Serve Good

*Healthcare Toolkit for Food Service Directors*
INTRODUCING SUMMER SCOOP 2016

At US Foods®, we’ve thought a lot about how we can make a positive impact in the food industry and our communities. We’re aspiring to become leaders in sustainable sourcing – equipping operators with products that inspire menus and attract new diners. That’s why we’ve launched our new program – Serve Good™, including products that are as responsibly sourced or contribute to waste reduction. It’s just the start of our journey, partnering with suppliers that have gone above and beyond to produce items that support:

- Animal Care
- Sustainably Sourced Seafood
- Non-GMO Products
- USDA Organic Products
- Waste Reduction
- Responsible Disposables

Look for our signature green stripe on the packaging of products in our Serve Good program that also meet our US Foods Sustainable Packaging Policy, which focuses on packaging reduction, compostability, use of post consumer content and recyclability.

AND THERE’S MORE, EXCLUSIVELY FOR YOU:

Look for the many US Foods support materials designed exclusively to support Healthcare foodservice operations.

- **Operator’s Guide**
  - Provides comprehensive methodology for menuing and selling featured Scoop items.
- **Retail Promotions**
  - Quick and easy, volume-boosting menu programs.
- **Additional Resource Materials**

SPECIAL THANKS TO THE ORGANIZATIONS THAT COLLABORATED WITH US FOODS TO DELIVER THIS TOOLKIT TO YOU:

AASHE stars • Health Care Without Harm • Marine Stewardship Council • Practice Greenhealth • Real Food Challenge
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INTRODUCTION

Serve Good™ is a huge step in the US Foods® vision to be a leader in sustainable sourcing for healthcare dining services. We’re partnering with more suppliers who have gone above and beyond to produce items that support animal care, sustainably sourced seafood, non-GMO, USDA organic products, responsible disposables and waste reduction.

THE RESULT IS THE SERVE GOOD PRODUCT LINE:

Ingredients that are certified sustainable and responsibly harvested or raised, minimally processed, sourced through supply chains that are resilient and transparent, and offered to our healthcare accounts with engaging communications that will make medical professionals, healthcare staff, patients, visitors and the community feel better than ever about what they’re eating.

You’ll find our signature green stripe on the packaging of products in our Serve Good program that also meet our US Foods Sustainable Packaging Policy, which focuses on packaging reduction, compostability, use of post-consumer content and recyclability.

Information for all infographics throughout toolkit has been obtained from the following sources: Datassentials, Technomics, Mintel and Healthierhospitals.org
RESOURCES

HEALTH CARE WITHOUT HARM (HCWH)
Health Care Without Harm seeks to transform the health sector worldwide, without compromising patient safety or care, so that it becomes ecologically sustainable and a leading advocate for environmental health and justice. With our offices on four continents and thousands of partners around the world, Health Care Without Harm is leading the global sustainable healthcare movement. Health Care Without Harm’s national Healthy Food in Health Care program harnesses the purchasing power and expertise of the healthcare sector to advance the development of a sustainable food system.

PRACTICE GREENHEALTH
Practice Greenhealth is the nation’s leading sustainable healthcare community that empowers its members to increase their efficiencies and environmental stewardship while improving patient safety and care through tools, best practices and knowledge. With more than 1,300 members, Practice Greenhealth is changing the healthcare landscape through cutting-edge programs and initiatives designed to empower hospitals to deliver a higher standard of care while reducing healthcare’s environment impact.

MARINE STEWARDSHIP COUNCIL
The Marine Stewardship Council (MSC) is an international, nonprofit organization established to safeguard seafood supplies and ensure healthy oceans for the future. The MSC is recognized as the world’s leading certification program for sustainable, wild-caught seafood.

US Foods® partnership and chain of custody status with the Marine Stewardship council assures customers access to wild-caught, certified sustainable seafood and the right to promote dishes as such.

HEALTHIER HOSPITALS
In 2012, twelve health systems worked with Practice Greenhealth, Health Care Without Harm, and the Center for Health Design to launch the Healthier Hospitals Initiative (HHI). This three-year campaign served as a guide for hospitals to adopt environmental best practices such as reducing energy and waste, choosing safer and less toxic products, and purchasing and serving healthier (HH) continues beyond the HHI campaign as a free Practice Greenhealth program for both those just getting started in sustainability and for active members as a powerful use of aggregate data and market transformation.
FIND OUT MORE

The marketing tools available for this program are contained in the Foodservice Director Toolkit.

Elements of the Toolkit include:

• Operator’s Guide
• A retail promotion
• Marketing campaign(s) to patients, employees, C-suite, guests
• Tweet blog copy for sustainable sourcing social media campaign
• Copy for point-of-service posters and copy for a 5.5” x 8.5” café customer handout
• Additional Resource Materials

Use your USB wristband to download this Operator’s Guide and so much more from www.usfoods.com/home/food/scoop/operator-toolkit.html

The content and tools provided in this FSD toolkit represent the collaborative efforts of US Foods®, Health Care Without Harm, Practice Greenhealth, AASHE stars, Real Food Challenge, the Marine Stewardship Council.
TERMS AND CERTIFIERS THROUGHOUT TOOLKIT ASSOCIATED WITH OUR SERVE GOOD™ ITEMS

DEFINING THE SERVE GOOD DIFFERENCES
More information on common terms and partners referenced in the Serve Good product line.

FAIR TRADE ALLIANCE
Fair Trade Certified™ products are made with respect for people and the planet. Their rigorous social, environmental and economic standards work to promote safe, healthy working conditions, protect the environment, enable transparency, and empower communities to build strong, thriving businesses.

SEAFOOD SUSTAINABLE TERMS AND CERTIFIERS

MSC – Marine Stewardship Council (Wild-caught)
MSC is an international non-profit organization created to address the problem of unsustainable fishing and works to safeguard wild-caught seafood supplies. The blue MSC eco-label on a seafood product means that it is fully traceable to sustainable fisheries that have been certified to the global MSC standard.

