

**FOR IMMEDIATE RELEASE:**

## **Measure to Improve, LLC Announces New CORE Sustainability Services**

**Salinas, CA** – January, 2017 – Measure to Improve, LLC, the produce industry’s “go-to” sustainability consulting experts, today released its new core services to help customers achieve a better ROI from their sustainability efforts, mitigate potential risks, and respond favorably to sustainability requests from retailers and distributors,

Sustainability within the agriculture industry can be a complex and evolving terrain for companies to navigate due to new governmental regulations, changing weather patterns, shifting consumer demand, and economic uncertainty. Employing sustainable practices in an operation can create a competitive advantage which can positively impact a company’s bottom line, its employees, its customers, and the environment. Measure to Improve and its team of expert consultants help growers and producers make significant strides towards sustainability in all areas of their operations. The company’s new core services, listed below, are based on national and international standards and can be implemented incrementally:

- Planting the Seed Index a practice- based approach to evaluate an agricultural operation that will provide a baseline overview of their current sustainability efforts using Measure to Improve’s twelve Key Performance Indicators (KPI’s) Air Quality, Crop Protection and & Integrated Pest Management, Economic Viability, Eco Systems & Biodiversity, Energy Management, Fertilizer Management, Food Safety, Green House Gases, Social Accountability, Soil Management & Conservation, Waste Reduction and Materials Management, and Water Management.
- Harvesting the Data is focused on collecting, organizing, and analyzing operations Key Performance Indicator Achievements into a customized sustainability dashboard.
- Growing the KPI focuses on building a specific KPI using industry established methodologies, nationally and internationally recognized standards.
- Buyer Survey Solutions assisting clients with completing buyer sustainability surveys and self- assessments using organized data collection and industry specific analytical techniques.

- Value-Added Line™ offers a broad portfolio of customized sustainability communication tools.

*“The most resilient companies are those that make a long-term commitment and shift towards a culture of sustainability starting at the top,” said **Nikki Rodoni, founder and CEO of Measure to Improve, LLC.** “Our customers are helping the environment and surrounding communities while also reducing costs and risks and increasing business opportunities.”*

*“Measure to Improve, LLC has done a superb job of implementing both the owner Ron Mondo’s personal commitment and Ippolito International’s company-wide commitment to sustainability. Through their assistance, we’re able to simultaneously generate new business, manage risks, and diminish costs in addition to maintaining a strong focus on environmental responsibility. Our company could not be more pleased with the expert guidance Measure to Improve, LLC provides in guiding us to accomplish our sustainability goals.” **-Butch Corda, General Manager, Ippolito International.***

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

Based in the heart of agriculture in Salinas, California, we are the fresh produce industry's "go-to" sustainability experts, helping your organization measure, improve, and credibly promote your sustainability efforts. We identify opportunities that provide risk mitigation and real ROI. For more information regarding our new services visit <http://www.measuretoimprovellc.com/services>

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