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HARVEST

Agenda

- Who We Are
- Why Green Marketing?
- Consumer Environmental Values
- Adding Value: Telling The Story
- What We Offer

Protected Harvest

- A non-profit certification organization
- Advance & certify environmentally & economically sustainable farm practices
- Practices based upon stringent, transparent and quantifiable standards
- Advancement includes incentive-based eco-labeling, promotion & public education

www.protectedharvest,org

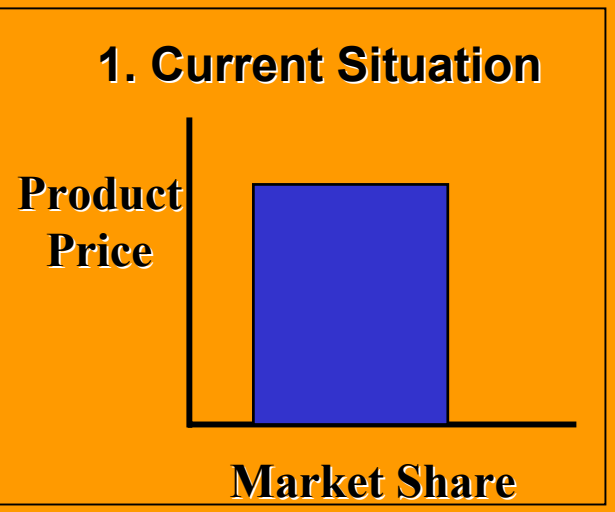
Why do green food standards exist?

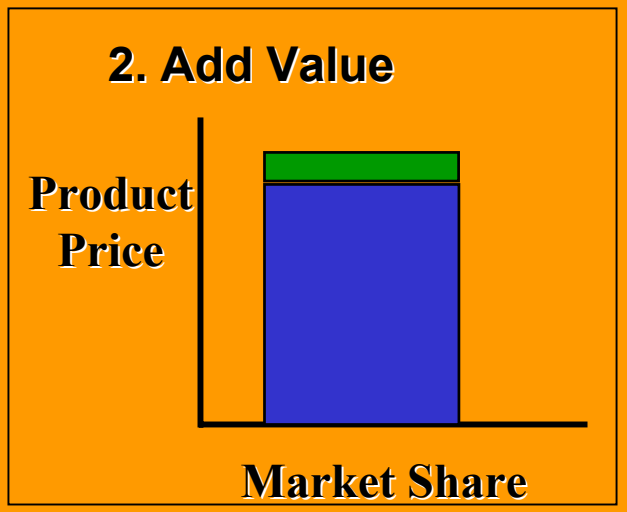
- Green standards exist because of the desire of certain players in the marketplace who want to tell the environmental story behind their products.
- These players may be grocers, food processors, growers or distributors.

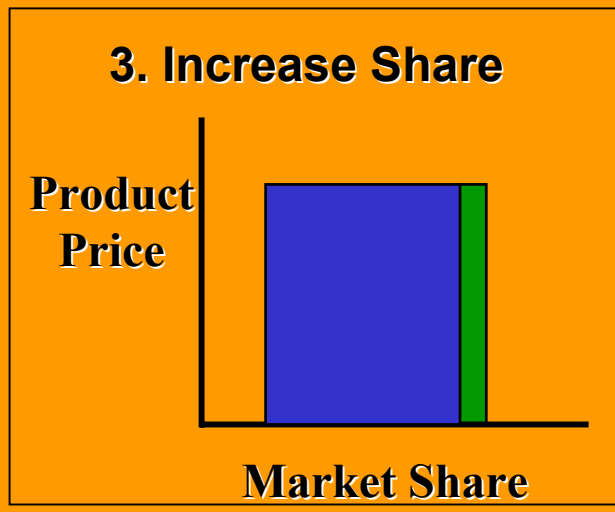
How do they help protect the environment?

