

# Pure Strategies Report – Connecting to the Farm – Features Wrangler, Dr. Bronner’s, The North Face and Others

*Connecting to the Farm Report Helps Companies Build Regenerative and Thriving Agricultural Supply Chains*

GLOUCESTER, MA, USA, June 19, 2018 /EINPresswire.com/ -- Today, [Pure Strategies](#) released the report, [Connecting to the Farm](#), to outline best practices for engaging at the farm level to help accelerate corporate efforts that encourage and support progress to more sustainable agricultural production of products and raw materials.

The Pure Strategies’ report includes market research insight and detailed case studies on how Danone North America, Dr. Bronner’s, Sun World, The North Face, and Wrangler are taking efforts to help shape the future of sustainable agriculture to more regenerative and thriving systems. Along with working with producers in their supply chain, these companies are seeing business value from connecting to the farm including cost savings, risk reduction, and growth opportunities.



Pure Strategies Report - Connecting to the Farm - helps companies advance regenerative agriculture and thriving communities.

Tim Greiner, Managing Director for Pure Strategies points out, “With significant impacts coming from

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*Tim Greiner, Managing Director for Pure Strategies*

the agricultural stage of product value chains, it isn’t surprising that our past survey of heads of sustainability identified engaging in sustainable agriculture as a top priority. However, reaching through the complex combination of supply chain partners and effectively engaging at the farm can be challenging. Our report lays out the best practices that have emerged from companies at the forefront of getting closer to the farm, including employing communication, collaboration, and capacity building. I am optimistic that organizations that utilize these approaches will gain business benefits while facilitating the shift to agricultural systems that build soil and ecosystem health, support animal welfare, and improve communities and economies.”

Wrangler, the iconic jeans brand, was included in the report with their efforts to advance soil health best practice adoption in U.S. cotton production – such as no-till, crop rotation, and cover cropping. The brand not only encourages these approaches but is purchasing cotton from leading land stewardship farms to produce a new line of jeans available later in 2018. Roian Atwood, Sustainability Director at Wrangler, notes, “We started our journey in a discovery phase, where we met one-on-one with farmers to get to know their needs and opportunities and share ours. This two-way communication was the foundation to building stronger relationships with our growers, which has been invaluable to our soil health program and business overall.”

Leading natural and organic personal care company, Dr. Bronner’s, has long been sourcing organic and fair-trade ingredients. When the company looked to incorporate more holistic approaches such as mixed forests with coconut, cocoa, and other tree and field crops into its supply chain, it used a demonstration farm to test and prove best practices. When it found that coconut yields were boosted from this approach, they supported training and replanting of farms and purchased the product at a premium. Gero Leson, Vice President of Special Operations at Dr. Bronner’s, notes, “We build the capacity of farmers to not just provide our company with responsibly produced ingredients, but to also invest in the health of the soil, the farmers, their families, and communities for a resilient system.”

The Pure Strategies report - Connecting to the Farm outlines best practices that companies across industries can leverage to help realize cost savings, reduced risk, and new growth opportunities while building more regenerative and thriving agricultural systems with their supply chain partners. To view the full report, go to: <https://purestrategies.com/downloads/connecting-to-the-farm>

#### About Pure Strategies

Pure Strategies has been transforming business through sustainability performance since 1998. Our team helps companies initiate and enhance existing sustainability programs by setting meaningful goals, devising effective management strategies, and making changes to products and supply chains that deliver value to the business and society. Our clients include Walmart, Wrangler, Seventh Generation, Sun World, The North Face, Sephora, and Ben & Jerry’s. Pure Strategies is proud to be a co-Founder of The Chemical Footprint Project, a licensed GreenScreen® Consultant, The Sustainability Consortium registered service provider staff member, and a certified B Corp.

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