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FOR IMMEDIATE RELEASE:

Measure to Improve, LLC Nikki Rodoni and Wyatt Maysey Earn Certified Zero Waste Business Associate accreditation from the U.S Zero Waste Business Council

Salinas, CA – November 17, 2016 – Measure to Improve, LLC, the produce industry's "go-to" sustainability consulting experts unveiled today that it has received the prestigious certified Zero Waste Business Associate designation for Nikki Rodoni, CEO and Founder, and Wyatt Maysey, Zero Waste Project Manager.

To earn this accreditation, the company had to attend a U.S. Zero Waste Business Council Zero Waste Business Associate (ZWBA) scorecard training course that covers all the information needed to help facilities/companies become zero waste certified. A computer-based test was given to assure we had a comprehensive understanding of current Zero Waste business principles and practices.

ZWBA certification assures that certificate holders will gain a practical understanding of the most current Zero Waste business principles and practices, USZWBC policies and processes, and demonstrate a clear commitment to professional growth in advancing Zero Waste.

"Becoming ZWBA certified through the US Zero Waste Business council provides credibility to our level of expertise. This is something we are truly passionate about at Measure to Improve and look forward to assisting our current and future clients to becoming Zero waste Certified," said Nikki Rodoni, Founder and CEO of Measure to Improve.

"We are very proud of Nikki and Wyatt's success and leadership in Zero Waste. They have been amazing partners to USZWBC over the years and we know that the ZWBA training and accreditation will be instrumental in helping their clients achieve high success in materials management, creating a strong Zero Waste economy for their local and global community," said Stephanie Barger, Founder and Executive Director of USZWBC.

Barger explained that ZWBA shows professionals how to go beyond recycling to Zero Waste with, upstream practices and policies saving and making companies thousands, if not millions, of dollars. "These upstream actions include "Rethink, Re-train, Reduce, Repair, Repackage, Reuse, Repurchase, Re-earth," where high efficiency and increases to the bottom-line are most impactful," Barger concluded.

Mandy Brooks, Recycling Coordinator for Salinas Valley Recycles, said, "Salinas Valley Recycles works in collaboration with Measure to Improve to implement comprehensive recycling programs for local ag-related businesses. Our partnership with MTI has allowed our agency and local businesses to benefit not just from MTI's expertise in recycling and waste management programs, but also in working towards overall sustainability and zero waste as a real possibility in the ag community."

"Recycling is one of the best ways for businesses to improve their environmental impact, as well as key operational opportunities such as potential cost savings and improving your brand image. As a growing number of consumers place a priority on environmental performance and support environmentally-responsible companies, minimizing waste is becoming more and more necessary," Rodoni said.

Recycling initiatives are only a small part of the bigger sustainability efforts companies are making to improve resource usage, and Measure to Improve is here to help!

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.

www.measuretoimprovelc.com

About the U.S. Zero Waste Business Council (USZWBC)

Launched in January of 2012 and headquartered in Corona Del Mar, California, the mission of the USZWBC mission is to educate, inform and document the performance of Zero Waste businesses using scientific methods to help businesses and communities become healthier and more sustainable. USZWBC offers the only national Zero Waste standards focused on upstream policies and processes and Zero Waste training through webinars and workshops, and it is the leader in creating a solid foundation that advances the integrity and credibility of Zero Waste. (www.uszwbc.org)

About Zero Waste

According to the Zero Waste International Alliance (www.zwia.org), Zero Waste is a goal that is ethical, economical, efficient and visionary, guiding people to change their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use. Zero Waste means designing and managing products and processes to systematically avoid and eliminate the volume and toxicity of waste and materials, conserve and recover all resources and not burn or bury them. Implementing Zero Waste will eliminate all discharges to land, water or air that are a threat to planetary, human, animal or plant health.

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