



**PEOPLE, POWER, PROGRESS**

# 2024 CONSCIENTIOUS **COMPANY REPORT**

*Wholesum™*



# WE ARE WHOLESUM

A premier grower and shipper of 100% organic, Fair Trade Certified fresh produce. We are a third-generation family farming operation based in Amado, Arizona, with family farms in the US and Mexico. With over 90 years of farming experience, we are committed to fostering a more sustainable food production system that nourishes both people and the planet. Our dedication spans over three decades of organic production, equitable labor practices, and environmental protection. Leveraging deep industry knowledge and innovation, we provide healthy, flavorful, and high-quality fresh produce year-round.

## THE WHOLESUM WAY

### ***Our Purpose:***

Nourish a healthy world.

### ***Our Vision:***

Be leaders of responsibly-grown organic produce.

### ***Our Mission:***

Beat conventional.

### ***Our Values:***

Integrity, Responsible Growing, People on the Move and Problem Solvers.

## WHOLESUM FAMILY FARMS

***Corporate Headquarters*** - Amado, Arizona, USA

***Distribution Center*** - Nogales, Arizona, USA

## WHOLESUM FARMS ARIZONA

***Production Site*** - Amado, Arizona, USA

## WHOLESUM FARMS SONORA

***Production Site*** - Imuris, Sonora, Mexico





# A WORD FROM OUR LEADERSHIP



*As we reflect on the year 2024, we are proud to present a report that encapsulates not only the measurable progress we've made but also the heart and soul of what drives us forward: People, Power, and Progress. In this report, we share insights into our ongoing commitment to environmental sustainability, energy conservation, and our support of the organic movement. We provide a view of how our efforts continue to advance the United Nations Sustainable Development Goals (UNSDGs) and emphasize our dedication to Fair Trade and ethical practices across our supply chain.*

*Beyond the numbers and metrics, this report is also a celebration of the people who have contributed to this journey, moving the needle forward in their areas. 2024 was a year of many challenges but more notably, many remarkable achievements, both in terms of sustainability and in the professional growth of our team.*

*We are immensely proud of the progress we've made in the development of our people and education. In 2024, we launched the NextGen Academy, an initiative crafted by Wholesum employees in an effort to build future leaders who will transform the company. This program offers a comprehensive training curriculum, mentorship opportunities, and a deep*

*understanding of our company's operations, equipping up and coming employees with the tools and resources they need to grow into leadership roles and advance their careers.*

*This report also highlights the power of community, teamwork, and communication in fostering collaboration and driving meaningful change. In 2024, we witnessed the remarkable growth of Wholesum Farms Sonora's Health Campaign, with its expanding reach and profound impact within the farming community.*

*We also turn our focus to our valued partners, celebrating their accomplishments, such as achieving Fair Trade Certification, and the positive steps they are taking toward creating lasting impact.*

*This report is not just about what we've achieved, it's about the **people**, ideas, and actions that will continue to fuel our progress in the years to come. Together, we are shaping a more sustainable and equitable future, one where the **power** of our collective efforts makes a lasting impact. And about continuing on a path forward towards **progress** continuously. We are excited to share these milestones, as well as the many moments of connection, determination, and success that made 2024 an unforgettable year.*

Thank you.

Ricardo Crisantes  
Theojary (Theo) Crisantes Jr.

Owners, Brothers, CCO & COO



## ORGANIC INTEGRITY

At Wholesum, our dedication to 100% organic production is a core part of how we embrace “people, power, and progress.” This approach goes beyond farming practices, it’s a philosophy that focuses on the health of the environment, farmers, and consumers alike. By investing in education, technology, and resources, we continue to advance our understanding of nature’s processes and how to work with them. This enables us to improve yield, quality, and resilience, all while reducing our environmental footprint.

As we look to the future, we’re committed to learning from nature and evolving alongside it. Through innovation and growth, we can ensure that our commitment to organic integrity supports a healthier, more sustainable world.