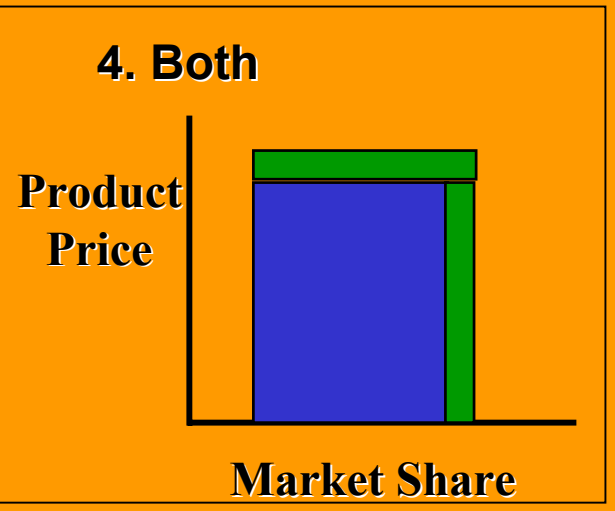
- Unless the food is grown using standards that benefit soil, water & air quality, green labels don't protect the environment.
- Unless we can measure the impact on the environment, benefits are anecdotal.

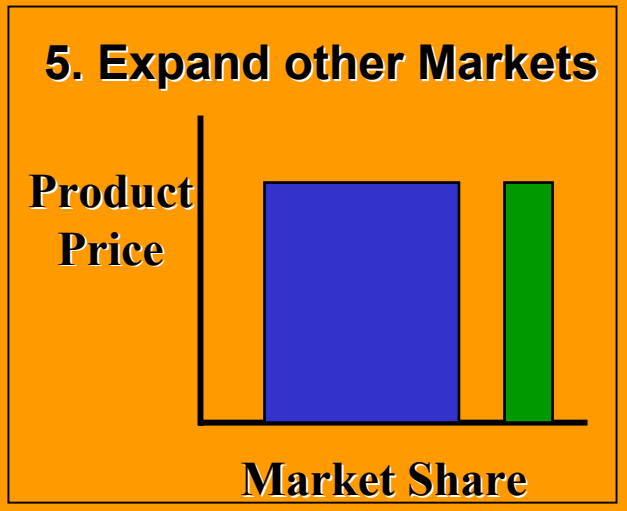
Why Bother with Green Marketing?

