

# Sustainable Onions



After years of hard work, planning and preparation, Peri & Sons Farms is the first domestic, onion-farming operation to achieve the “Certified Sustainable” designation from SCS Global Services.

We voluntarily aligned ourselves with the most stringent protocol now - before being mandated - because we believe there is a substantial advantage in innovating ahead of others.

Increasingly, there is a generalized expectation that every company must embrace sustainability. Today’s consumers won’t hesitate to take their business to a sustainability-minded competitor. Offering sustainably-grown produce will help keep your customers loyal.



## Sustainability Mission Statement

*We are committed to growing good things with integrity by embedding sustainable principles and practices into everything we do. We strive to cultivate the highest environmental and ethical leadership standards as we foster our efforts and are mindful of vital resources for future needs.*

### Environment Sustainability Practices

- Integrate agro biodiversity in our community
- Identification and eradication of invasive weed species
- Allow and promote natural flora and fauna habitat
- Efficient use of non-renewable sources
- Conserve, protect and encourage wildlife habitats
- Practice reduce, reuse and recycle
- Advancing toward a paperless office
- Transition from conventional to organic farming
- Maintaining and promoting bee/pollinator habitats
- Recyclable packaging
- Safe working environments for employees
- Efficient use of fuel and farm equipment
- Environment friendly agronomic practices

### Farm Sustainability Practices

- Precision agriculture practices increase efficiencies
- Using only farmland and no other natural habitats
- Understanding, maximizing and accounting for resources
- Crop rotation and use of cover crops is practiced
- Protect, nurture and conserve the soil and nutrients
- Minimum tillage is employed to reduce soil erosion
- Water conservation techniques are strictly followed
- Customized irrigation based on crop, soil and weather conditions
- Employment of organic/natural pest control methods
- Use of ways to increase soil organic matter and microbial activity
- Regular monitoring and testing of soil nutrient status
- Efficient irrigation techniques, such as drip tape and sprinklers
- Closely monitor fertilizers and other plant protection chemicals

## Why Buying Sustainably-Grown Produce Matters

- Becoming environment-friendly will help us keep our overall operating costs as low as possible as we continue to grow the highest quality produce available.
- Sustainability brings about organizational and technological innovations that ensures our company, and our products, will remain competitive.
- More efficiencies and innovation lead to higher yields, and additional business opportunities, which in turn lead to economies of scale and production stability.
- By focusing on sustainability now, we will develop competencies that other farms will be hard-pressed to catch up with, giving us a long-term competitive advantage.
- Studies show, consumers are will to put their money where their heart is when it comes to buying products from companies committed to social responsibility. The more your overall product offering is in line with these principles the more loyal your customers will be.
- According to Forbes, in a Nielson survey 51% of Millennials (age 21-34) will pay extra for sustainable products and they will check the packaging for sustainable labeling.



## A Sustainability Future

We are dedicated to creating a healthy farming business that meets the needs of the present without compromising the future because we are committed to protecting the environment, the health and safety of our employees, our customers and the community as a whole.



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## Sustainable Produce is More Profitable

**Factoid:** To determine if the sentiments expressed by respondents are supported by actual retail performance, Nielsen also reviewed retail sales data for a cross-section of both consumable and non-consumable categories across 20 brands in nine countries. These brands either included sustainability claims on packaging or actively promoted their sustainability actions through marketing efforts. The results from a March 2014 year-over-year analysis show an average annual sales increase of two percent for products with sustainability claims on the packaging and a lift of five percent for products that promoted sustainability actions through marketing programs. A review of 14 other brands without sustainability claims or marketing shows a sales rise of only one percent.



Call our sales team or visit **PeriandSons.com** for more information.



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White, Yellow, Red, Sweet & Organic Onions