BY THE NUMBERS:

100%  
organic  
production

61,074,213

pounds of  
organic  
produce taken  
to market



4

new  
partner  
growers



97,000

labor hours  
spent on  
manual  
pest  
control



2,600  
acres

of organic production



360 lbs

of organic  
seeds  
produced  
in-house





# BIOLOGICALS FOR ORGANIC PRODUCTION

In organic production, biological pest control methods help manage pests sustainably. At Wholesum Farms Sonora, our team produces the following biological organisms in-house:



2,300,00

**Ladybugs** released to control aphids in cucumber production, as they are natural predators of these pests.

970,000

**Parasitoid Wasps** introduced to greenhouses to target whiteflies by laying eggs inside their larvae, killing them from the inside out.



66,000

**Earthworms** integrated into crop growing substrate to improve soil health by aerating it and producing mineral-rich humus, which boosts crop growth without synthetic fertilizers.



4,500

**Banker Plants** introduced to greenhouses to provide a habitat for parasitoid wasps, supporting their life cycle and ensuring a steady supply for pest control.



These methods work together to reduce the need for chemicals while maintaining a healthy crop growing environment.

# SMART SOLUTIONS: HOW TECHNOLOGY IS TRANSFORMING BIOCONTROL IN ORGANIC PRODUCTION

Biocontrol is essential to our operations, especially in organic production, where it helps prevent pest damage through natural methods. Success starts with thorough crop monitoring, detailed documentation, and proactive issue management. At Wholesum Farms Arizona, our biocontrol team invests significant time in monitoring and meticulously recording pest activity.

In 2024, we introduced new technology to enhance visibility into our biocontrol efforts. This user-friendly software maps inspected areas, treatments and risk areas while also tracking pollination levels and pollinator populations. By automating these tasks, we've gained more efficient, transparent tracking of our biocontrol efforts.

The mapping system centralizes data into an easy-to-use dashboard, boosting transparency, tracking labor more effectively, and supporting performance-based incentives. A notable benefit has been improved morale, as employees gain a clear, objective view of their work.

Looking ahead, we see potential for this technology in other areas like harvest counts, helping us stay proactive and better support our workforce. The team is excited to continue leveraging technology to enhance biocontrol and operational efficiency.



*“The integration of this technology has been a game-changer for our team. It not only helps us track biocontrol efforts more efficiently, but it also boosts morale by offering clear, real-time feedback on progress. We’re able to tackle pest management more effectively while supporting our team in a way that’s transparent and rewarding.”*

- Esther Navarro - Biocontrol Supervisor, Wholesum Farms Arizona





# RESPONSIBLE AGRICULTURE

People are at the heart of progress in farming. While nature provides the essential resources such as land, water, sunlight, biodiversity, we believe it's our collective responsibility to steward them with care and vision. To nourish a healthy world, we must be mindful of how we interact with the environment, balancing what we take and what we give back.

At Wholesum, our people power drives the sustainable practices that ensure we make a positive impact. From pioneering greenhouse designs to advancing water, energy, and waste management, we are committed to continuously improving our systems.

## WHOLESUM ON REGENERATIVE AGRICULTURE

Regenerative agriculture has become a prominent topic of discussion within the organic space. Understanding its definition is crucial, as it is often either compared to or conflated with organic farming. Currently, there is no single regulatory body or certification program specifically overseeing regenerative agriculture in the same way the USDA regulates organic farming.

As an organic company, our practices naturally align with the core principles of regenerative agriculture, which emphasize long-term ecological balance. In fact, organic farming is inherently regenerative—both by design and by definition—as established by the USDA National Organic Program (NOP). The organic standards themselves mandate practices that are foundational to regenerative systems.

However, it's important to note that not all regenerative practices automatically meet the requirements for organic certification. For example, some regenerative methods may include the use of synthetic inputs or systems that fall outside the scope of organic standards, even though they may still support environmental sustainability and resilience.