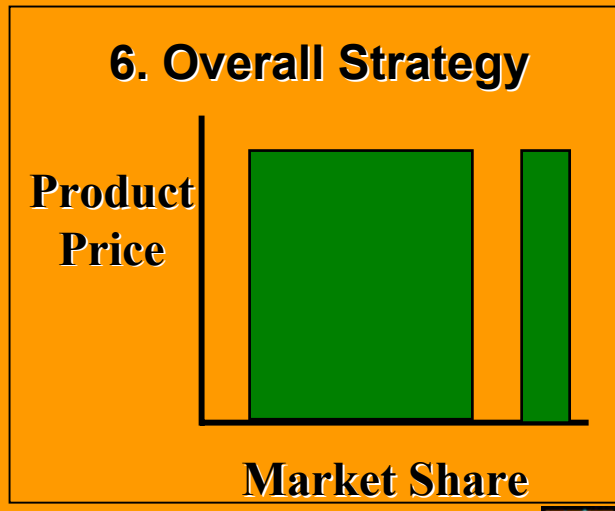








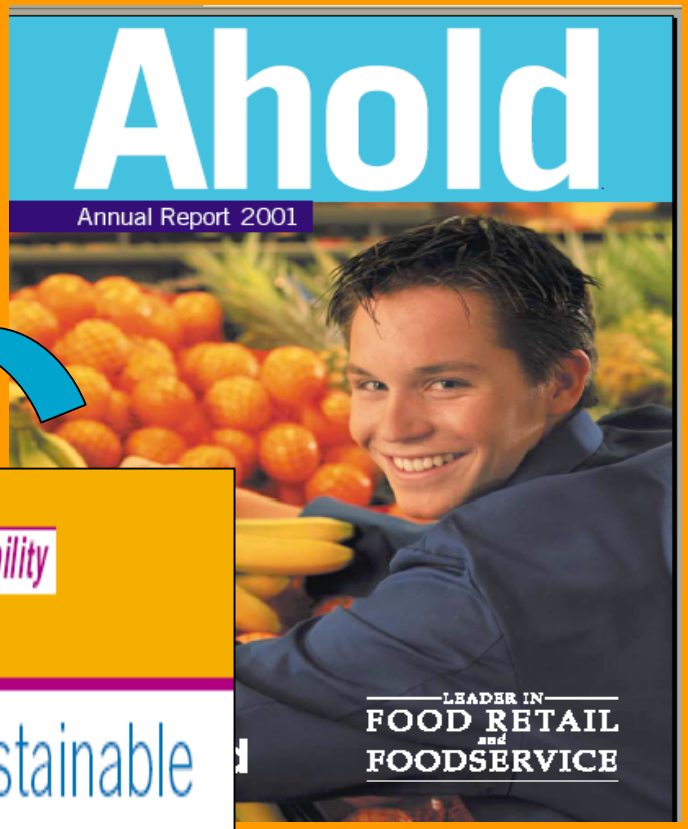




Food companies & corporations getting into sustainable ag

Examples:

- **Ahold**
- **Dow Chemical**
- **Novartis**
- **Unilever**



Which matters more-- a green seal or its environmental standards?

- Both matter.
- The seal helps “sell” the standards.
- Protected Harvest is more concerned about obtaining the environmental benefits on the ground and measuring them. The label is secondary.

