

JUST ONE THING

Submitted by: Bethany Davis, bethany.davis@megafood.com

Company/Organization: MegaFood

Type of Organization: For profit business

Number of Employees: 210

Category: Environment

Challenge or Opportunity: As a nutrition company, MegaFood is out to change the world starting with food. We are advocates of regenerative agriculture but measuring soil health is difficult. In order to measure our success, we needed a reliable way to measure soil health.

Approach or Solution: We set out to establish a verified, rigorous, soil health standard. Establishing new processes and standards within the industry. We collaborated with a handful of like-minded companies (Ben + Jerry's, Danone and Annies) and The Carbon Underground to fund and develop a robust standard for measuring soil health to develop the Soil Carbon Initiative.

Impact: As a result, our company now has a bar by which to measure our success + a tool to use within our supply chain in order to help us measure soil health and soil regeneration. We are piloting the Soil Carbon Initiative with our farm partner in Hawaii + other companies are also participating in SCI. We now have a standard and so does everyone else.