While there is growing interest in integrating regenerative practices, we deeply respect the integrity of the USDA organic certification and recognize it as a trusted and transparent standard that ensures accountability across the supply chain. It remains essential to maintain clear distinctions between the two approaches, particularly in relation to certification standards and regulatory oversight.

### ENERGY

**40%**

renewable energy at Wholesum Family Farms' distribution center

**58%**

renewable energy at Wholesum Farms Sonora\*

\*In 2023, WFS experienced a temporary pause in renewable energy initiatives due to technical issues, which persisted into part of 2024. However, these challenges were eventually resolved, allowing us to get back on track.



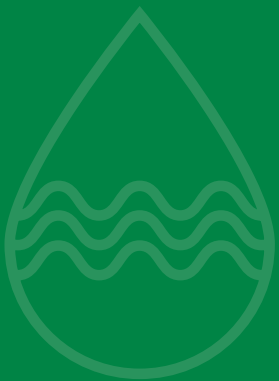




# DID YOU KNOW?...

## Greenhouse-grown tomatoes help conserve water!

On average, field-grown tomatoes may require between 15-20 gallons of water per pound, while greenhouse-grown tomatoes use just about 5 gallons per pound. Although these numbers can vary depending on the season, variety and irrigation method, they highlight the significant water-use efficiency and conservation benefits of greenhouse production.



# SUN-POWERED SUCCESS: SOLAR TROLLEYS UPDATE

We checked in with Carlos Valencia, supervisor at Wholesum Farms Arizona, who in 2023 initiated a plan to convert greenhouse trolleys to solar power. In 2023, 4 trolleys were retrofitted with solar panels to help reduce energy use. In 2024, his team achieved the following:

- 4** additional trolleys were adapted to solar energy
- 5** de-leafing carts adapted with solar panels

## WASTE

**63**

tons of carton recycled

**82**

tons of metal recycled

## ECOSYSTEM

**40**

native plant species planted in surrounding ecosystem



## COMMUNITY

**562,000**

pounds of produce donated to community organizations

**\$4,000**

in charitable contributions

**60%**

of produce volume sold under Fair Trade terms

## WATER

**9%**

of water recirculated at Wholesum's tomato farm in Arizona\*

**13%**

of water recirculated at Wholesum's farm in Sonora

\*Water recirculation efforts in 2024 did not achieve our minimum target due to technical challenges and phytosanitary concerns. These issues were resolved before the year-end to ensure uninterrupted recirculation moving forward.





# DRIVING SUSTAINABILITY: TRANSPORTATION PROGRAM IMPACTS FOR A GREENER FUTURE

In 2019, workforce transportation was identified as a key area for improvement by Wholesum Farms Arizona's Fair Trade Committee, recognizing its potential financial and environmental impact. In response, the committee launched a shuttle program to provide reliable transportation for employees commuting to and from work in Amado, Arizona.

The program provides four key benefits for employees:

- 1. Reliable transportation ensures a safe and comfortable commute.
- 2. On-time arrival to work, eliminating stress related to transportation.
- 3. Economic relief, reducing the costs associated with private transportation.
- 4. A smaller carbon footprint by decreasing the number of individual car trips, supporting Wholesum's commitment to sustainability.



In 2024, the committee made plans to expand this program to include warehouse employees in Nogales, AZ, further extending its reach and impact.

## BY THE NUMBERS:

105  
Beneficiaries

89  
Individual cars replaced



By taking the shared shuttles instead of 89 individual cars, the group offset approximately

20,864

AZ native trees' worth of carbon emissions throughout the year.

