



*Values. Transparency.
Culture. Plan. Learn.*

Sustainability Contributors



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Members Helping Members™

Sustainability Counsel During Uncertain Times

PMA reached out to volunteer members of the PMA Sustainability Committee for advice as our industry grapples with the COVID-19 pandemic. Remember that messages are changing every day, so it is important to stay informed and alert.

→ Stay connected by emailing [PMA Member Services](#) to receive COVID-19 updates and by visiting www.pma.com

Thank you to our industry contributors who took time to offer their thoughts and advice relevant to sustainability for the benefit of all PMA members. We count on them for thoughtful, relevant advice even as they are also coping with these turbulent times.

As business leaders attempt to navigate the challenges of the crisis, it can be difficult to know how to keep sustainability values aligned with the, often conflicting, demands. This requires more innovation and creativity than ever before. As one contributor said:

“Regrouping from the disruption of the current crisis is an opportunity to implement new, more sustainable practices; let’s avoid hitting the reset button and reverting back to our old ways.”

Here are some suggestions from our members on how to keep sustainability values strong.

Stay True To Your Sustainability Values

Take the time to accurately identify those sustainability topics that are most materially relevant to your company. Have they changed post pandemic?

In times of crisis, it is natural to want to do whatever is needed to survive, but as we remember “this, too, shall pass.” It is important to remain rooted in your company’s sustainability values. When we come out the other side of the Coronavirus pandemic, companies with a deep commitment to social responsibility and stewardship to our planet will thrive.

Embed sustainable goals in your corporate metrics so that all functions are accountable.

Remain Transparent

Consumers everywhere are leaning on our industry for accurate and timely information, assurance their food supply is safe, and that we’re doing all we can to take care of those helping to put product in stores and on shelves.

Remain open and honest about the state of our business, the strength of our supply chain, and renewing our commitment to transparency by the minute, the hour, and daily as our situation continues to change.

Work on Building a Culture of Sustainability

Participate in new thought around sustainability by participating in webinars, conversations and industry discussions.

Work on building a culture of sustainability within your organization through engagement, education, and communication. This will result in an increased sense of pride and improved company morale and will create champions within your organization.

Sustainability Plan

Develop a comprehensive Sustainability Plan. Start by grouping goals into short (1 year) medium (2-3 years) and 5-year time periods. Start with the low-hanging fruit first.

Having a Sustainability Plan will provide cost savings, reduced risk, positive brand association, and improvements to the environment and public health. Furthermore, the ability to meet demands for eco-conscious products and services will more than offset the costs of up-front integration of sustainability initiatives.

Establish a baseline before implementing your initiatives. A good resource for establishing your baseline is the Stewardship for Sustainable Crops (SISC) measurement metrics and tools.

Learn from Others

There are many excellent examples of companies successfully implementing sustainable initiatives that have had a positive effect on their companies' culture as well as top and bottom lines. Learn from your trading partners, competitors and friends within the industry.

Partner with others and tell each other's stories. If each of 5 partners has 1 sustainability item to share, package them together and share with each other's networks. This will help amplify your messaging.