

# *The Berry Man, Inc.*

Your Local Wholesale Produce Distributor

## Introduction to Our Company

The Berry Man, Inc. began in 1989 when French Immigrant Guy De Mangeon went door to door to local restaurants selling strawberries from his station wagon. Over the years Guys clientele grew along with his inventory. Today The Berry Man, Inc. sells over 60 million dollars in produce annually to more than 2,500 foodservice establishments including restaurants, schools, universities, hospitals, deli's and grocery stores throughout Southern and Central California. With an average delivery size of \$160.00, no customer is too big or too small.

The Berry Man, Inc operates out of three Distribution Facilities located in San Luis Obispo, Santa Barbara, and Ventura Counties. We have over 30,000 sf. of temperature-controlled storage, 240 employees and over 90 delivery vehicles. Customer service is available 24 hours a day and we deliver 7 days a week. We have a sales team of 15.

We own our buildings and our fleet.

Many of our customers require The Berry Man, Inc. to participate and pass 3rd party audits. These Audits must include but are not limited to H.A.C.C.P and Good Manufacturing Practices. We regularly achieve scores of Superior and Excellent.

### From Our Mission Statement

The Berry Man, Inc. will conduct its business ethically with a strong consciousness towards fulfilling our responsibilities as a good corporate citizen.

To our community we are committed to operate our business in a manner that encourages sustainability by sourcing local products and supporting local business.

To our environment we are acutely aware of the responsibility we have to leave things in a better condition than we found them. We will use green cleaning products, recyclable packaging and pursue the latest technologies in our efforts.

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In 2005 we started setting goals for our sustainability program.

We broke it down into 7 categories

**Employee Health**  
**Transportation**  
**Food Scrap's and Recycling**  
**Green Cleaning products**  
**Vendor Participation**  
**Philanthropic Sustainability**  
**Sustainability Promotion**

## **Healthy Employees:**

For our employee's sustainability starts with a health family.

We have always provided access to Cadillac Plans of healthcare to our employees and their families.

We provide good pay and offer flexible hours.

All of our employees receive a box of fresh produce each week as a health perk to ensure healthy eating habits.

We subsidize gym memberships to encourage exercise and a healthy lifestyle.

Great Companies only happen when great employees are happy and healthy.

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## **Transportation:**

By far the largest impact a distribution facility must confront is that of the carbon footprint caused by our transportation fleet.

Our transportation goal attacks this issue head-on. We were among the first in our industry to have ordered 6 fully electric Tesla tractors to pull our trailers. We are expecting our first tractor to be delivery in June of 2021

In 2007 We were among the first to use Bio-Diesel Delivery trucks.

We continue to watch the advances of several other electric truck companies who will be bringing the 18' and 24' foot Bob-Tail delivery trucks to market. We hope to be among the first to utilize this technology as they become available.

Having three locations throughout Central California, we have positioned ourselves to be in the growing regions of our State. This allows our delivery trucks to return to the warehouse full of local products. Empty trucks are the enemy of a good sustainability program. We are committed to making purchasing agreements in any area where we deliver produce.

Another example of success is the use of Gas Pods. A local startup company came to us and ask if we would help them test a new product on our company vehicles, Gas Pods were placed on all our vehicles including delivery trucks, vans, semi-trucks as well as our sales fleet. They tracked the savings on fuel which was substantial and relates directly to reduction in our carbon output.

Local news media followed our progress and ran the story on the evening news.

in 2006 we installed a GPS tracking system to improve routing and decrease our fuel consumption. We chose a local startup company named "Clear Path G.P.S." We worked closely with them to improve their product. Today they are among the leaders in GPS Vehicle tracking. Clear Path continues to seek our input as new technologies emerge.

## **Food Scraps and Recycling:**

in 2007 we partnered with the city to collect and separate our trash. Recyclables to repurpose the products that are conducive to recycling, and food scraps for composting.

We made the conscious decision not to increase the problem by utilizing logoed packaging and instead contacted local companies with packaging surplus. We found several companies that were repacking and discarding their original boxes by the ton. Not only did this completely reduce the need for us to purchase packing boxes but it also kept perfectly good packing materials from hitting landfills.

We very quickly surpassed our goal of reducing our trash to landfills by over 70%.

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## **Green Cleaning Products:**

In 2012 we made the decision to use only Green Cleaning Products and asked our vendors of cleaning services to do the same. It was not a difficult decision and with the abundance of these products available, it was easy.

## **Vendor Participation:**

We give "Vendor Preference" to those companies who can show participation in Fair Trade Certification, Organic Certification, Primus Laboratories, and SCS Global. We also recognize S.Q.F and B.R.C. for preferences.

## **Philanthropic Sustainability:**

The Berry Man, Inc has always made philanthropy an important part of our existence. Too many times companies donate large amounts of money to fundraising organizations that end up spending a large percentage of that money on extravagant events and elegant evenings to sway donors for future participation.

In 2005 we decided that we would focus our efforts on smaller grass root organizations and fundraisers that involve children. Teaching children, the importance of community involvement and 'giving back" will have a far greater impact over time. Learning at a young age that there are companies that will support their efforts, they will learn that they can make a difference. We never say no to these organizations.

We feel this philosophy will have a much greater impact and be much more sustainable over time.

## **Sustainability Promotion:**

By promoting our goals and successes through social media, news, and company newsletters, we can inspire others to adopt programs of their own.

We remind our community on an ongoing basis the importance of using local products from local farms. That by using local companies your dollars spent are staying in your community .