



**For Immediate Release**

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## **Monterey County Producers Lead Sustainability Efforts in Zero Waste**

### ***Measure to Improve Clients Awarded the Highest Level of Zero Waste Certification***

**SALINAS, Calif. – June 21, 2018** - Measure to Improve, LLC. (MTI), agriculture industry sustainability consultants, has guided two leading Monterey County producers in developing their zero waste programs. These programs have now achieved the highest levels of [TRUE](#) (Total Resource Use and Efficiency) certification through Green Business Certification, Inc. ([GBCI](#)). Pursuing zero waste goals helped these companies do more than simply reduce the amount of waste that goes to the local landfill: Taylor Farms and Ippolito International have both discovered financial savings by becoming more resource efficient, a win-win for the community and these companies.

"Measure to Improve's efforts to assist local agricultural companies in achieving ambitious zero waste certifications directly supports Salinas Valley Recycles' mission to keep valuable resources out of the landfill," said **Mandy Brooks, Resource Recovery Manager at Salinas Valley Recycles**. "MTI's partnership has been instrumental in our agency's efforts to implement a robust food waste composting program in Salinas and achieve the levels of diversion and greenhouse gas emission reductions required by various state mandates."

Sustainability programs with a goal of zero waste set out to track, reduce, and validate the amount of waste they avoid sending to the landfill and target a 90 percent or better diversion rate over 12 consecutive months. The TRUE Zero Waste certification system enables facilities to define, pursue, and achieve their zero waste goals, cutting their carbon footprint and supporting public health.

"We want to congratulate Ippolito International and Taylor Farms, along with their respective Green Teams, for their persistence in reducing waste, finding alternative materials, and increasing recycling," said **Nikki Rodoni, Founder and CEO of Measure to Improve**.

"Achieving Zero Waste certification doesn't happen overnight, more like a minimum of 12-18 months to earn certification, and now all the hard work has paid off!"

This week, the **Taylor Farms Gonzales-based facility became the first fresh food company to earn TRUE Platinum**, the highest level of zero waste certification. Over the past 14 months, the facility decreased waste to landfill by 56 percent, which reduced greenhouse gas emissions by 30,923 metric tons of carbon dioxide equivalent (MTCO<sub>2</sub>E), roughly the same as taking 6,510 cars off the road annually. "This is just the beginning," said Nicole Flewell, Director of Sustainability at Taylor Farms. "We are striving for certification across all operations and are focused on enabling employees with the correct tools and training to help us meet this goal."

In March 2018, **Ippolito International became the first producer in Monterey County to achieve TRUE certification**. With a combined diversion rate of nearly 94 percent, Ippolito's Value-Added Facility and Brussels Sprouts Packing Facility each achieved Gold certification by recycling 590 tons of cardboard and plastic and diverting over 10,000 tons of organic bi-product

through animal feed and composting. “Going for Gold wasn’t easy. It requires a culture change, commitment from leadership, and participation from the employees,” said Ippolito partner Ron Mondo. “It was worth it; we’ve reduced our environmental impact and found ways to cut costs at the same time.”

### **Zero Waste efforts don’t stop with certification**

Ippolito International will not only continue its diversion efforts at the two certified facilities but also extend the zero waste program to their new packing shed and harvest operations. MTI will be supporting the company throughout this process.

Taylor Farms is also well on their way to launching another zero waste program as part of their Greener Fields Together Waste Reduction pledge with PRO\*ACT.

MTI partners with the PRO\*ACT Greener Field Together team to encourage and educate producers and processors within the PRO\*ACT network on how to measure their waste diversion from landfill and improve their natural resource efficiency. Ippolito International and Taylor Farms are the first of ten companies that made a waste reduction pledge to achieve Zero Waste certification.

“The innovation bar has been raised,” said **Henry S. Gonzales, Monterey County Agricultural Commissioner** and Sealer of Weights and Measures. “I am confident other value-added fresh food processors will see the environmental and bottom-line benefits of defining, pursuing, and achieving TRUE Zero Waste certification.”

For more information about TRUE Zero Waste certification, visit <http://true.gbci.org/>

### **About Measure to Improve, LLC**

Measure to Improve is the sustainability expert for the produce industry, helping organizations find real return on investment and mitigate risk by measuring and improving their sustainability efforts. The company sets out to discover the economic savings that also translate into environmental benefits. This helps companies stay ahead of mandates and appeal to the growing segment of environmentally conscious buyers.