FIP (Fishery Improvement Project)
A FIP is an alliance of wild-caught-seafood buyers, suppliers and producers, working together to improve specific fisheries by encouraging better policies and management in cooperation with the Sustainable Fisheries Partnership (SFP). FIPs are in the process of becoming MSC certified.

BAP – Best Aquaculture Practices (Farmed)
The Global Aquaculture Alliance coordinates the development of Best Aquaculture Practices (BAP) certification standards in seafood for farms, feed mills, hatcheries and processing facilities. The BAP star-system indicates integration levels of certification along the aquaculture production chain.

• 1 Star – Product produced by a BAP certified processing plant
• 2 Stars – Product produced by a BAP certified processing plant and BAP certified farm(s) only
• 3 Stars – Product produced by a BAP certified processing plant and BAP certified farm(s) only and BAP-certified hatchery and/or feed mill
• 4 Stars – Product produced by a BAP certified processing plant, BAP certified farm(s) only, BAP-certified hatchery only and BAP-certified feed mill only.

Alaska Sustainability
As the only state to have written strict conservation laws into their constitution, Alaska leads the nation in effective and comprehensive resource management, quality assurance and conservation, ensuring that their seafood remains the world’s finest for future generations.
ANIMAL CARE TERMS AND CERTIFIERS

Raised Without Antibiotics
Antibiotics are never used in livestock described by this official USDA term. This term is not to be confused with “antibiotic-free”, a claim which is unapproved by the USDA and considered misleading, as antibiotics may only be absent at the time of harvest.

Cage-Free
The vast majority of egg-laying hens in the U.S. are housed in battery cages. Recently, more and more egg producers have begun to switch to cage-free systems, offering improved animal welfare. Cage-free hens are able to express increased natural behaviors, having access to dusting areas and the ability to walk, spread their wings and lay eggs in nests.

American Humane Certified
Created by the American Humane Association, American Humane Certified is the first third-party certifying body in the U.S. specializing in the welfare of livestock and poultry. American Humane Association has established comprehensive, science-based standards for pork, beef, poultry and dairy, to help ensure that farms raising livestock and poultry under their certification improve the welfare of animals.

Alaska Sustainability
As the only state to have written strict conservation laws into their constitution, Alaska leads the nation in effective and comprehensive resource management, quality assurance and conservation, ensuring that their seafood remains the world’s finest for future generations.

RESPONSIBLE DISPOSABLES AND PACKAGING TERMS AND CERTIFIERS

BPI compostable
The Biodegradable Products Institute (BPI), a not-for-profit association, works to build credibility and recognition by certifying products that meet the ASTM D6400 and/or D6868 standards to ensure products are compostable.

USDA Bio Preferred
Managed by the U.S. Department of Agriculture (USDA), the goal of the Bio Preferred program is to increase the purchase and use of Biobased products, or products derived from plants and other renewable agricultural, marine, and forestry materials. Within the BioPreferred program, these products do not include food, animal feed, or fuel.

FSC – Forest Stewardship Council
The Forest Stewardship Council (FSC) is a non-profit organization that promotes the responsible management of the world’s forests. This certification states that the fiber sourced from forest down through the manufacturing of a corrugate case has been properly managed socially, economically and environmentally, per FSC guidelines, through a chain of custody.
SFI – Sustainable Forestry Initiative

The Sustainable Forestry Initiative (SFI) is a non-profit organization that focuses on sustainable fiber sourcing. This fiber is tracked through a chain of custody from certified forests in North America down through the printing of corrugate cases by SFI certified printers.

ORGANIC AND NON-GMO CERTIFIERS

Organic

There are three levels of USDA certification specifying varying degrees of organic products in a food. All organic ingredients are non-GMO and free of synthetic substances in accordance with USDA regulations. They are raised without chemical pesticides, fungicides or fertilizers, and livestock is raised without antibiotics or synthetic growth hormones. Organic products are segregated in production and must be certified by a USDA-approved certifying agent.

Non-GMO

Non-GMO Project Verified products do not contain any genetically modified organisms (GMOs), which means they have not been genetically altered in any way. Packaging with the Non-GMO Project Verified seal conveys that the product has been produced using non-GMO practices as certified by a third party.

TECHNICAL TERMS

Aquaculture

This process involves cultivating freshwater and saltwater populations under controlled conditions, and can be contrasted with commercial fishing – the harvesting of wild fish.

Sprouting

Sprouting is the process of soaking wheat grain (called berries) in water until the bran softens and deactivates a natural enzyme called Phytic Acid. When active, Phytic Acid keeps grain dormant during storage and binds nutrients so they don’t get released and absorbed into the body upon consumption. Sprouting makes vitamins, minerals and other nutrients available for absorption into the body.

Sprouting happens in two ways: In sprouted mash, grains are soaked until they just begin to sprout, and then ground into a sticky mash. The mash contains the bran, germ and endosperm of the grain, and has the gluten needed to make a good loaf of bread. In sprouted flour, grains are soaked until they just begin to sprout, and then dried and milled like traditional flour. The bran and germ are sifted out and added back in to a specific ratio.

HPP

High Pressure Processing (HPP) is a cold pasteurization technique by which products, already sealed in its final package, are introduced into a vessel and subjected to a high level of pressure exerted by water. This enables the use of simple ingredients. It is also environmentally friendly as it only needs water (which is recycled) and electricity.
**Expeller Pressed**
The expeller pressing method extracts oil naturally using only heat and pressure. This mechanical refinement process naturally helps to increase fry life and stability, and it is much gentler than the chemical process which uses hexane.

**Maplewood**
Maplewood is derived from Maple Trees. Some varieties (sugar maple, black maple, red maple and silver maple) are more popular for the syrup that is harvested from them. As a smoking wood, maple provides a light and sweet flavor that complements ham perfectly. It also provides a slightly darker color to the smoked meat than applewood and other light smoking woods.
HIGHLIGHTS OF NEW PRODUCTS FOR SUMMER SCOOP 2016

Share the “Points of interest to your customers” on your dining services website and at points of service. You can also feature a QR code at POS for customers to scan and enjoy the details along with their meal. In the Marketing section on p.22 you’ll also find these factoids abbreviated to Tweetable lengths.

