

# How California Giant finds gigantic benefits in partnership

A collaboration and sustainability success story



## Environmental Sustainability

### The Opportunity

Help an international berry company reach its industry-leading sustainability goals while efficiently providing the fresh fruit retailers expect and consumers love.

### The Solution

Partner with CHEP to ensure that pooled (shared and reused) pallets strengthen the company's sustainability journey toward zero waste.

Nearly 50 years ago, a local shipping partnership started selling strawberries out of a trailer in Watsonville, Calif. Their small entrepreneurial adventure became a giant success, literally: California Giant Berry Farms now provides strawberries, blueberries, blackberries and raspberries to major retailers throughout North America.

In addition to being a top berry producer, California Giant is establishing itself as a leader in sustainability. The company is proactively revamping operations, with zero waste as the end objective. The goal is a perfect fit with CHEP, a longtime California Giant partner. CHEP and its parent company, Brambles, are helping customers eliminate waste, eradicate empty transport miles and cut out inefficiency through a collaborative new approach, Zero Waste World.



“I honestly can't imagine not sending a CHEP pallet – if everything is blue, we're creating efficiencies in the supply chain. We encourage companies to look at their partners. What are they already doing? How could you make a bigger impact together?”

— Cindy Jewell  
Vice President of Marketing  
California Giant Berry Farms



“I had a real ‘ah hah’ moment when I was talking to CHEP about Zero Waste World. We're not just taking this journey on our own. Partners can be a positive part of our sustainability initiative,” says Cindy Jewell, Vice President of Marketing, California Giant Berry Farms. “That's important to remember. It's easy to get so far into the weeds with implementing a sustainability program, that you don't take a moment to look at your partners and consider what they're doing, and how you can make a bigger impact together.”

CHEP's 48x40-inch pooled pallets play an essential part in California Giant's supply chain from picking to purchase: Pallets are taken into the field on harvest day, where full berry boxes and containers are loaded on. From the field, the berries go through a cooler before being shipped across the country. At some "giant" retail locations, the pallets are moved directly onto the store floor for consumer purchase. When empty, the pallets go back to CHEP.

"What CHEP brings to the table that other vendors don't is the 'reuse' portion of its circular solution," says Jewell. "CHEP goes beyond recycling."

According to Jewell, the efficiency of CHEP's approach is key to truly sustainable success.

"In the end, none of this works unless the growers and the company are profitable – we have to ensure that we can plant again next year," says Jewell. "Positive change is driven by collaboration. We're committed to our partnership with CHEP."

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**In 17 years of partnership, California Giant Berry Farms has utilized 2.87 million CHEP pallets and generated substantial sustainability savings.**

- + Removed 1,221,600 pounds of carbon emissions from the atmosphere, the equivalent of planting and growing 14,372 trees for 10 years.
  - + Eliminated 1,618,936 pounds of solid waste from landfill.
  - + Cut out inefficiency and eradicated empty transport miles.
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**To learn how CHEP's Environmental Sustainability Solutions can help you meet your profitability and sustainability goals, please contact us at:**

[www.chep.com](http://www.chep.com)

1-800-243-7255

[goblue@chep.com](mailto:goblue@chep.com)

**Benefits customers have received from CHEP's Environmental Sustainability Solutions:**

A major beverage company filled 850,000 empty miles, reduced its CO<sub>2</sub> emissions by 3.2 million pounds and generated \$1.6 million in additional revenue.

Testing at CHEP's Innovation Center helped a tissue manufacturer save \$320,000 by switching their secondary packaging to recycled corrugate.

A paper company reduced its product damage by 75% during handling inside their facilities resulting in a savings of \$500,000.