December Webinar for Provender and SFTA Members

—by Katherine DiMatteo, Executive Director, Sustainable Food Trade Association, www.sustainablefoodtrade.org

Score Sustainability for your Company and Supply Chain

Recently SFTA entered into a partnership with B Lab to “Measure What Matters,” with the goal that companies assess and improve their impact on society and the environment. As a part of this process, the SFTA has agreed to administer a special organic sector “Quick Impact Assessment”, or QIA. Different than writing a transparency report, the QIA is formulated to score companies on their social and environmental performance.

As a part of the partnership, SFTA has included additional environmental metrics for the organic sector in this assessment. The analytics enable SFTA to compare your progress with companies in similar business sectors, provide customized reports, and demonstrate how the members of Provender Alliance and the SFTA members are having positive impacts. This tool can be used to encourage your supply chain to improve their sustainability, which, in turn, increases yours!

The QIA tool is free to use! Just 30 questions then get your score! Be like Coconut Bliss, Hummingbird Wholesale, Mountain Rose Herbs and Sundance Natural Foods who have already started on their assessments. Find out where your company excels in sustainability, and where your focus should be for improvements. Be a change agent — let’s show customers, vendors, and other businesses how organic companies lead the way by providing organic products and managing their operations in a sustainable manner.

Join us for this webinar — no cost to Provender or SFTA members — to learn how this QIA works, and what benefits you can receive from it.

When: Thursday, December 10, 2015 at 11 AM Pacific
Register at: www.sustainablefoodtrade.org/webinars/

If you miss the webinar, find out more about “Measure What Matters” Quick Impact Assessment at www.sustainablefoodtrade.org/measure-what-matters/ and click on the link to the take the QIA, or contact Katherine DiMatteo directly.

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News From OOC


On September 15th, 2015, the Oregon Organic Coalition (OOC) announced the Awards for Excellence at a celebratory luncheon at the Ecotrust building in Portland, Oregon. More than 70 representatives from Oregon’s farming, retail, academic, political and food production communities honored these organic innovators. The luncheon is the highlight of the annual Organically Grown in Oregon Week celebration.

The event featured a keynote address by Gwendolyn Wyard, of the Organic Trade Association (OTA). Throughout her 20 year career in the organic industry, Gwendolyn has been serving Oregon and the larger organic trade by expanding and innovating the regulations and standards of organic certification with integrity and passion. In her address, she emphasized the positive economic and environmental impacts of organic agriculture, and the organic trade, in Oregon. “Organic supports the environment and the economy,” stated Wyard. “Organic agriculture improves the health of soil, maintains and increases biodiversity, supports pollinator health, safeguards natural resources, and reduces causes of climate change. Organic can alleviate rural poverty and hunger by creating more jobs through its profitability, and by improving rural livelihoods.”