More details on these and other products that meet the rigid Serve Good™ standards are available from the US Foods® rep or www.usfoods.com/servegood.

METRO DELI® ALL NATURAL MAPLEWOOD SMOKED UNCURED HAM
MINIMALLY PROCESSED AND NO ARTIFICIAL INGREDIENTS *
7341372 | 2/5.5 LBA.

*Federal regulations prohibit the use of hormones in pork

Pork used has been raised without antibiotics or added hormones

Smoked ham is up 17% on restaurant menus since 2005, and 86% of consumers want meat and poultry raised without antibiotics. This ham makes mouths water on demand with a naturally smoky, sweet flavor. It’s deli-faced and highly versatile – a popular ingredient for your salad bars, Cobb salads and sandwiches at all day parts.

Points of interest to your customers as well:
The U.S. meat industry uses around 16 million pounds of antibiotics each year – much of it sub-therapeutically – because it causes animals to gain weight faster and stay free of disease often caused by crowded confinement. The downside: consuming meat treated with antibiotics is causing a growing level of drug-resistant bacteria, which leads to illness. Sub-therapeutic use of antibiotics in meat animals has been banned in the European Union and Canada but not yet in the U.S.
CROSS VALLEY FARMS® CHOPPED BROCCOLI LEAVES  
5698590 | 4/1 LB.  
*Minimizes waste and captures more goodness from one plant, thereby maximizing water usage*

Our Chopped Broccoli Leaves offer the bigger, better alternative to kale. Tossed aside no more – usage of these leaves allow more food from the same plant. The bright, versatile, nutrient-rich quality is the latest epiphany in produce.  

*Points of interest to your customers as well:*
Broccoli leaves are the latest superfood discovery. This cousin to kale has a sweeter flavor and more tender texture. They also help minimize waste and capture more goodness from one plant, thereby maximizing water usage.

ORGANIC SPRING MIX  
5100394 | 3/1 LB.  
*USDA-certified Organic*

Organic-menued items are up 225% over the past 10 years, and our Organic Spring Mix is a step ahead of the trend, up nearly 100% in the last 4 years alone. Demand for organic is overwhelming – and we’re giving you the green light with our cost-efficient, seasonally optimized Organic Spring Mix, the most popular and versatile variety.  

*Points of interest to your customers as well:*
Using the best leaf varieties for each season, our Organic Spring Mix is comprised of distinct, great-tasting and vibrant baby greens. Plus, the packaging used with this product is required to clean this spring mix with an organic solution.

CHEF’S LINE® ORGANIC ALFREDO SAUCE  
9620565 | 6/3 LB.  
*USDA-certified Organic*

The US organic food market in 2014 was over $39 billion in sales with organic growth forecasted at 14% annually through 2018. Our Organic Alfredo Sauce scores points with taste too. Now you can always have a USDA-Organic Alfredo Sauce, made with real Parmesan and milk.  

*Points of interest to your customers as well:*
This Organic Alfredo sauce uses real organic parmesan and authentic organic spices.
METRO DELI® ALL NATURAL ROAST BEEF  
MINIMALLY PROCESSED, NO ARTIFICIAL INGREDIENTS  
2870586/5332373 | 2/4-7 LBA.  
**Beef used has been raised without antibiotics or added hormones**  
Our All Natural Roast Beef is naturally seasoned and open-rack roasted. Plus, the beef used has been raised without antibiotics or added hormones. With a whopping 86% of consumers saying they want meat raised without antibiotics, this Top Round fills the bill in every respect.  
**Points of interest to your customers as well:**  
Beef used has been raised without antibiotics or added hormones. This top round is USDA Choice Angus beef, minimally processed, no artificial ingredients.

CHEF’S LINE® BEEF BARBACOA  
MINIMALLY PROCESSED AND NO ARTIFICIAL INGREDIENTS  
1752231 | 4/2.5 LBA  
Think of the slowly braised, richly flavorful, fork-tender meat you’ve enjoyed in faraway places. Imagine serving it with ease, after someone else has spent hours preparing it. When you offer our Chef’s Line All Natural Beef Barbacoa, we’ve done the work, your customers are elated and you get the praise.  
**Points of interest to your customers as well:**  
This authentic recipe is slowly braised, richly flavorful and fork-tender beef from “whole animal” cuts that is minimally processed and does not contain artificial ingredients. This authentic recipe uses beef from “whole animal” cuts that is minimally processed and does not contain artificial ingredients.

CHEF’S LINE® ALL NATURAL TURKEY BREAST ROAST  
MINIMALLY PROCESSED, NO ARTIFICIAL INGREDIENTS  
6154634 | 4/5 LB.  
**Turkey used has been raised without antibiotics**  
86% of consumers want meat and poultry raised without antibiotics or added hormones.* Our All Natural Turkey Breast Roast fills the bill beautifully. These turkeys are vegetarian-fed and raised without antibiotics. Your customers will appreciate the rich flavor of the tender white meat, and the 63% less sodium than conventional turkey.  
**Points of interest to your customers as well:**  
Our vegetarian-fed, all-natural turkey has been raised without antibiotics.  
*Federal regulations prohibit the use of hormones in turkey
HARBOR BANKS® BEER BATTERED SHRIMP
1376661 | 2/5 lb.

4-star BAP rating, the highest rating in this program

Harbor Banks® Beer Battered Shrimp are four-star certified under Best Aquaculture Practices (BAP) standards. Your customers will appreciate that these are hatched, grown, fed and processed using responsible practices. To top it off, our eco-friendly beer-battered breading saves 900,000+ lbs of fermentation CO2 byproduct annually.

Points of interest to your customers as well:
For this recipe we use only shrimp that have been hatched, grown, fed and processed using responsible practices that have earned Best Aquaculture Practices (BAP) certification. To top it off, our eco-friendly beer-battered breading significantly reduces the CO2 from fermentation.