Consumer Environmental Values

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“... in consumer surveys, surface and ground water contamination by pesticides score as the greatest concerns among all survey respondents, followed closely by pesticides' impacts on birds and wildlife, and residues on food.”

Hartman Report

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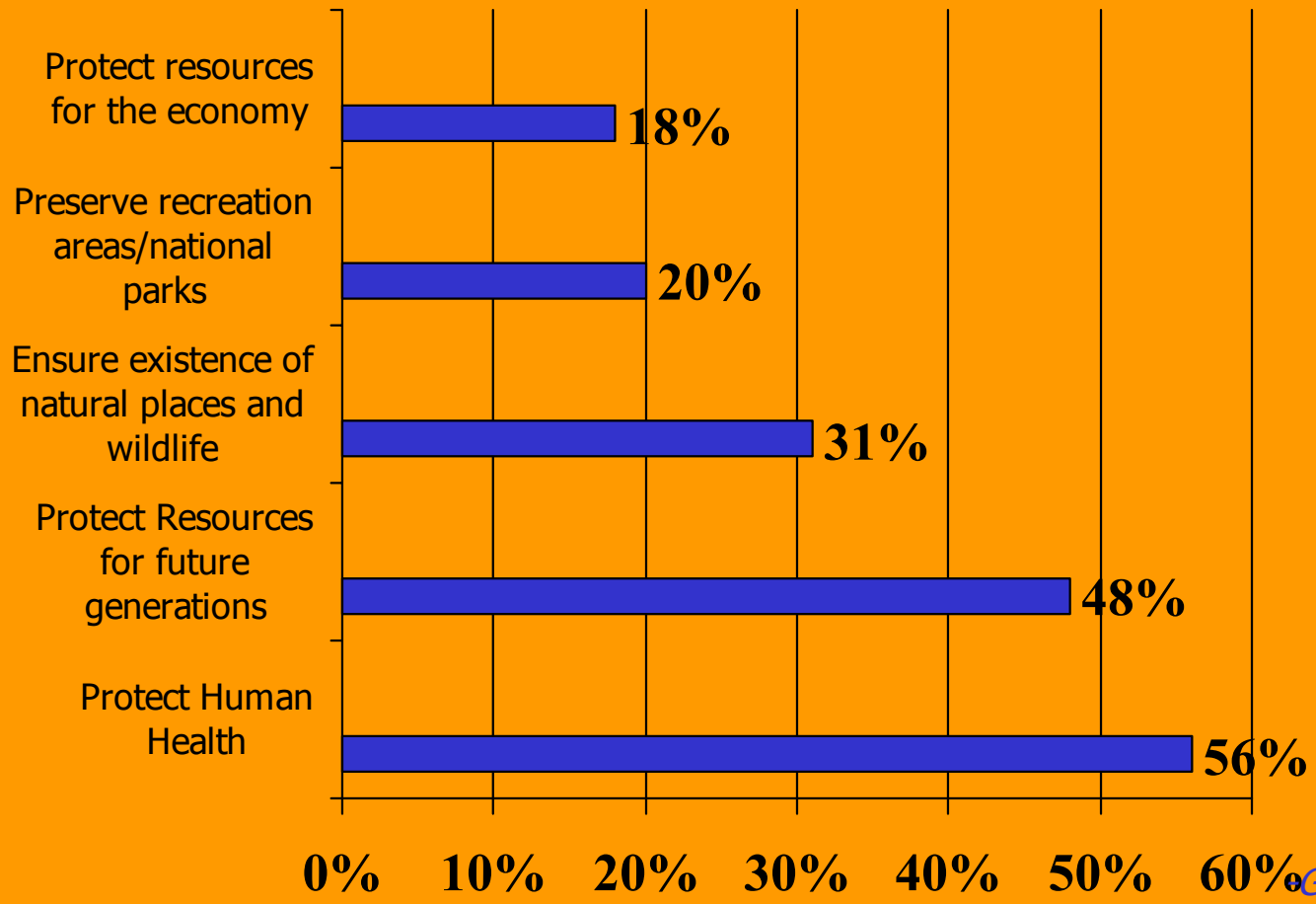
Health is Key Motivation to Protect the Environment