966,102



lbs. of CO2 reduced, 88% less than individual cars

Per month each employee saves approximately

\$163  
in gas



Based on following averages:  
25 MPG for individual cars  
20 MPG for shuttles  
\$.166 cost/mile

\*Sources  
[How much CO2 does a tree absorb? Let's get carbon curious!](#)  
[Comparing Types of Buses and Their MPG](#)  
[Car Gas Tank Size: How Many Gallons Does It Hold? - CarXplorer](#) -  
Carbon footprint formula: (Gas daily consumption) x (CO2 emission factor)  
[AAA Fuel Prices](#) - AZ gas prices average



# PEOPLE ON THE MOVE

At Wholesum, the value of People on the Move is about empowering the next generation of leaders to drive our company's future progress. By providing opportunities for growth and advancement, we ensure that our people are at the core of our evolution. From embracing organic farming to transitioning to greenhouse production, our history reflects constant adaptation, not just in practices but in mindset. As we continue to lead in the organic space, our commitment to nurturing future leaders will propel us forward with a workforce that is empowered to shape the future of our company and our industry.



## LEADING BY EXAMPLE

### DEVELOPMENT AND ADVOCACY THROUGH WESTERN GROWERS' FUTURE VOLUNTEER LEADERS PROGRAM

One of the most inspiring examples of the People on the Move philosophy at Wholesum is Jose Covarrubias, the General Manager of Wholesum Farms Arizona. Jose has had a significant career at Wholesum, playing a pivotal role in key milestones like the company's transition to 100% organic production and its expansion into the US.

In 2024, Jose participated in Western Growers' Future Volunteer Leaders Program, a prestigious two-year leadership development initiative. The program equips agricultural leaders with the skills to advocate for policy change and lead with impact.

Through this experience, Jose engaged directly with industry leaders and policymakers, participating in board meetings, farm tours, and policy trips. This exposure deepened his understanding of challenges facing farmers today and taught him how to effectively advocate for agricultural needs with decision-makers.

Jose was particularly inspired by the technological advancements he saw, especially automation, and is now looking for ways to integrate these innovations into Wholesum's operations to increase efficiency and productivity. He was also impacted by the collaborative nature of small, family-run farms, emphasizing the power of unity in addressing common goals and creating meaningful change.

Jose's journey exemplifies the impact of investing in people. His dedication to learning, advocacy, and advancing the agricultural industry is helping to shape the future of Wholesum and beyond.



***"At the end of the day, as growers, we all want to succeed. We all have similar goals. And when we work together, we can make a real impact. Whether it's water, labor, resources, or simply being heard, these are issues that affect all of us. This program allowed us to come together to find solutions."***

- Jose Covarrubias, Manager, Wholesum Farms Arizona





## WHO IS NEXTGEN?

At Wholesum, the value of People on the Move focuses on the growth and development of our employees. To bring this value to life, a group of dedicated Wholesum employees, led by Tina Federico, Sales Manager Assistant, took on the initiative to create a program designed to prepare the future leaders who will drive transformation within the company.



The program, named NextGen, was launched to equip participants with the knowledge, skills, and tools necessary to seize future opportunities, whether leading new projects or stepping into new roles. By focusing on leadership development, the program encourages participants to lead by example, create a positive work culture, and make decisions that reflect Wholesum's values.

The program planning and launch took place in 2024 with the first round completing in 2025. The development of NextGen involved creating a structured framework with clear focus areas, evaluation processes, and personalized development plans. Key components of the program include:

- Universal Skills – leadership courses
- Specialization – training tailored to their roles and departments
- Mentorship – paired with a Wholesum leader for guidance
- Business Acumen – gaining a wholistic understanding of the company

The first cohort of participants was selected based on their performance in current roles and motivation to grow. The following individuals were chosen to be part of the inaugural group: First Generation of NextGen Participants:

- Brenda Nava (Accountant, Wholesum Family Farms)
- Jaset Parada (QA Coordinator, Wholesum Farms Arizona)
- Eddie Lopez (Operations, Wholesum Family Farms)
- Joaquin Alfredo Campos Noriega (Greenhouse Supervisor, Wholesum Farms Sonora)

Through the NextGen program, Wholesum supports the growth of emerging leaders with the potential to make a lasting impact on the company and its culture.