HARBOR BANKS® BARRAMUNDI
3699448 | 10 lb.

Your customers will also appreciate that our Barramundi is free of chemicals: no phosphates, sulfites or PCBs.

Points of interest to your customers as well:
Our Barramundi is free of chemicals: no phosphates, sulfites or PCBs. They are sustainably sourced and ocean-farmed in the salt water of Vietnam.

HARBOR BANKS® BEER BATTERED ALASKAN COD
2807458 | Minis | 2/5 lb.
9791229 | 2 oz. | 2/5 lb.
8873029 | 4 oz. | 2/5 lb.

MSC Certified

In the last 4 years, wild caught seafood has doubled its presence on America’s menus. This cod is MSC certified, caught in Alaskan waters, and coated with a batter made from Alaskan-brewed white ale, real craft beer.

Points of interest to your customers as well:
This Alaskan cod is harvested under the Responsible Fisheries Management Platform and is certified by the Marine Stewardship Council (MSC).
**MONARCH® MSC CERTIFIED SKIPJACK TUNA**
2598469 | 6/66.5 OZ.

In the last 4 years, wild caught seafood has doubled its presence on America’s menus. Monarch MSC-Certified Skipjack Tuna is tasty, versatile and certified sustainable.

*Points of interest to your customers as well:*
Our Skipjack Tuna is wild-caught and certified as sustainable by the Marine Stewardship Council (MSC). An MSC certified fishery can be traced back to a well-managed, certified sustainable fishery which meets the highest global standard for seafood sustainability.

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**DEVONSHIRE® PREMIUM CHOCOLATE MOSAIC CAKE**
7563995 | 2/14/73.6 OZ.

*Fair Trade Certified cocoa and chocolate*

This cake is made with Callebaut Fair Trade cocoa, earning it the Fair Trade Certification label recognized by 59% of consumers. It's part of the growing awareness and demand for ingredients that are certified as to their sourcing.

*Points of interest to your customers as well:*
This cake is made with Callebaut Fair Trade cocoa. The Fair Trade Certification encourages farmers to invest in responsible growing and harvesting practices, demand safe working conditions and prohibits slave and child labor.

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**CHEF’S LINE® ORGANIC COUNTRY WHITE BREAD**
7250804 | 8/24 OZ.

**CHEF’S LINE® SPROUTED MULTIGRAIN BREAD**
8241634 | 8/27 OZ.

*Made with USDA Certified Organic ingredients*

Where traditional grain breads can be hard to digest, the sprouting grains in this bread reduce gluten and break down carbohydrates. It’s produced without pesticides or synthetic fertilizers.

*Points of interest to your customers as well:*
Unlike traditional grain breads that can be hard to digest, the sprouting grains in this bread reduce gluten and break down carbohydrates. It’s produced without pesticides or synthetic fertilizers.
**MONARCH® EGGLESS SPREAD**  
6840553 | 2/1 GAL.  
*Made with vegetable-protein. Cholesterol and allergen-free.*

As the popularity of Vegan and Vegetarian diets surge, the list of acceptable ingredients shrinks. This Eggless Spread fills the mayonnaise void beautifully. Made using plant protein, which uses less energy than animal protein – it’s a smart, tasty alternative to traditional mayo for your growing veggie-centric customer base.

**Points of interest to your customers as well:**
If you’re staying away from eggs but miss the mayo, enjoy this Eggless Spread. Made with plant protein, it’s a smart, tasty alternative.

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**CHEF’S LINE® GUACAMOLE**  
6385494 | 12/1 LB.  
*Produced in a reduced-waste facility*

Your customers on Paleo, Vegetarian, Vegan and other diets are eating up avocados. So is everyone else. One way to enjoy avocado is in guacamole. And this premium guacamole is made with clean ingredients and high pressure processed (HPP) for twice the shelf-life of non-pasteurized guacamole “with”, meaning the power or pressure is used rather than preservatives to keep the product fresher longer.

**Points of interest to your customers as well:**
What makes avocados a favorite among people on Paleo, Vegetarian, Vegan and other diets? This guacamole is made with hand-scooped avocados, red onion and cilantro. It’s sustainably created in partnership with a manufacturer that composts the majority of avocado pits and skins.

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**RYKOFF Sexton® ORGANIC PYRAMID TEA VARIETY PACK**  
2211826 | 6/15 EA.  
*USDA-Certified Organic*

Loose leaf tea growth is up 71.1% over the last 4 years. Organic tea growth is up 42.6%. All the teas in this variety pack respond to these hot trends with some of the most flavorful varieties that your customers will find.

**Points of interest to your customers as well:**
These certified organic teas are organically grown and processed with no artificial flavors and ingredients, including Ginger Peach, Spearmint Lavender, Earl Grey, Chamomile, Breakfast Blend and Green Tea flavors. Our distinctive pyramid bag ensures better flavor, aroma and color.
HARBOR BANKS® ARGENTINE RED SHRIMP
9641620 | 5/2 lb. | 16-20 peeled and deveined tail-on (PDTO)
7866145 | 5/2 lb. | 26-30 peeled and deveined tailless (PDTL)

Fishery Improvement Project (FIP)
Wild-caught seafood on menus is up 79.7% over the last 4 years. Our Argentine Red Shrimp offers a wild-caught solution with a unique and sweet taste similar to lobster, available year-round. US Foods® has also joined several others to support a Fishery Improvement Project or FIP, to advance the source of our Argentine Red Shrimp towards meeting the Marine Stewardship Council (MSC) criteria for sustainable fisheries, while ensuring the long-term viability of this resource. The names of fisheries in improvement plans are considered confidential until assessment is completed.

Points of interest to your customers as well:
Our Argentine Red Shrimp have no phosphates or any other moisture enhancements added. They are wild-caught, native to the pristine waters of Patagonia.

