



EQUITABLE FOOD INITIATIVE

Responsibly Grown. Farmworker Assured.™

Costco Stocks ‘GoodFarms’ Blueberries, Strawberries and Organic Strawberries from Equitable Food Initiative-Certified Farms

GoodFarms™ brand packaging displays EFI’s ‘Responsibly Grown. Farmworker Assured’™ trustmark

MEDIA RELEASE

For Immediate Release

June 1, 2016

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WASHINGTON – [The Equitable Food Initiative \(EFI\)](#), a nonprofit that brings together workers, growers and retailers in the effort to produce safer, more responsibly grown fruits and vegetables, today announced that the GoodFarms brand will debut its craft blueberries, craft strawberries and organic strawberries from EFI-certified farms at Costco locations on the West Coast, Northeast and in Hawaii.

GoodFarms™, a new brand from Andrew & Williamson Fresh Produce (A&W), seeks to enhance the connection between consumers and the hands that grow and harvest their produce. GoodFarms™ believes in using sustainable growing practices, farmworker empowerment and affordable access to fresh, healthy food.

Ernie Farley, partner at A&W GoodFarms, noted that EFI’s workforce development has been integral to the successful certification of the farms. “When workers participate in EFI’s leadership team training, they better understand their role in the value chain and become more engaged. That engagement benefits all of us – from the grower to the farmworker, all the way to the consumer.”

Product availability is as follows:

- Craft blueberries, which come from the first EFI-certified farm in Oxnard, California, will be stocked first by Costco locations in Hawaii.
- Craft strawberries and organic strawberries, which come from the EFI-certified farms in Watsonville, California. Costco locations in California, Arizona, Oregon, some of the Hawaiian Islands, and the Northeastern United States will be the first to stock the Craft Strawberries and Organic Strawberries, with plans to increase distribution.

"Andrew & Williamson was a real pioneer in the development of the Equitable Food Initiative. We're excited to see their commitment to their workers and to consumers reflected in their GoodFarms™ brand," said Peter O'Driscoll, EFI executive director. "This effort to educate consumers should increase demand for produce that is responsibly grown and farmworker assured. More retail sales generate a premium so that growers can reward workers for their hard work. Together, EFI and GoodFarms™ create value for workers, growers, retailers and consumers alike."

For more information on EFI, visit: <http://www.equitablefood.org/>.



About GoodFarms™

GoodFarms is on a mission to improve lives from farm to table. A portion of your purchase is making a difference by cultivating positive change.

Together we can:

- Reduce food waste
- Protect our environment
- Feed a hungry world
- Find alternatives for hazardous pesticides
- Increase productivity and farm wages
- End slavery and forced labor
- Get children out of the fields and into schools

We also want to help you have fun and celebrate life with food that nourishes your body and delights your soul. Here's to good food, good health, good friends, good times, good farms.

Cheers

For more information on GoodFarms, visit <http://www.goodfarms.com> and follow GoodFarms on Facebook, Instagram, Twitter, and Pinterest.



About Equitable Food Initiative

The [Equitable Food Initiative](http://www.equitablefood.org) (EFI) brings together workers, growers and retailers to provide “Responsibly Grown. Farmworker Assured.™” fruits and vegetables. As produce farms comply with the EFI Standards — for improved working conditions, pest management, and food safety — the entire food system sees benefits, from farmworkers to businesses to agricultural communities and consumers.

EFI is a 501c3 nonprofit organization, and receives funding support from The Atlantic Philanthropies, Broad Reach Fund, John D. and Catherine T. MacArthur Foundation, Rosenberg Foundation, Cedar Tree Foundation, Oxfam America and The Walt Disney Company.

Members of EFI's multi-stakeholder board, which were instrumental in the development of the EFI Standards, include:

- Andrew and Williamson Fresh Produce International
- Bon Appétit Management Company
- Center for Science in the Public Interest
- Consumer Federation of America
- Costco Wholesale Corporation
- Farmworker Justice
- Farm Labor Organizing Committee
- Keystone Fruit Marketing, Inc.
- NatureSweet Tomatoes
- Oxfam America
- Pesticide Action Network North America
- Pinos y Campesinos Unidos del Noroeste
- United Farm Workers
- Windset Farms

Website: <http://www.equitablefood.org>

Twitter: [@EquitableFood](https://twitter.com/EquitableFood)

Facebook: facebook.com/EquitableFoodInitiative

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