Percent of American adults who name the following items among their top 1 or 2 reasons to protect the environment



Green Gauge Report 2000
Roper Starch Worldwide

Key Consumer Findings: "Healthy Grown" Focus Groups

- "Pragmatically concerned" about pesticides
- Understand "environmentally friendly" potato
- Like message that combines health & environment
- Expect price to be more than conventional & less than organic

Healthy Grown® Potatoes

“Don’t forget that the inherent value to the consumer of that mundane [product] is *enhanced* by its eco-benefits; benefits that are conveyed by a brand that they trust and understand.”

Hartman Group: Food and the Environment Update 2001

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Environmental Values to Consider

- Conserving & protecting natural resources & wildlife;
- Reducing or eliminating pesticides, antibiotics & hormones;
- Taking lead roles in the local community & the larger agricultural community; and
- Producing food of high nutritional value and exceptional quality using production methods that build healthy farm ecology and economy.

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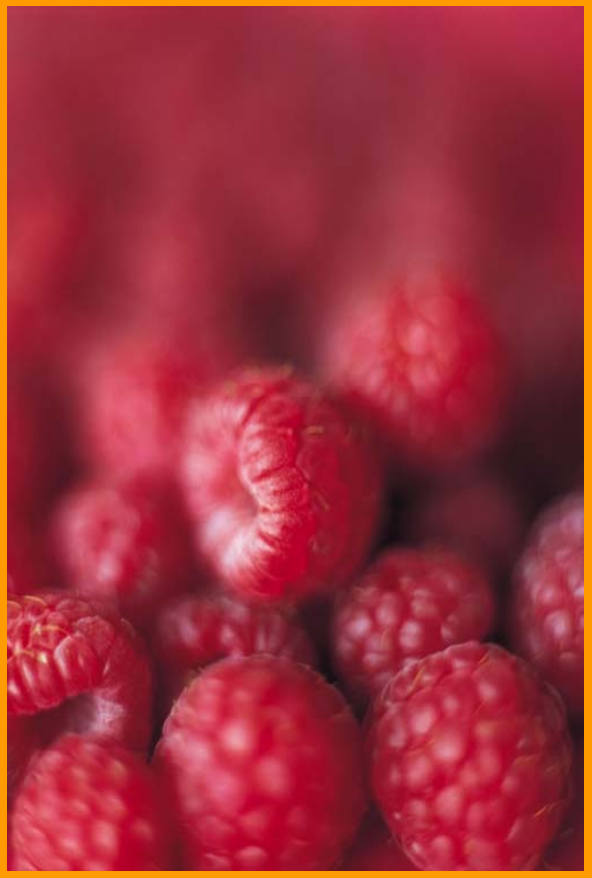
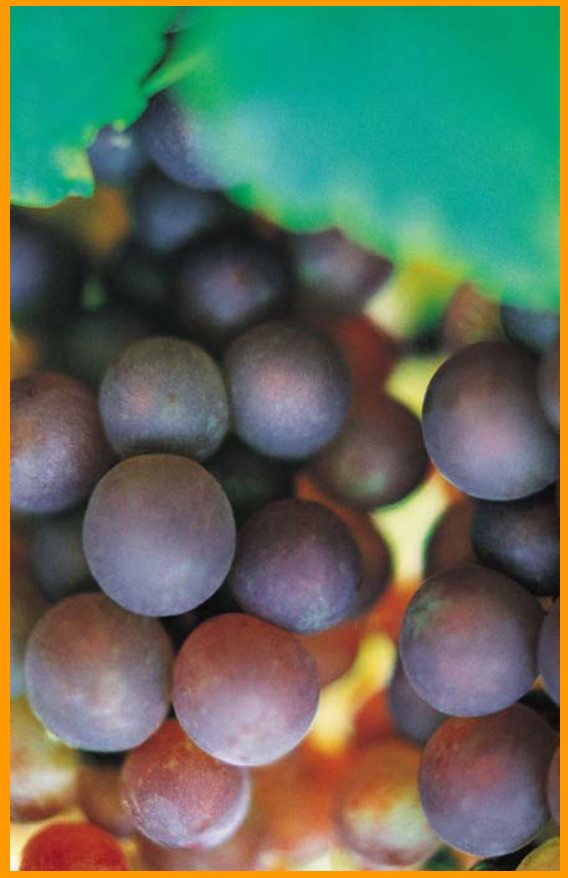
What Protected Harvest Offers