RYKOFF SEXTON® CAGE FREE PASTEURIZED LIQUID WHOLE EGG PRODUCT
1332061 | 2/20-LB. BAG

American Humane Certified and Cage Free
These eggs combine the safety of pasteurization with the humane treatment of hens raised in cage-free environments. With over 360 eggs per case, you’ll not only save the time and labor of cracking individual eggs, you’ll save space in the cooler. Whip up all your egg-based creations in no time!

Points of interest to your customers as well:
These cage-free liquid eggs come from humanely raised hens.

MONOGRAM® ALL-PURPOSE FLAX TOWEL
5081323 | 144 EA.

BPI® Certified as compostable, USDA Certified Biobased product
Monarch® All-Purpose Flax Towels will reduce your laundry costs as well as the chance of cross-contamination. Made with Flax fiber, They are versatile, reusable and made from 85% flax fibers and 15% reconstituted cellulose fibers. And at the end of the day, they’re disposable and compostable.

Points of interest to your customers as well:
Much of what we do in the kitchen may not be seen in the serving, but is making a difference for the planet. For example, instead of using fabric towels that risk cross-contamination and need laundering, we use flax fiber towels made from 100% plants (flax fiber) versatile and reusable... And at the end of the day, they’re disposable and certified compostable by the Biodegradable Products Institute (BPI).
RYKOFF SEXTON® NON-GMO CANOLA
8759078 | 35 LB.

RYKOFF SEXTON NON-GMO RICE BRAN OIL
7637705/8725848 | 35 LB.

RYKOFF SEXTON NON-GMO SUNFLOWER OIL
8892127 | 35 LB.

*NON-GMO Project Verified*

91% of American consumers want items containing GMOs labeled, and over half of them say they won’t purchase them. Tell them that you’re using these non-GMO oils in the back-of-house, and they’ll know that you’re upfront, on their side and behind them all the way.

*Points of interest to your customers as well:*
We’re proud to let you know that our kitchen uses canola, sunflower and rice bran oils that are certified non-GMO Project Verified.

**MONOGRAM® REUSABLE TRAVEL CUPS**
1991495 | 50 CUPS, 50 LIDS EA

*Recyclable, Reusable*

Your coffee-loving customers are reminded every day that paper cups are quickly bound for landfills. In fact, an estimated 14 billion paper coffee cups are thrown away every year. Give them a great alternative. Monogram Reusable Travel Cups are made for the long run with polypropylene, a recyclable material. They’ll reduce your back-of-house inventory as well as your waste.

*Points of interest to your customers as well:*
An estimated 14 billion paper coffee cups are thrown away every year – non-recyclable when they’re lined with plastic or wax. Step up your recycling game with a durable polypropylene travel cup. It’s made for the long run, will keep hot beverages hot longer, and if it ever outlives its usefulness, it’s recyclable.

**REUSABLE TRAVEL CUP INSERT**

Included in the Organic Pyramid Tea cases, first 4,000 cases Promotes cup and display stand
Features sustainable facts, reusable cup eco-benefits, and more!

*Reusable Cup & Pyramid Tea: Cross-Promote for Increased Sales!*
MOVING FORWARD

It’s no secret that the winds of change are blowing across the food service industry. They’re particularly strong in the healthcare sector, where they’re driven both from within and from external factors. And they’re all blowing in the same direction: towards foods that are raised sustainably and humanely, and sourced fairly and more locally.

By sourcing responsibly raised foods, your healthcare institution will contribute your purchasing power to help drive the sweeping, essential changes in food sourcing and supply. The issues we collectively face may be monumental, but with a united effort, they are not insurmountable.

**US Foods Serve Good™** program is a substantial, relatively easy step toward sustainable sourcing that can make a difference. The Summer Scoop 2016 highlights new, responsibly produced and sourced products including meats from livestock raised without antibiotics; cage-free eggs; organic produce; and Marine Stewardship Council-certified seafood.

ENHANCING KNOWLEDGE, AWARENESS & SUPPORT

Skilled labor shortages are pervasive in healthcare foodservice. But getting in step with sustainability efforts and rolling it out right can make a huge difference in the perception and success of your operations. And US Foods® will help.
TASTINGS FOR THE HEALTHCARE FOOD SERVICE DEPARTMENT

We’ll gladly provide all of the information you’d like about the Summer Scoop products. There’s an even better way to become familiar with them: Ask your US Foods® rep to conduct product tastings for you and your key staff members to see crowd-pleasing, cost-effective ways to integrate these products into your café and patient menus.

SHARE THE NEWS WHILE BREAKING BREAD

There’s substance to the time-honored adage that “Every important decision happens at a dinner table.” Whether you decide to make the commitment to HCWH’s Healthy Food in Health Care Pledge or the Healthier Hospitals Food Challenge through Practice Greenhealth, or simply decide to move healthcare dining in a more sustainable and responsible direction, there is no better way to introduce your initiative than over a meal.

Invite your immediate supervisors, C-suite executives, board members, and key healthcare staff to break bread while listening to your presentation and recommendations concerning responsible sourcing and product selection.

Consider a casual social setting such as a banquet room, set up with exhibition-style food stations. Rather than a seated dinner, having your guests stay mobile during the event will encourage interaction and make the event more memorable and enjoyable for all.

THE MENU: a substantial array of hors d’oeuvres showcasing Summer Scoop 2016 portfolio of products:

• A carving station with RTC Chef’s Line® Turkey Breast Roast and Metro Deli® All Natural Roast Beef carved to order, served on mini slider buns with appropriate dressing and sandwich accompaniments.

• A pasta station featuring Penne pasta, Chef’s Line Organic Alfredo Sauce with Harbor Banks® Argentine Red Shrimp, grated Parmesan cheese and fresh Italian parsley.

• Soft taco station featuring Chef’s Line All Natural Beef Barbacoa tacos with Chef’s Line Guacamole, shredded lettuce, cilantro lime sour cream, and jalapeño & Serrano pepper julienne.

