

# News Release

For Immediate Release

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## Leading Food Service Company Kicks Off New Sustainable Agriculture Partnership

### Rapidly Growing Sustainability Trend Brings Food Alliance and Bon Appétit Together

**December 12, 2002, Portland, Oregon:** Food Alliance is pleased to announce a new partnership with one of the country's premiere food service companies, Bon Appétit. Beginning immediately, Bon Appétit will source Food Alliance certified products as a first priority for its food service operations at 23 corporate and collegiate campuses in the Northwest region.

Food Alliance certified farmers will soon see their products in a wide variety of new locations including: Lewis and Clark College, Adidas, Seattle University, Nordstrom's and a host of other venues. There are now more than 160 farms and 200 products certified under the rigorous Food Alliance program.

With growing concern across the nation about how our food is produced and where it comes from, Bon Appétit is in the vanguard of companies looking to meet the increasingly mainstream consumer demand for sustainably grown foods. Whether they are serving their customers on environmentally conscious liberal arts college campuses or in blue chip company cafeterias, Bon Appétit is living its social responsibility mission and making a strong business decision to serve the green marketplace.

According to Bon Appétit Vice President Mark Swenson: "When we got together with Food Alliance, it quickly became clear that the leadership position they have carved out across the country in sustainable agriculture – both in certification and marketing - is a perfect fit with our mission; serving our customers food that's good for them and the planet."

In the Northwest region alone, Bon Appétit serves 160,000 meals per week and uses at least 80,000 cases of produce per year. With its commitment to source as much of its menu as possible from Food Alliance Certified farms, Bon Appétit will not only be bringing its customers excellent local and regional products, they will also be giving the region's agricultural community a significant boost at a difficult economic moment.

With annual revenues in the range of \$300 million and operations in 22 states, Bon Appétit has quickly become a major player on the American food service stage. While Bon Appétit remains an independent business, they were purchased last year by the Compass Group PLC of London,



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*Good Food for a  
Healthy Future*

England, the world's largest food service company with over 265,000 employees in more than 90 countries around the world.

Talking about the new partnership, Food Alliance Executive Director Deborah Kane said: "We're thrilled to be working with Bon Appétit across the region and, over time, we look forward to working with them across the country. This partnership is truly a market signal that the sustainable marketplace is real, growing and extremely important to millions of Americans both here in the Northwest and throughout the United States."

Since 1998, Food Alliance has certified more than 160 farms and ranches that have met strict criteria for soil and water conservation, pesticide reduction, wildlife habitat protection and safe and fair working conditions. Producers who meet Food Alliance criteria earn the right to market their products using Food Alliance's seal of approval. The seal distinguishes products in the marketplace and recognizes producers for their social and environmental performance.

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