The Protected Harvest Approach

- Go for a maximum environmental impact by working with mainstream agriculture
- Work with grower groups or food companies to achieve a critical mass for change
- Establish a grower performance continuum & require the poorer performers to move to the higher end of the scale over 3-5 years

Protected Harvest Certification Creates Authenticity

"For manufacturers..., authenticity can be created by communicating the laudable production practices and their benefits that distinguish their products."

The Hartman Report, a multiyear study of environmental marketing (p. 52).

What Protected Harvest Has to Offer: Independent 3rd Party Verification

- **The value of credible, predictable, *independent* verification of agricultural practices & environmental traceability**
  - **Every expert on green marketing says that 3rd party certification is *essential* to the credibility of a company that is engaged in green practices.**

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The Steps Toward Certification

- Collect & use data to assess practices & use of inputs
- Create a performance continuum to see how participants compare to others in the same sector
- Create an advisory committee with Protected Harvest

Example: Preventative Practice Points

- Total of 100 points
- How to determine

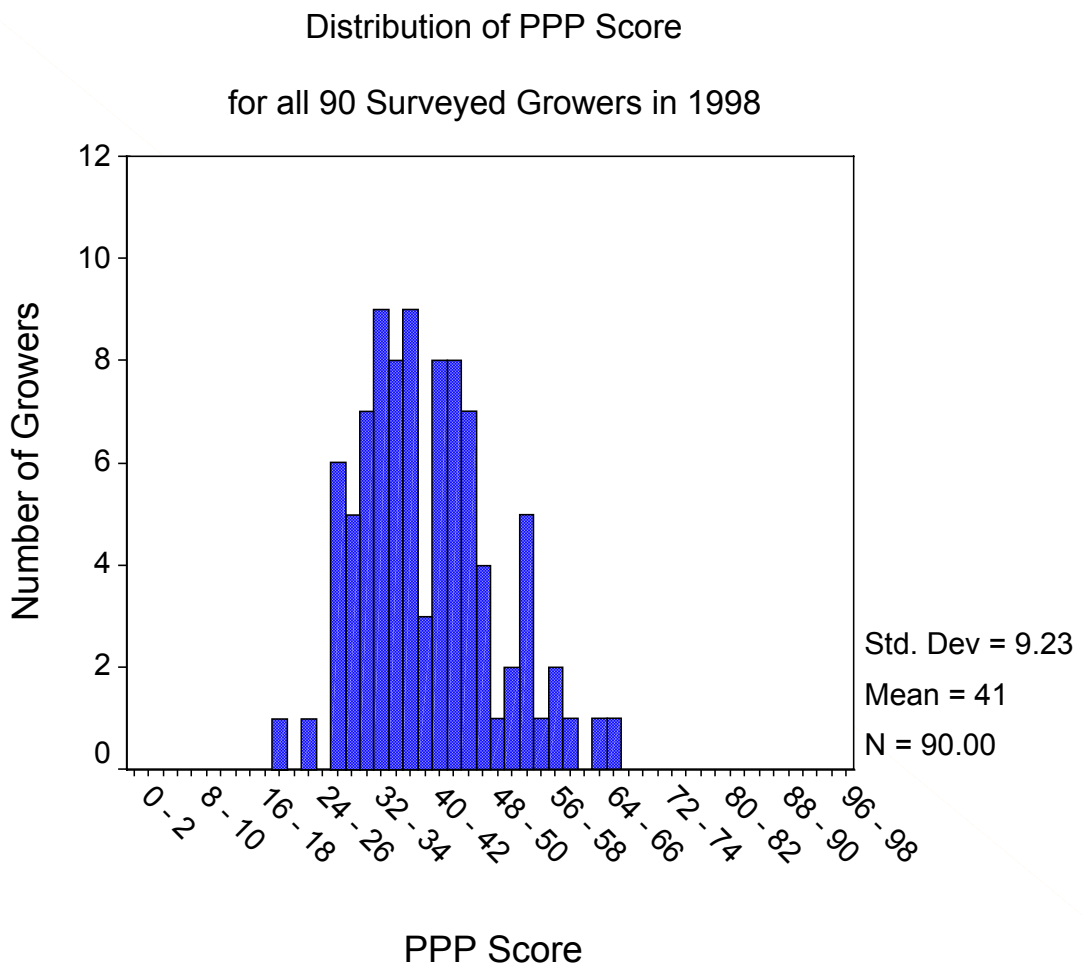
  -Information gathering – 38 points

  -Disease Management – 27 points

  -Insect Management – 20 points

  -Weed Management – 15 points

PPP Scored for All Growers



Multi-attribute Toxicity Units

- Indefinite Amount of Points
- Determined by 4 factors

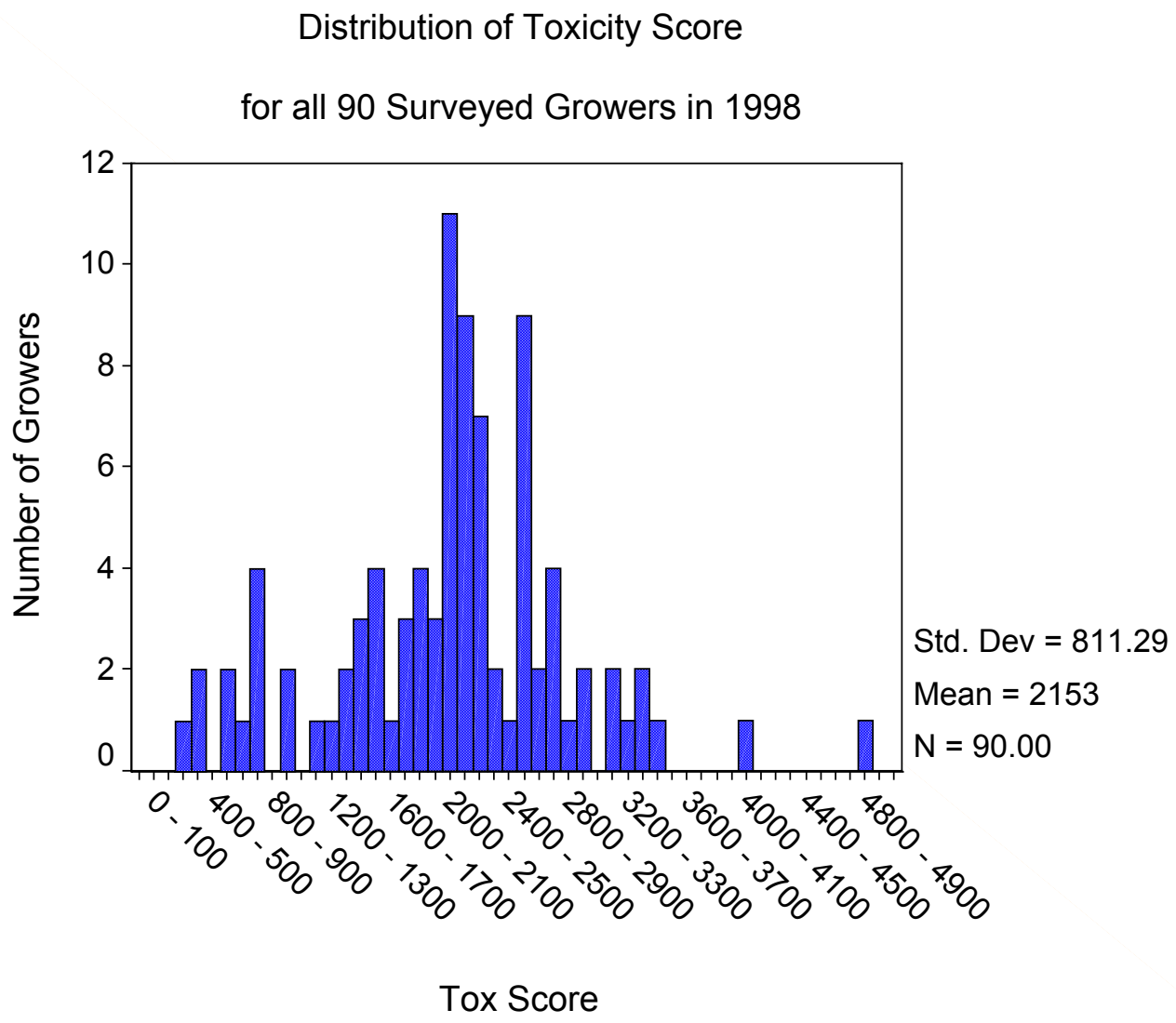
  -Acute Mammalian Toxicity

  -Chronic Mammalian Toxicity

  -EcoToxicity Factor (for example avian and fish)

  -BioIPM Toxicity Factor (resistance, impact on beneficials, impact on bees)