• A made-to-order salad station featuring Cross Valley Farms® Organic Spring Mix, Cross Valley Farms Chopped Broccoli Leaves, Cross Valley Farms Mini Heirloom Tomatoes, green beans, chopped hard-boiled egg, Kalamata olives and Monarch® MSC Certified Skipjack Tuna mixed with chopped cornichons, scallions and capers.
CIRCULATED APPETIZERS
• Harbor Banks® Beer Battered Alaska Cod bites with dipping sauce
• Harbor Banks Beer Battered Shrimp with mango chutney
• Monarch® Mini MSC Certified Skipjack Tuna sandwiches on Chef’s Line® Organic Sprouted Multigrain Toast points with Eggless Spread

DESSERT STATION
• Devonshire® Premium Chocolate Mosaic Cake

BEVERAGE STATION
• Fresh Fruit and Spice Infused Rykoff Sexton® Organic Pyramid Teas
• Rykoff Sexton Organic Earl Grey black tea with watermelon, strawberry, cucumber, black pepper
• Rykoff Sexton Organic Earl Grey black tea with tangerine, orange, ginger
• Rykoff Sexton Organic Earl Grey black tea with turmeric, carrot, apple

BIG MENU NEWS IN HEALTHCARE DINING SERVICES
Most of the new Serve Good™ products will fit seamlessly into your product inventory, replacing less sustainable counterparts. We also offer a menu special that showcases many of these Serve Good™ products.

The Sizzling Grill Salads retail promotion provides all the recipes, instructions, step-by-step plating photos, prep tips and marketing guidelines you need to run this outstanding menu promotion.
MARKETING AND COMMUNICATIONS

PROGRAM-RELATED
1. Burst on homepage of dining services website
2. Countertop signs – 8.5” x 11”
3. Poster – 22” x 28”
a) Copy for hospital or healthcare facility website

Now on the menu:
Serve Good™ Products
Look for this symbol on our dining hall menus. You’ll find items that support within these areas:
• Animal Care
• Sustainably Sourced Seafood
• Non-GMO Project Verified Products
• USDA Organic products
• Waste Reduction
• Responsible Disposables
b) 22” x 28” poster

Now on the menu:
Serve Good Products
Look for this symbol on our cafe menus. You’ll find ingredients that are:
• Sustainably sourced
• Responsibly raised
c) 8.5” x 11” countertopper

Now on the menu:
Serve Good Products
Responsibly Sourced. Waste Reduction.
d) Twitter
**PROGRAM-RELATED TWEETS**

A fresh Tweet every day or two will build awareness and interest in healthcare.

*Program Tweet #1*

Our cafe now features more ingredients that are sustainably sourced

*Program Tweet #2*

We source more products from suppliers that support animal care, sustainable seafood, non-GMO Project Verified, organic practices, and waste reduction

**ADDITIONAL RESOURCES:**

Here are Tweets to share. Look to these organizations to provide additional marketing materials.

**HEALTH CARE WITHOUT HARM – HEALTHY FOOD IN HEALTHCARE PLEDGE**

We’ve taken the Healthy Food in Healthcare Pledge and are working to source more sustainably-grown and raised food.

**PRACTICE GREENHEALTH**

Being a member of Practice Greenhealth connects us with environmental solutions to create better, safer, greener workplaces and communities.
**PRODUCT-RELATED TWEETS**

Healthcare staff, patients and visitors will appreciate Tweets and Instagram messages about each day’s menu. You can alternate these with tasteful factoids about the sustainable ingredients as well.

**All Natural Maplewood Smoked Uncured Ham**
This ham makes mouths water on demand with a naturally smoky, sweet flavor. It’s created from pork that is minimally processed, does not contain artificial ingredients and has been raised without antibiotics or added hormones.*

*Federal regulations prohibit the use of hormones in pork

**Chopped Broccoli Leaves**
Our Chopped Broccoli Leaves offer the bigger, better alternative to kale. Tossed aside no more – usage of these leaves allow more food from the same plant. The bright, versatile, nutrient-rich quality is the latest epiphany in produce.

**Organic Spring Mix**
Organic greens are in demand, and we have just what you need. Using the best leaf varieties for each season, our Organic Spring Mix is comprised of distinct, great-tasting and vibrant baby greens at a down-to-earth price.

**Organic Alfredo Sauce**
Don’t particularly like the idea of secrets in your sauce? This organic, full-flavored Alfredo Sauce is the perfect match for pastas, pizzas and flatbreads.

**All Natural Roast Beef**
This beef is open-rack roasted and is minimally processed, does not contain artificial ingredients and has been raised without antibiotics or added hormones. It is created from beef that is minimally processed, does not contain artificial ingredients and has been raised without antibiotics or added hormones.

**All Natural Beef Barbacoa**
Think of the slowly braised, richly flavorful, fork-tender meat you’ve enjoyed in faraway places, or as close to home as your favorite Latin restaurant. Mininally processed, does not contain artificial ingredients and has been raised without antibiotics or added hormones.

**All Natural Turkey Breast Roast**
Made from turkeys that are vegetarian-fed and raised without antibiotics, our Turkey Breast Roast is a tender, flavorful, skin-on meat with 63% less sodium than our regular product. Turkey is minimally processed and does not contain artificial ingredients.

**Argentine Red Shrimp**
With a unique and sweet taste similar to lobster – this wild-caught red shrimp, native to the pristine waters of Patagonia, is also known as “pink shrimp” and available year-round.

**Beer Battered Shrimp**
These tender, sustainable shrimp, nestled inside Alaskan White Ale batter, are four-star certified under the Best Aquaculture Practices (BAP) standards.
**Barramundi**
Get hooked on this firm white fish, with its mild, buttery flavor. Sustainably sourced and ocean-farmed in the salt water of Vietnam, it is on track to earn four-star certification under the Best Aquaculture Practices (BAP) standards.

**Beer Battered Alaska Cod**
It’s the perfect time to go wild. Bring a variety of wild-caught, MSC certified, Alaska cod to your customers plates.

