changing consumer and business landscape, sustainability has become a cost of doing business. Whether it is changing consumer and buyer demand, investor's increasing Environmental, Social, and Governance (ESG) requirements, or new regulations, successful business leaders are proactively implementing sustainability initiatives and practices to protect and grow their businesses.

A well-rounded sustainable business strategy aims to positively impact the environment, society (community and employees), and the bottom line. A well-executed sustainable business strategy also doubles as a risk mitigation strategy, as all three areas pose significant risks to all businesses.

Our Sustainability Strategy Planning Service helps clients identify, prioritize, and communicate their current sustainability efforts and target sustainability improvements that align with company values and have a strong business case. A strategic roadmap can help an organization set, measure, and achieve its sustainability goals, identify and initiate supply chain-wide initiatives to increase resilience, and communicate Environmental, Social and Governance (ESG) priorities to investors.



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## WHY DEVELOP A SUSTAINABILITY PROGRAM?

- ✔ Proactively address market demand and regulatory pressures
- ✔ Preferred supplier standing with major retailers and distributors
- ✔ Track, communicate, and validate sustainability outcomes
- ✔ Create an overall framework that organizes efforts and motivates staff
- ✔ Identify business efficiencies and cost-savings opportunities
- ✔ Articulate clear ESG initiatives for investors and buyers
- ✔ Set sustainability goals and priorities
- ✔ Builds a competitive advantage in an increasingly crowded marketplace
- ✔ Build momentum across supply chain

## OUR SOLUTION

Measure to Improve (MTI) works with clients and their leadership team to assess a company's sustainability position by understanding their priorities, business opportunities and risks, and competitive landscapes. From there, we craft a Strategic Sustainability Framework, which includes goals and an action plan.

In the end, clients walk away confident in responding to inquiries about sustainability, knowing what sustainability claims can be validated, and have direction on how they want to move forward. MTI builds clients a roadmap to guide them through the evolving sustainability landscape.

## WHAT WE DELIVER

Through a 4 to 6 months planning period, MTI delivers a clear Strategic Sustainability Framework and messaging that helps clients build a culture of sustainability attracting and retaining talent, informing investors and customers on sustainability efforts and goals, and building a basis to substantiate progress. The Framework is designed to add value throughout the supply chain, signaling to vendors the evolving needs of their buyers and providing the client a data-supported narrative to share with buyers. Often, we start with an exercise to define what sustainability means for a client and assess what data is readily available. A definition that aligns with a company's values can be instrumental for teams to understand how their role fits in the bigger picture.

The Framework is then paired with an Action Plan(s) to pilot new sustainability initiatives that build out or reinforce sustainability strategies and hone in messaging. MTI wraps up with a client presentation to recap.

- ✔ Strategic Sustainability Framework
- ✔ Action Plan(s)
- ✔ Wrap-up Presentation
- ✔ Sustainability Definition Setting
- ✔ Data Assessment

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## SUSTAINABILITY CERTIFICATION SUPPORT

Third-party sustainability certifications allow companies to substantiate and articulate their sustainability accomplishments to buyers and consumers. Certifications help buyers and consumers choose more sustainable products without sifting through websites and other disclosures.

Measure to Improve (MTI's) Sustainability Certification Support program guides clients through every step to achieving certification – from selecting the right standard to preparing documentation to completing an audit.

Using custom tools and templates and leveraging MTI's team of experts, clients can feel confident this program will help them exceed the certification's requirements and maintain their certification year on year.



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## WHY THIRD-PARTY SUSTAINABILITY CERTIFICATIONS?

- 🌱 Increase sales by appealing to the growing segment of sustainability conscious-consumers
- 🌱 Identify and mitigate risks
- 🌱 Gain third-party credibility with sustainability claims
- 🌱 Satisfy buyer demands
- 🌱 Develop a deeper understanding of your supply chain
- 🌱 Increase workforce morale and pride, and become a preferred employer
- 🌱 Demonstrate commitment to transparency and improvement

## OUR SOLUTION

At MTI, we leverage our extensive knowledge of certifications, such as Sustainably Grown, TRUE Zero Waste Certification, Farm Sustainability Assessment, The Sustainability Standard, and B Corp Certification to find the right one for each client. Using our proprietary system, we guide each client through every question, ensuring appropriate practices are in place adequate documentation and data are available and organized for a smooth audit.