***“This program was impactful to my growth in the company. We had the opportunity to tour all the facilities and meet with all departments to understand their responsibilities. This gave us an idea of how important everyone’s work and role are, and how our efforts are interconnected and can impact the final result.”***

- Brenda Nava, Accountant, Wholesum Family Farms



***“Our priority is to prepare participants in a way that previous leaders couldn’t, as they had to learn on the fly due to the absence of a structured educational process designed to provide a broader understanding of how Wholesum operates. Essentially, we aim to create a system that allows them to transition smoothly and with greater support”***

- Tina Federico, Assistant Sales Manager and Strategy Leader, Wholesum Family Farms



# FAIR TRADE IMPACT

The Fair Trade model is a powerful driver of workforce empowerment and community development at Wholesum. It provides a framework for building strong, ethical partnerships between the company and its collaborators. Beyond this, Fair Trade actively supports the wellbeing of our workers by directing funds from Fair Trade purchases into community projects that address essential

needs like education, housing, transportation, and healthcare.

What truly sets this model apart is its emphasis on self-management. Empowering workers to lead and oversee these initiatives has sparked incredible personal growth and strengthened the sense of ownership and progress across our workforce.

## A SNAPSHOT OF IMPACT

FAIR TRADE COMMUNITY DEVELOPMENT FUNDS

**\$726** thousand in 2024

36.4 million lb  
60% of produce in 2024 sold under Fair Trade terms  
Over **\$11.2** million since the program's inception 2013 – 2024



THE \$726 THOUSAND TRANSLATED TO THE FOLLOWING AND MORE IN 2024:

**6,599**

Vouchers distributed to be used on specialist medical care, medicine and groceries.



**220**

Employees benefitted from free or low-cost transportation to and from work.

**1,250**

Students benefitted from Fair Trade funded scholarship program.

**2,307**

Services offered to employees and community members through preventative health campaigns

Visits to the fair trade tortilla factory for low cost tortillas.

**12,308**



**1,365**

Students benefit from transportation to and from school in Fair Trade funded buses.

**84,605**

Visits to the fair trade funded mini market for low-cost goods.

Visits to the fair trade funded community center for access to computers, Internet access, printer, a small library.

**2,256**



**4,005**

Healthy meals served to children in daycare, preschool and elementary school.

**54**

Employees benefitted from free glasses



About Fair Trade Funds  
In 2024, Fair Trade premium funds were lower than the previous year due to a change in the premium structure, which saw premiums lowered across the board by Fair Trade USA. Despite this, a closer look at volume sales reveals year-over-year growth, indicating increased market demand for Fair Trade Certified products. While this adjustment may seem like a step back in the short term, it is part of a broader strategy aimed at expanding the reach of Fair Trade practices. By making pricing more accessible for retailers, the goal is to attract more companies that adhere to Fair Trade standards and contribute to community development. This shift is designed to build a larger, more sustainable market for Fair Trade products, fostering long-term growth and positive impact.



# HISTORIC HEALTH CAMPAIGNS IMPACT HUNDREDS

In 2024, Wholesum Farms Sonora hosted the largest preventative health campaign in both the company’s history and the history of this rural area of Northern Sonora. This event, now in its third year, offered free medical, dental, psychological, and animal health services to Wholesum employees and the entire community. What made this year truly special was the high turnout with over 956 participants and the variety of services offered, including screenings for blood pressure, blood sugar, STI testing, and educational talks on diseases like dengue, breast cancer, and influenza.

This event is a key part of Wholesum’s commitment to workforce and community wellbeing. With follow-up care offered through a dedicated health staff, Wholesum plans to continue this initiative annually, making a lasting impact on the lives of its employees and their families.

*“We love being part of activities like the Preventative Health Campaign because they align with our values of caring for people and communities. It’s not just about health services, it’s about building a culture of awareness, prevention, and self-care.”*

- Anayeli Cazarez, Social Responsibility Coordinator,  
Wholesum Farms Sonora



# PARTNER SPOTLIGHT

## FAIR TRADE FAMILIES: A LEGACY OF SUSTAINABILITY AND COMMUNITY AT WATSONIA FARMS

Though the Crisantes and Watson families come from different backgrounds, their shared values of hard work, family, and community have led a seamless partnership. Both families are committed to sustainability, social responsibility, and supporting those who contribute to their businesses’ success.