**MSC Certified Skipjack Tuna**
Adding wild-caught, certified sustainable seafood to your menu just got easier. Our MSC Certified Skipjack Tuna delivers the quality customers expect, using only tuna that can be traced back to well-managed fisheries which meet a high standard of environmental sustainability.

**Premium Chocolate Mosaic Cake**
We’ve used Fair Trade chocolate and cocoa powder five different ways to create an elegant, cloud-light cake that satisfies every chocolate craving. Fair Trade products are made with respect for people and the planet.

**Organic Country White and Sprouted Multigrain Bread**
Sprouted grains reduce gluten and contain a vibrant array of vitamins and minerals made more readily available by sprouting.

**Eggless Spread**
Now you can feel better about slathering on your sandwich spread. Our great-tasting Eggless Spread is the miracle mayonnaise alternative. It’s made with plant protein rather than egg.

**Guacamole**
Avocado popularity is on an upswing. Our Guacamole is delicious food that’s produced responsibly.

**Organic Pyramid Tea Variety Pack**
Our Organic Pyramid teas provide classic and distinctive flavor choices and complex aromas.

**Non-GMO Canola, Sunflower & Rice Bran Oils**
Our Non-GMO Project Verified Canola and Sunflower oils are versatile, with consistent performance.

**All-Purpose Flax Towel**
We use strong, absorbent and sustainable cloths that are heavy-duty and compostable.

**Reusable Travel Cups**
It’s time to rethink your drinks. Our reusable travel cups help you cut down on single-use-cup costs and offer more sustainable solutions for well-being in every sip.
WHAT YOU NEED TO KNOW FOR SUMMER SCOOP 2016 EDITION

FIND IT QUICKLY:
Log into www.usfoods.com/order and search for all Serve Good™ products:
1. Type “servegood” (one word) in the search catalog and all available Serve Good products will appear.
2. Use the “Product Class” filter to further narrow your search.

Watch for these icons throughout the Scoop Magazine
An easy way to learn about product benefits!

ON-TREND
Products that feature a breakthrough flavor profile, often a new blend of already-popular tastes

LIVING WELL
Products with nutritional claims or whole foods

VERSATILE
Products that can be used easily and creatively within a broad range of applications

TIME-SAVING
Products that eliminate time-consuming preparation duties and get to customers plates fast

COST-SAVING
Products designed to reduce overall costs and increase profitability
MENU KEYWORDS
MUST BE ACCURATE
Menu items made with Summer Scoop’s, Serve Good™ products are an easy sell when informative and accurate keywords are used correctly to describe them on menus. Draw attention to products with keyword product descriptors like sustainable, certified, responsibly raised and minimally processed.
<table>
<thead>
<tr>
<th>Brand</th>
<th>Product Name</th>
<th>Menu Keywords</th>
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<tbody>
<tr>
<td>Metro Deli®</td>
<td>All Natural Roast Beef</td>
<td>All-natural roast beef</td>
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<td></td>
<td></td>
<td>Minimally processed and no artificial ingredients</td>
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<td></td>
<td>Raised without antibiotics or added hormones</td>
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<td>All Natural Maplewood Smoked Uncured Ham</td>
<td>All-natural Maplewood smoked ham</td>
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<td></td>
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<td>Raised without antibiotics or added hormones</td>
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<tr>
<td>Chef's Line®</td>
<td>All Natural Turkey Breast Roast</td>
<td>Raised without antibiotics</td>
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<td></td>
<td></td>
<td>Minimally processed and no artificial ingredients</td>
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<td></td>
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<td>Authentic</td>
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<td>Monarch®</td>
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<td>Harbor Banks</td>
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<td>Cross Valley</td>
<td>Organic Spring Mix</td>
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<td>Farms</td>
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<td>Eggless Spread</td>
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<tr>
<td>Devonshire®</td>
<td>Premium Chocolate Mosaic Cake</td>
<td>Made with Fair Trade chocolate</td>
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</tbody>
</table>
LEADING ORGANIZATIONS FOR SUSTAINABLE FOOD SOURCING

Look to these organizations to provide additional resource materials and guidance.

HEALTH CARE WITHOUT HARM AND PRACTICE GREENHEALTH

Support the healthcare sector to purchase foods that are produced, processed and transported in ways that are protective of public and environmental health and supportive of a diversified and resilient food system. Through these purchases, hospitals can make a profound difference in the food system and in their own food environments.

WHY IS SUSTAINABLE FOOD IMPORTANT FOR HEALTH CARE?

Healthcare facilities in the HCWH network are committed to the health of our patients, our staff and the local and global community. We are aware that food production and distribution methods can have adverse impacts on public environmental health. As a result, we recognize that for the consumers who eat it, the workers who produce it and the ecosystems that sustain us, healthy food must be defined not only by nutritional quality, but equally by a food system that is economically viable, environmentally sustainable, and supportive of human dignity and justice.

BEYOND CERTIFICATIONS AND LABEL CLAIMS

HCWH acknowledges Organic, MSC, Fair Trade, non-GMO-verified certifications in addition to these https://noharm-uscanada.org/documents/sustainable-food-definitions-checklist certifications and label claims as a first step in ecologically responsible purchasing. Certifications and label claims are a valuable tool when the standard meets a set of production practices and protocols that are publicly accessible, is based on verifiable social and environmental criteria and are updated as new science emerges. Additionally, we look for a third party audit for verification of these standards. However, going beyond the label is important to hospitals whose mission is to preserve the health and resilience of the communities they serve. Taking steps to know who produced and processed our food is important in developing a diversified food system, support the management of fair labor practices and the development of local economies.
Hospitals Taking Action

In 2014, 146 hospitals spent on average 18% of their food budget on local and sustainable foods. Hospitals are connecting their mission to values-based purchasing programs while clinician champions are advocating and inspiring others to become leaders in shaping a food system that supports prevention-based healthcare. To take steps to align their food service programs with their mission, hospitals are:

- Signing the Healthy Food in Health Care Pledge as a principles statement to guide the development of internal sustainable food policies. To date, more than 550 hospitals and food service contractors across the United States have signed the Healthy Food in Health Care Pledge to demonstrate their commitment to “first, do no harm” and treat food and its production and distribution as preventive medicine. Learn more at www.healthyfoodinhealthcare.org.

