
Government Relations: *Your Seat at the Decision-Making Table*

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How does policy impact our industry?

Raises Awareness About the Value of Fresh Produce

USDA's "*Know Your Farmer, Know Your Food*" campaign connects consumers with farmers and promotes healthy eating.



Keeps the Industry Connected

USDA is online,
reaching a whole new
generation of young
consumers who use
this as a primary
source of information.

APPS FOR
HEALTHY
KIDS



Helps Promote a Healthy Lifestyle

Michelle Obama's "Let's Move!" campaign provides tools to fight childhood obesity, starting with healthy eating.

- n 14,000 fans on Facebook.



From the “*Let’s Move!*” website:



We Can! Parent Tips: Making Healthier Food Choices

As a parent, you want to give your family the best you can. Serving healthier foods in the appropriate portions per food group and calorie level is one of the best ways to ensure that your children are getting proper nutrition without eating too many calories. These simple tips can help you plan and prepare meals and snacks to help your family to get the most nutrition out of the calories consumed.

What is a “Healthy Diet”?

The U.S. Dietary Guidelines for Americans describes a **healthy eating plan** as one that:

- Emphasizes fruits, vegetables, whole grains, and fat-free or low-fat milk and milk products;
- Includes lean meats, poultry, fish, beans, eggs, and nuts;
- Is low in saturated fats, trans fats, cholesterol, salt (sodium), and added sugars; and
- Stays within your calorie needs.

“Emphasizes
fruits and
vegetables ...”

Creates Market Opportunities



Federal Nutrition Programs must follow Dietary Guidelines, which have increased fruits and vegetable purchases. This directs federal dollars to our industry

How have these policies benefitted Earthbound Farm?

Becoming involved enables us to encourage policy that matches our business objectives:

Our mission is to bring the benefits of organic food to as many people as possible and serve as a catalyst for positive change.

We successfully pushed for organics to be included in WIC program nationwide

“Thanks Julie. We wanted to make sure you are aware that we have recently sent an e-mail to WIC State agencies to clarify that federal regulations revising the new WIC food packages do not authorize State agencies to disallow organic fruits and vegetables purchased with the cash-value voucher.”

December 10, 2008 response from Patti Mitchell, USDA Senior Program Analyst

We're Supporting the Protection of Organic Integrity in California

- n On the state level, Earthbound Farm supported **AB 541** protecting farmers from economic loss due to contamination from genetically engineered crops
- n Promoted the public's right-to-know about the presence of GE crops
- n Signed into law by Governor Schwarzenegger in Sept. 2008.



Working with Policymakers for Win-Win Solutions

- n We advocated that bagged salads be defined as “processed” under COOL , exempting these products from redundant and burdensome labeling regulations.
 - n On Jan. 12, 2009 the USDA responded favorably, exempting packaged salad mixes from COOL.
 - n We are currently working with FDA to educate them about food safety.
 - n Sharing data - and real-world experience - helps these agencies understand our business and write regulations that make good business sense and benefit consumers.
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What is Earthbound Farm doing to get involved?

- n We have a dedicated a staff person to monitor legislative activity
 - n We're involved with trade and advocacy groups that share our business goals and values
 - n We work with lawmakers – and support the ones that listen to you
 - n Strength in numbers: We've joined coalitions with like-minded businesses and interest groups
 - n We pay attention! We monitor websites and blogs to stay in touch with our customers and the public
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