



March 12, 2014

RE: Invitation to Participate in an Agricultural Industry Roundtable on Sustainability Initiatives – March 28th

Dear Industry Leader, Company Executive, and CSR/Sustainability Director:

Please **join** SureHarvest, your industry associations, and members from the Monterey County Sustainability Working Group – an industry-led network for sharing current sustainability efforts among agricultural producers, shippers and processors in the Central Coast region -- in a roundtable discussion. Together we will share experiences and discuss opportunities to build a stronger business case for widespread adoption of sustainability actions in our region.

As a **leader** in our industry and within your own company, you have unique insight and ability to truly influence change in the right direction. Help us chart the course to toward a collaborative, proactive and sustainable future for agriculture, our community and environment!

In a **future** with more people to feed, fewer resources, and less predictable weather, what initiatives and tools hold the most promise to benefit people, planet, *and* profit? How can we collaborate to build and scale-up locally-relevant sustainability initiatives? What roadblocks stand in our way? How can clear those hurdles to do more to enhance our local economy and environment? Can we leverage the region’s uniqueness and natural diversity in the marketplace?

The **goal** for this meeting is to increase our collective understanding of the underlying business opportunities and challenges for key sustainability tools and initiatives. SureHarvest will capture and compile each initiative’s potential benefits, outline broad strategic opportunities and identify collaborative next steps in a summary document.

Topics to be discussed include:

- Industry Sustainability Update and Trends (e.g. The Sustainability Consortium, Sustainability standard efforts)
- Performance Efforts (Stewardship Index for Specialty Crops, Performance Incentives for Conservation in Ag)
- Self-Assessment Programs (e.g. California Almond Sustainability Program, United Fresh’s Self-Assessment)
- Certification Programs (e.g. Sustainability In Practice, Certified CA Sustainable Winegrowing, Fields to Ocean)
- Other Tools and Initiatives (e.g. OnFarm Solutions, Wetlands to improve water quality, Riparian floodplain enhancements to mitigate flooding, Western Grower’s ToolBox, and more)

Friday March 28. 11 a.m. – 2 p.m. (lunch provided) at Grower-Shipper Association, 512 Pajaro Street, Salinas.

Sincerely,

Melanie Beretti

RSVP or questions to Melanie at mberetti@sureharvest.com or 831-262-1199

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