## WHAT WE DELIVER

MTI provides ongoing support from our team of experts, guidance through the often-daunting preparation and audit process, and a completed Sustainability Plan describing your operation's progress and opportunities. Clients receive copies of every document used during the audit preparation process, organized to support ongoing program maintenance and preparedness for future audits.

- 🌱 Consultation on selecting a certification or standard
- 🌱 Custom templates and resources
- 🌱 Sustainability Plan
- 🌱 Day-of audit support
- 🌱 Recommendations for ongoing maintenance and improvement

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## ZERO WASTE PROGRAM

Zero waste is becoming an essential part of doing business, as consumers demand companies act to reduce waste and their impacts on the environment.

Zero waste aims to keep 90% of all waste a company generates out of the landfill by reducing, reusing, and recycling. Our program helps clients determine which waste materials can be kept out of the landfill, partner with cost-effective waste management vendors, and train staff on how to properly dispose of waste materials.

Our approach helps clients achieve zero waste and trains them on how to track, maintain, and communicate zero waste program accomplishments.



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## WHY DEVELOP A ZERO WASTE PROGRAM?

- ✎ Make progress towards preferred supplier status
- ✎ Reduce costs and environmental impact of waste
- ✎ Ensure compliance with regulatory requirements
- ✎ Market sustainable waste practices to buyers and consumers
- ✎ Build a culture of sustainability and become a more sustainable company

## OUR SOLUTION

Measure to Improve (MTI's) **Zero Waste Program** will guide clients in establishing a Zero Waste Program by providing the tools, resources, and training to confidently manage waste. With clients, MTI will evaluate current waste management operations and discover new ways to reduce waste generation, recycle more material generated, and partner with vendors to give unused material a second life. We will help establish an internal culture of sustainability to manage program processes and data, achieve zero waste, and tell a sustainability story to stakeholders and the public.

## WHAT WE DELIVER

After about 10 months, clients will have a functional Zero Waste Program consisting of a Green Team, a source separation program, and a data and program monitoring system. If desired, MTI can support clients in achieving TRUE Zero Waste Certification, which will take an additional 18-24 months.

- ✎ A successful waste management program with established waste material streams and cost-effective vendors
- ✎ Data collection and monitoring system, which can be leveraged for marketing and reporting to buyer surveys
- ✎ A Green Team trained on how to continuously maintain the Zero Waste Program
- ✎ If applicable, TRUE Zero Waste Certification support

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## REGENERATIVE AGRICULTURE SERVICES

Many people confuse sustainable agriculture with regenerative agriculture. Sustainable agriculture means growing food in a way that can be continued indefinitely without causing harm. Regenerative agriculture goes beyond sustainability by utilizing practices that actively add value to the environment and farmers. Sustainability remains crucial and regenerative agriculture is a way to accelerate our transition to sustainable agriculture systems.

Measure to Improve (MTI)'s approach to building regenerative agriculture programs focuses on achieving five core outcomes:

-  Farmer Livelihoods (Profitability)
-  Water Quality and Availability
-  Biodiversity
-  Soil Health
-  Mitigating Climate Change



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## WHY DEVELOP A REGENERATIVE AGRICULTURE PROGRAM?

- 🌱 Regenerative agriculture goes beyond sustainability to actively improve the health of our planet and its people
- 🌱 A regenerative farm requires fewer inputs than conventional farms by allowing nature to do the work
- 🌱 Many growers are already using regenerative practices; they just aren't identifying them as such
- 🌱 Produce buyers are increasingly focusing on buying regenerative agriculture products
- 🌱 Regenerative practices can improve growers' resilience and improve profitability

## OUR SOLUTION

Our Regenerative Agriculture Services is a customized program and approach to help clients identify where to start with regenerative agriculture by highlighting specific opportunities within their growing operation or supply chain.

## WHAT WE DELIVER

The program starts with a Discovery Phase to help clients understand where they are now and includes research, interviews, and surveys. MTI then conducts a Prioritization Phase to help clients identify where they are heading by identifying practices, opportunities, and solutions for advancement. The service wraps up with MTI delivering a Program Approach that outlines next steps, measurement, metrics, and collaboration opportunities for the client to formally implement a regenerative program.

- 🌱 **Discovery Phase** research, interviews, surveys, and summary
- 🌱 **Program Approach** identifying next steps, measurements, metrics, and collaboration opportunities
- 🌱 **Prioritization Phase** outlining opportunities and solutions

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