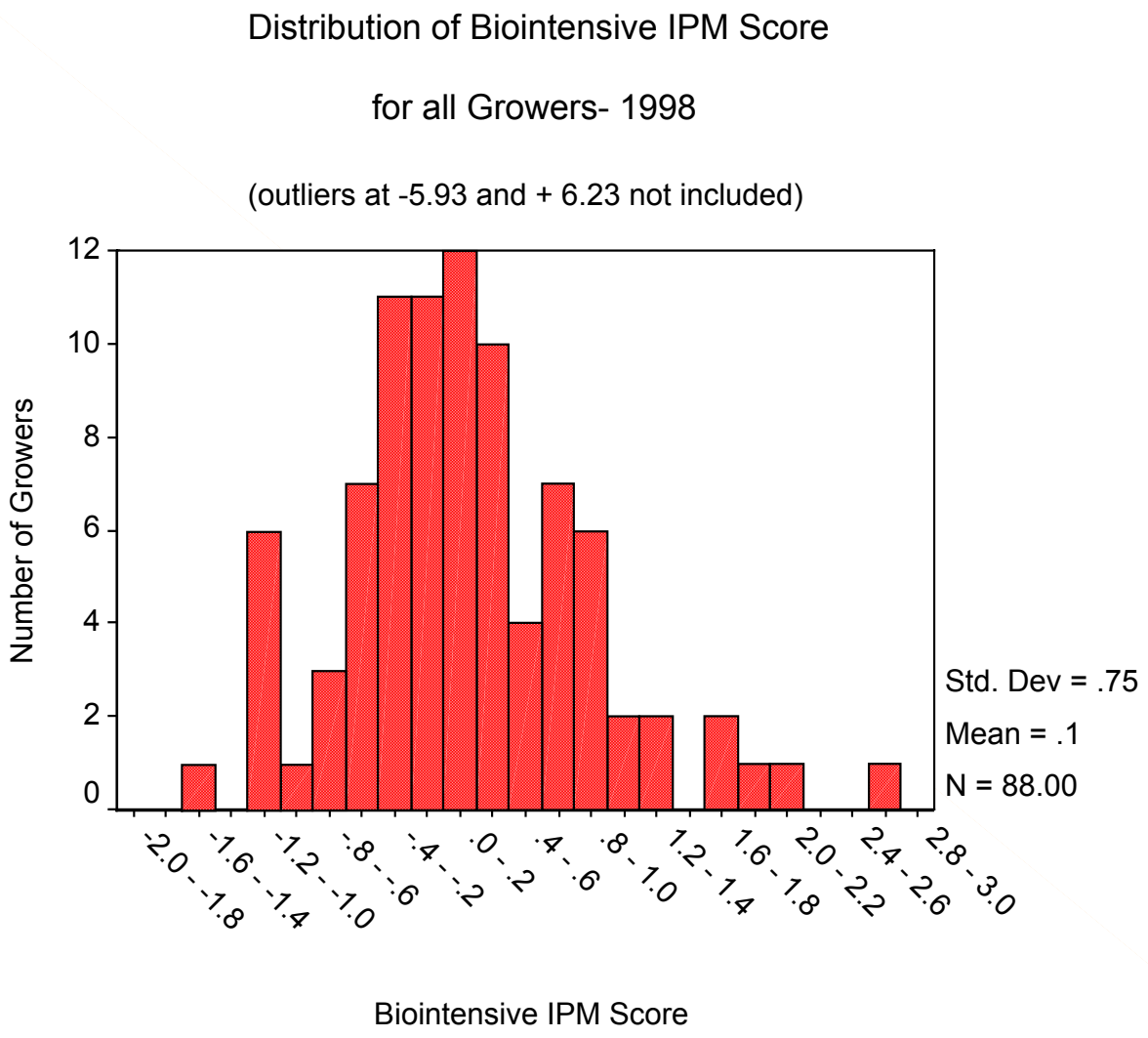
Toxicity Units for All Growers



More Steps Toward Certification

- Select a starting point on the upper end of the continuum which poorer performers must reach
- Develop a 3-5 year plan
- Advisory Committee to recommend standards to Protected Harvest Board

Bio-IPM Scores – All Growers



Last Steps to Certification

- Board approves recommendations -- with modifications
- Certification begins after training session with participants who must provide an annual report to Protected Harvest staff
- Protected Harvest auditors verify that standards have been met

What about “it ain’t organic”?

- The product can be priced close to the conventional product
- Consumers can be educated at point of sale
- Consumers do care about food safety and water quality & we can reach a larger segment of the mainstream market (the “latent”market that the Hartman reports reference)
- We can substantiate what we say through measuring, monitoring and our chain of custody

Uses of Protected Harvest Validation

- Print marketing
- Labeling
- To seek endorsements from other groups who influence consumer attitudes
- On the web
  - Unilever example, “Growing for the Future” Booklet can be downloaded
- We can be creative & flexible!

To Label or Not to Label

- The seal could be placed on every product
- The seal can be used as an educational tool at the point of sale
- Protected Harvest certification can be used to talk about the company mission
- There are lots of options!

The Ultimate Goal

A sustainable plan for the production of your product that can be used as a value-add for the brand

Example of a Protected Harvest Partnership: The Tree Fruit Project

- **Role of Protected Harvest**
  - facilitate design of project and assist with finding funds
  - engage with growers & experts to develop workable production standards
  - partner with grower group and/or food company to develop a certification program
  - use certification to advertise environmental approach

Benefits of Partnership

- Affiliation with a credible, expert organization
  - Members of the Board from mainstream environmental organizations
- Greater opportunities to work with recognized government & university experts
- Privilege of the means to tell a credible environmental story about farming

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What Kind of Environmental Value Can Be Obtained?

- Development of measurable soil & water quality standards which do not exist for organic agriculture!
- Incentive-based practices that tackle problems with nonpoint pollution and allow farmers to take credit for what they do
- Demonstration by farmers that they are complying with water & air regulations
- Thousands of acres of orchards in compliance with environmental standards
- Practices of "early adopters" often spread to others

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Protected Harvest Board of Directors

Randy Duckworth, JD	Principal,Grapeview Market Development (Board President & General Counsel)
Jeff Dlott, PhD	President, RealToolbox, Inc.
Jason Clay, PhD	Vice President, Center for Conservation Innovation, World Wildlife Fund
Scott Faber, JD	Water Resource Specialist, Environmental Defense
Polly Hoppin, ScD	Senior Scientist and Manager, Environmental Health Program,Tellus Institute

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Erik Olson, JD — **Senior Attorney, Natural Resources Defense Council**

Jeff Wyman, PhD — **Professor, Department of Entomology, University of Wisconsin at Madison**

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