



Mucci Farms Case Study

*An Ontario Greenhouse Business
Sustainability Success Story*



60 years ago, the Mucci family arrived from Italy and began what is now a thriving greenhouse fruit and vegetable business in Ontario.

Today, Mucci Farms grows produce in over 200 acres of greenhouse facilities, and markets on behalf of 700 across North America. This family-owned company is committed to its original values of growing safe, nutritious and flavourful varieties of greenhouse fruits and vegetables for healthy eating.

The company is also committed to reducing its environmental footprint and has achieved a long list of sustainability checkmarks including the use of integrated pest management, a water recycling program, and a commitment to reducing travel miles. To further drive environmental performance and a well balanced approach to sustainability, Mucci Farms partnered with Provision Coalition to develop a comprehensive strategic plan for their business.

Coaching & Provision's Sustainability Management System.

Together with the Provision Coalition team, Mucci Farms' leadership engaged in a strategic planning process that started with crafting the purpose and vision of the company. This was followed by the development of Strategic Pillars that represent the elements critical to the company's success and assist in providing a clear focus.

With the Strategic Pillars in place, Mucci Farms with the support of Provision, developed a set of key performance indicators to measure progress under each pillar. Mucci Farms leadership already knew that reducing water

Mucci Farms Produce

Tomatoes

beefsteak, memento, on the vine, curio, vero, prova, roma, baby roma, terreno

Cucumbers

seedless, mini, cutecumbers

Peppers

sweet bell, uno, rustico, bella sweets, sweet to the point, hotshots

Specialty

mini eggplant, naked leaf herbs, naked leaf lettuce, veggies to go, Smuccies sweet strawberries



consumption and diverting waste were top priorities, but the process led by Provision provided a framework for a more comprehensive approach to addressing significant sustainability impacts. Mucci Farms is now better positioned to systematically drive sustainability and overall organizational performance today and into the future.

Mucci FARMS

STRATEGIC PILLARS

OUR MISSION WE STRIVE TO CREATE IRRESISTIBLE CRAVINGS FOR HEALTHY CHOICES BY PASSIONATELY GROWING FRESH, FLAVOURFUL, GREENHOUSE GROWN PRODUCE.

OUR VISION TO BE NORTH AMERICA'S PREFERRED FRUIT AND VEGETABLE GROWER.

OUR METHOD KEY AREAS THE ORGANIZATION MUST FOCUS ON TO BE SUCCESSFUL. PROVIDE CLEAR FOCUS AND DIRECTION. IT'S HOW WE ACHIEVE OUR VISION.

- QUALITY FARMING**
Greenhouse fruit and vegetable products with superior flavour, the highest quality and freshness, delivered through award winning branding & packaging.
- INNOVATIVE SPIRIT**
With a commitment to research and development, we consistently make significant investments into state-of-the-art robotics and technology to efficiently deliver innovative products and packaging.
- PASSIONATE TEAM**
A team of respectful, dedicated professionals driven to succeed through a genuine passion for our company and its work culture.
- OPERATIONAL EXCELLENCE**
Dedicated to operational excellence with a commitment to continuous improvements of methods to increase productivity, reduce waste, and deliver products efficiently with the highest food safety standards in the industry.
- PARTNERS IN PRODUCE**
A family company that surrounds ourselves with a team of resilient customers, growers and suppliers that support the community, our industry and the overall mission of the organization. Together, we are all "Partners in Produce."

With Mucci Farms' 16 Key Performance Indicators (KPIs) established, the team utilized Provision's Sustainability Management System (SMS) to initiate a process of collecting data and developing baselines. This was followed by the development of goals to improve each KPI relative to the baseline. With goals in place, Provision supported Mucci Farms in identifying the various systems, projects and initiatives required to achieve their goals.

Tools within the SMS are assisting Mucci Farms with the implementation of these initiatives leading to reductions in water and energy consumption, prevention of food loss + waste, increased employee engagement, improved operational efficiencies, development of innovating new products and a more strategic approach to philanthropic giving.

“ New products like Veggies To Go for kids and Smuccies Sweet Strawberries are so exciting for us. Our goal is to emphasize healthy eating for kids, accommodating rising trends in the snack foods category while reducing our environmental footprint. ”

MIKE LEPERA // HEALTH AND FOOD SAFETY MANAGER, MUCCI FARMS

The strategic planning process with Provision has empowered the team at Mucci Farms. New goals are being achieved that support a rewarding and accountable work environment, reduce the company's environmental footprint and facilitate new business opportunities. The long-term commitment Mucci Farms has made to sustainability is welcomed by stakeholders including their retail, wholesale and food service partners.

Interested in learning more about Provision's [SMS Onsite Support Program?](#) Contact us.

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MAKING FOOD SUSTAINABLY

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Provision Coalition is Canada's premier food and beverage manufacturer sustainability organization. At Provision, the latest sustainability advances, resources and solutions are shared with food and beverage businesses across the country. With the organization's 16 provincial and national agri-food association members, Provision has committed to reducing the food and beverage manufacturing sector's environmental footprint, improving employment culture and strengthening business competitiveness. To learn more visit www.provisioncoalition.com.

COST-SHARE FUNDING FOR THIS PROGRAM WAS PROVIDED BY:



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario

