



The EarthFresh Story

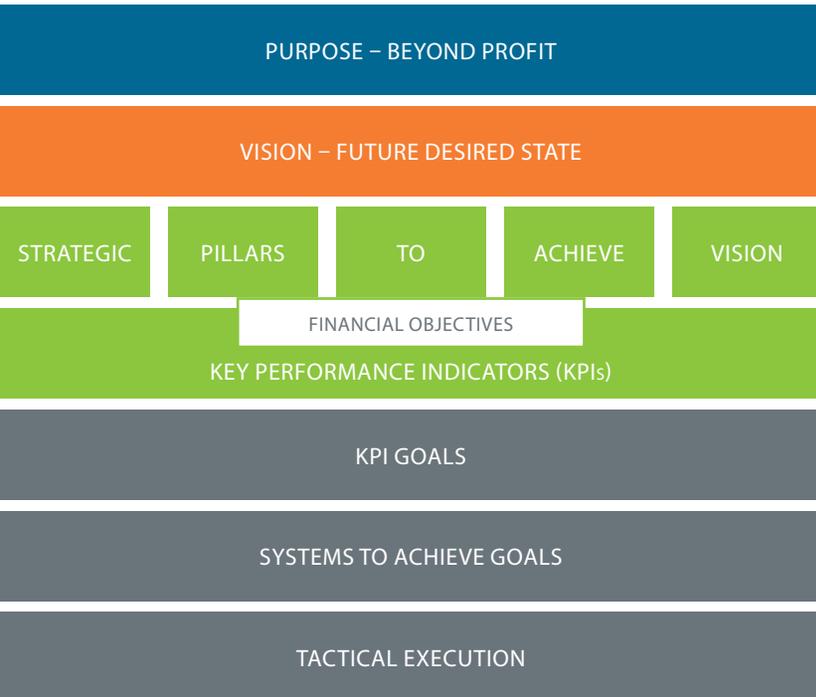
EarthFresh is a Canadian food company with a remarkable story to tell. As a breeder, grower, packer and distributor of unique varieties of fresh potatoes and root vegetables, EarthFresh is focused on delivering a quality product from the farm to the table for food service and retail markets.

A true innovator, EarthFresh is bringing new potato products to market like Carisma – a potato with only 15 grams of carbohydrates, or half that of a regular potato per serving – that results in a lower glycemic response when consumed, which may allow people that have diabetes to eat potatoes again. And when it comes to technology, EarthFresh is leading with novel light blocking bags that keep potatoes from turning green and tasting bitter, and reduce the potential for food loss and waste. So when EarthFresh approached Provision Coalition to integrate sustainability into their company's business strategy, the respective teams came together.

EarthFresh is a market leader with the largest stock of exclusive potato varieties in North America and over 15,000 acres of its own varieties of potatoes.

BRINGING OUT THE BEST IN YOUR PEOPLE ►►

Watch Provision Coalition's People talk about organizational mindsets and engaging employees



It was clear at the onset that the people at EarthFresh are at the heart of this company's success. EarthFresh deeply values their employees and wanted to implement a business strategy that created a culture of employee engagement, reward and payback.

The Strategic Process & Developing a KPI Dashboard

With the framework provided by Provision Coalition's mentoring and coaching program, EarthFresh was successfully positioned to accelerate their sustainability performance. Expert in-person guidance was made available to EarthFresh as they navigated and utilized Provision's award-winning on-line Sustainability Management System (SMS). The SMS is home to a unique set of Canadian-made tools and resources developed to aid food and beverage manufacturers in reducing operational costs, improving performance and developing a business strategy that is sustainable.

Integrating sustainability into a company's business strategy takes commitment. The EarthFresh team worked with Provision Coalition on first identifying a new purpose and vision.

PURPOSE

Bringing fresh, premium and unique varieties of potatoes and root vegetables from the farm to your table.

VISION

We are a passionate team in the pursuit of Real. Good. Potatoes!

STRATEGIC PILLARS



Four strategic pillars were then identified for the strategy – customers, products, people and operational excellence. In July 2016, EarthFresh launched the KPI Dashboard with corporate objectives and goals highlighted. The dashboard established the baseline, targets and lead employee for each of the key performance indicators. From there, the systems and programs were established to execute the strategy.

Measuring Success

With the KPI Dashboard, EarthFresh Foods is even more in tune with their business. The dashboard monitors and tracks progress of the company's goals rewarding positive change. A number of successes and milestones have already been met at EarthFresh.

PEOPLE

- Marketing and communications have been enhanced to ensure transparency with consumers and customers on how products are made and where they come from.
- A new human resource professional was recruited to develop employee engagement programs.
- Employees further engaged through a new internal communications committee, employee survey and company events connecting corporate and production staff.
- A powerful team culture that is committed and accountable to the company's business strategy was developed.



A true leader in their field, EarthFresh Foods has developed a unique business strategy that reflects the company's deep and committed roots to protecting the environment, caring for people and delivering the safest and highest quality product.



EarthFresh sources products from 38 states in the USA and from 9 provinces in Canada for year round distribution to customers in retail and foodservice.

PROFIT

- KPI Dashboard utilized by EarthFresh leadership to celebrate 'wins' and flag challenges.
- An innovation program developed which led to the release of the Carisma potato – a low glycemic potato that responds to the health needs of diabetic consumers.
- 30% increase in the production of standard product volumes and 10% decrease in labour costs on product packaging due to new RPC palletizing.

PLANET

- Measured and recorded a 10% reduction in water usage within the facility per pound of product produced.
- A grower sustainability pilot program implemented on one farm and an evaluation of the pilot arranged for the end of the 2017 growing season.
- A customized local growing program developed for exclusive varieties that will lead to higher production volumes, reduced carbon footprint, lower input costs and fewer resources required to grow the product.

EarthFresh's Strategic Narrative

EarthFresh is led by a team of extraordinary people committed to fresh produce as a way of life. The team searches the globe for innovative varieties that are grown, stored, packed and shipped in accordance to EarthFresh's sustainable best practices. EarthFresh products are healthy, fresh, rich in vitamins and anti-oxidants and of course delicious! The company is fully transparent in its conduct of business and cultivates a culture of environmental and social integrity.

“EarthFresh is an excellent example of how a small company can engage their team in the process, planning and communications of integrating sustainability into operations and business decision making. Our experience to date has been a rewarding one and is the start to a long-term company commitment to sustainability.”

Tom Hughes, President & CEO, EarthFresh Foods



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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. To learn more about Provision's Canadian food loss + waste strategy and the online Sustainability Management System and Support Program, visit www.provisioncoalition.com.

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