



**Equitable Food Initiative:**  
*A Collaborative Approach Towards  
a New Produce Industry Norm*

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# EFI: History and Approach

Since 2008, farmworkers and other industry stakeholders have been working together to build a joint solution to common problems.



# Problems addressed

-  1.6 million FWs among lowest-paid, least protected workers in the U.S.
-  Union membership declining
-  About 48 million food-borne illnesses and 5,000 deaths/year in the U.S.; 85 food recalls since July 2009
-  Increased concern about pesticide health impacts on workers, rural communities & consumers
-  More than 1.1 billion pounds of pesticides used in the U.S. every year



# Burgeoning World of Certifications



“Signed, Sealed... Delivered?  
Behind Certifications and Beyond  
Labels”



# EFI's "Strange Bedfellow" Alliance









# EFI Mission

**EFI brings together growers, farmworkers, retailers and consumers to transform agriculture and improve the lives of farmworkers.**

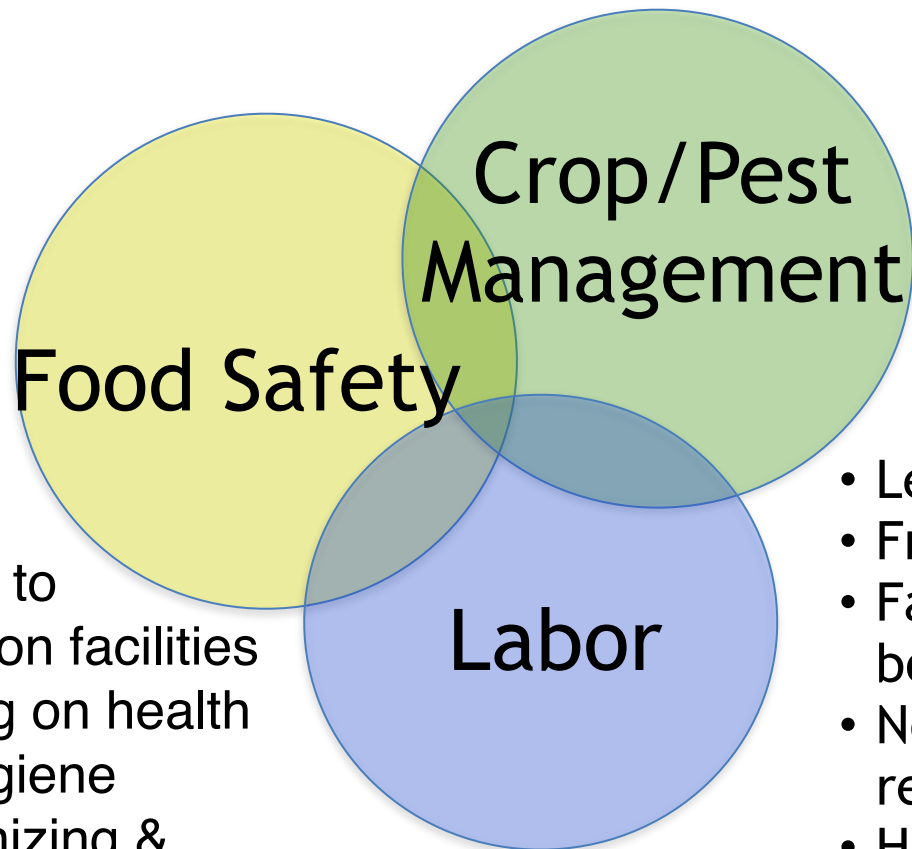


# EFI Vision

-  **Farm workers are empowered,** respected and treated with dignity.
-  **Growers and farm workers enjoy viable careers** and fair compensation.
-  **Retailers realize the value** in greater assurances of safer food produced by well-trained workers.
-  **Consumers enjoy safer food** and receive assurances about the conditions in which it was produced.



# EFI Standards & Certification



- Access to sanitation facilities
- Training on health and hygiene
- Recognizing & reporting illness

- Pesticide use reporting
- IPM - based management
- Worker risk quantification

- Legal compliance
- Freedom of association
- Fair wages, benefits, bonus
- No discrimination or retaliation
- Health & safety
- Housing
- Dispute settlement
- H2A protection








# Workforce Development

- Representative Leadership Team
- Role of Leadership team
- Problem ID and resolution
- Standards
- Conflict resolution



# EFI Reach & Impact

-  29 farms certified (Mexico, US, Canada)
-  20,766 workers on certified farms; 9,625 more on farms in progress
-  \$6+ million distributed to workers as EFI bonuses







# Thank you!

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