



By Carl Collen

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Mastronardi in fifth EFI certification

Canadian fresh produce group becomes one of four companies with five or more certifications

Mastronardi Produce, which is sold under the Sunset brand, has certified its fifth operation through Equitable Food Initiative (EFI).

This certification marks a milestone for Mastronardi, making it one of just a handful of companies to have certified five or more operations.

Mastronardi's first EFI certification was for its Kingsville, Ontario, farm in Canada. Its four other certified greenhouses are located in Mexico, and the latest certification is for one of the company's farms in the Tepanco de Lopez region of Puebla, Mexico.

"Organisations that commit multiple locations to EFI certification truly see the value in organisational change throughout the business," said LeAnne Ruzzamenti, director of

marketing communications for EFI. "These handful of organisations that have committed to earning multiple EFI certifications do so because they have seen firsthand how workforce development fosters improved communication, food safety and innovation."

Mastronardi said that its culture was focused on sustainability and social responsibility and, for the past 11 years, it has been named as one of Canada's 50 Best Managed Companies.

The group's commitment to EFI is just one of the many ways the company is doing everything it can for the health and longevity of the environment.

Mastronardi most recently announced plans to offer 100 per cent reusable, recyclable or compostable packaging for all fruits and vegetables by 2025.

Additionally, it has developed the Green Grass Project to raise awareness about what it is doing to help create a sustainable environment across its growing, packaging and distribution operations.

"It is very important to us to do everything we can in the sustainability and social responsibility fronts," said Kevin Safrance, chief operating officer of Mastronardi Produce. "For us, a partnership with EFI is not a one-off tactic that checks a box; rather it is our 365 mindset. We're glad to have a partner that provides tools to help our company continue to achieve next-level success."