- Taking the Healthier Hospitals Food Challenge to set their baseline, adopt entry-level goals and benchmark progress toward local and sustainable food procurement. Learn more at www.healthierhospitals.org/hhi-challenges/healthier-food

- Connecting with their peers and winning awards as members of Practice Greenhealth where they access a robust set of tools and resources that assist facilities in achieving higher sustainable foodservice operation benchmarks as well as expanding programming and benefits to patients, staff and visitors. Learn more at www.practicegreenhealth.org

For Questions, Contact:

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Health Care Without Harm
hbisnett@hcwh.org

The HCWH U.S. Headquarters are located at:
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Reston, VA 20191 USA
WHY IS SUSTAINABLE SEAFOOD IMPORTANT?

- **Oceans need to be safeguarded**: Covering more than 70% of the planet’s surface, oceans supply the majority of oxygen we breathe, support the livelihoods of more than 200 million people globally and serve as the foundation for ecosystems and fish that make up one sixth of the world’s food source of animal protein.

- **Marine ecosystems are under enormous pressure**: Unsustainable fishing is threatening fish populations, ocean habitats, coastal fishing communities and economies.

- **MSC provides a solution**: Selling and promoting MSC certified, sustainable seafood as part or all of your seafood offering means you’re supporting fishing communities working hard to fish sustainably, as well as meeting increased consumer demand for sustainable and traceable seafood. This contributes to the long-term sustainability of ocean environments, helping to secure jobs and fishing-based economies for the future.

WHAT IS THE MSC?

The Marine Stewardship Council (MSC) is an international, nonprofit organization established to safeguard seafood supplies and ensure healthy oceans for the future. The MSC is recognized as the world’s leading certification program for sustainable, wild-caught seafood.

WHAT IS THE MSC ECOLABEL?

The blue MSC ecolabel on a seafood product means that the seafood is fully traceable to a sustainable source. The MSC ecolabel also means that the product is harvested from a sustainable wild-caught fishery that has been independently certified to the MSC certification standard.

HOW DOES IT WORK?

In collaboration with fishery scientists and marine biologists, the MSC has developed a global, science-based standard for certifying sustainable wild caught fisheries and a traceability component known as Chain of Custody.

**FISHERY STANDARD**

- Fisheries that voluntarily enter into assessment are independently evaluated by scientists and marine experts against three core principles:
  1. Health of species stock
  2. Impact on ecosystem
  3. Effective management

- Annual audits ensure that they maintain the standard and fisherys are reassessed every five years.
CHAIN OF CUSTODY STANDARD
• To be part of the supply chain for MSC certified seafood, processors, retailers and restaurants must comply with the MSC Chain of Custody standard.
• MSC Chain of Custody certification ensures that MSC certified seafood is not mixed with uncertified product and can be traced back to certified fisheries.
• This gives consumers assurance that only seafood from an MSC certified fishery can carry the blue MSC ecolabel.
• DNA testing of random seafood samples confirms this.

BENEFITS OF MSC CERTIFICATION

HOW DOES MSC CERTIFICATION BENEFIT THE ENVIRONMENT?
• Annually over 10 million metric tons of seafood, accounting for approximately 10% of all wild-caught seafood, comes from fisheries engaged in the MSC program.
• Since 1999 more than 285 fisheries have been certified as sustainable against the MSC standard; more than 94 are currently in assessment.
• These leaders in the fishing industry have committed to attaining more than 1,200 improvements to their fishing practices by 2020. Their commitments and actions are contributing to healthy ecosystems and, where necessary, reducing wasteful or unnecessary catch, restoring habitats and improving scientific understanding. These improvements contribute to the long term sustainability of ocean environments, helping to secure jobs and fishing-based economies.

WHAT IS THE BENEFIT OF MSC CERTIFICATION FOR CONSUMERS?
The MSC ecolabel:
• Provides assurance that the fish is not mislabeled
• Provides assurance that the fish can be traced back to a sustainable fishery
• Satisfies today’s sustainability minded diner and creates positive perceptions about the food
• Fulfills expectations of increasingly engaged consumers for responsible and transparent procurement policies
• Can attract environmentally-minded customers
• Communicates the organization’s sustainability practices to the consumer
• Certifications and their “trustmarks” speak volumes to consumers at a glance
• Certifications abdicate responsibility for research of a product to seller – makes decision making easier and more convenient for the consumer

*Some of these bullet points listed above can be found in the “Sustainability 2013” research paper published by the Hartman Group
**HOW DOES MSC CERTIFICATION BENEFIT THE SUPPLY CHAIN?**

- MSC certification confirms your leading position in seafood sustainability
- Association with MSC as the most respected sustainable seafood label strengthens and protects your brand value
- MSC association and expert knowledge helps you manage NGO pressure
- The MSC label helps you meet customers’ expectations on sustainable sourcing
- Market research shows a clear and growing demand for sustainable seafood
- All MSC certified fish can be traced through the supply chain back to a certified sustainable source
- MSC Sustainability claim is independent from industry’s claim and thus more credible
- MSC certification makes it unnecessary to hire external sustainability advisors/consultants

**HOW TO GET CERTIFIED?**

**TO SELL MSC-LABELED SEAFOOD, YOUR COMPANY MUST:**

- Be certified to the MSC Chain of Custody Standard
- Have an MSC ecolabel license agreement in place (optional)

**TOP FIVE REASONS TO ATTAIN MSC CHAIN OF CUSTODY CERTIFICATION:**

- Satisfy increased demand for traceable and sustainable seafood
- Choose from diverse species sourced from wild-capture certified, sustainable fisheries globally
- Demonstrate commitment to sustainability
- Potential sales increases
- Pride in helping to safeguard seafood supplies for the future

**NEXT STEPS OR QUESTIONS?**

**CONTACT FOR MORE INFORMATION**

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