Founded in 1918 by Joseph H. Watson Sr., Watsonia Farms has been a key player in the local farming community in South Carolina. In 2005, Watsonia began transitioning to 100% organic farming, expanding to include organic summer squash and becoming a key supplier of yellow squash and zucchini to Wholesum. In 2024, Watsonia further aligned with its values

by joining the Fair Trade movement, a smooth transition thanks to years of good practices and enthusiastic employee participation.

Looking ahead, Watsonia is focused on projects like a new laundromat that will serve the workforce, create jobs, and benefit the community. Though still in development, the project is very promising.

Watsonia’s dedication to social responsibility, sustainable farming, and community development mirrors the values of the Crisantes family, demonstrating how commitment to family and community can shape a lasting legacy.







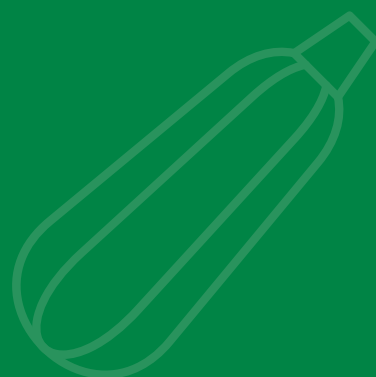
## SAM'S CLUB MOVING IN ON FAIR TRADE ZUCCHINI

Sam's Club, the membership-based warehouse retail club, had been an aspirational customer for Wholesum. With its massive reach and loyal customer base, what a great way to get more organic, sustainable produce to households across the USA and best yet, spread the Fair Trade message!

2024 marked the beginning of a significant partnership between Sam's Club and Wholesum. This collaboration launched a Fair Trade Certified, sustainably sourced zucchini program available year-round in Sam's stores nationwide. Each purchase of this zucchini directly supports the communities where it's grown. We are proud to witness the ever-growing reach of Fair Trade and to work with partners like Sam's Club, who are committed to making a meaningful, lasting impact through their dedication to sustainability and Fair Trade practices.

***An additional thanks to these customers who have a long-standing commitment to Fair Trade and have contributed to its resounding impact:***

- Whole Foods Market
- Costco
- Sprouts Farmers Market
- Walmart
- Organically Grown Co.
- Jewel



## PROBLEM SOLVERS

At the heart of our company's purpose to nourish a healthy world lies the power of people, their potential, and the progress they drive. Problem solvers are the catalyst for this progress, especially in agriculture, where challenges are complex and evolving. As we move forward into our fourth generation, it is this spirit of innovation and collaboration that has sustained us for over three generations. Our people, their creativity, resilience, and determination, empower us to identify challenges, generate meaningful solutions, and implement them with impact for the future of our company.



## EMPOWERING WORKERS: WHOLESUM'S COMMITMENT TO A DIGNIFIED LIVING WAGE

A living wage is the minimum income needed to cover basic needs like food, housing, healthcare, and essential expenses without relying on external support. It varies by location and household composition, reflecting regional cost differences. Unfortunately, many workers earn less than a living wage, as the minimum wage often falls short. This gap is what drives Wholesum's commitment to ensuring all employees earn a dignified living wage. In 2024, we assessed wages in Arizona, looking beyond minimum wage and market rates to understand the real cost of living. Any employees identified to earn below the living wage are now on a path for increasing to meet or exceed that standard. Beyond wage increases, we also introduced educational resources on financial wellness programs, such as 401(k) matching and HSA contributions, to empower employees in securing their long-term financial well-being.

***"Our mission isn't just to pay a wage; it's to provide our employees with financial security, dignity, and the opportunity for a better life."***

-Vanessa Cordova Hernandez, People and Culture Manager, Wholesum Family Farms





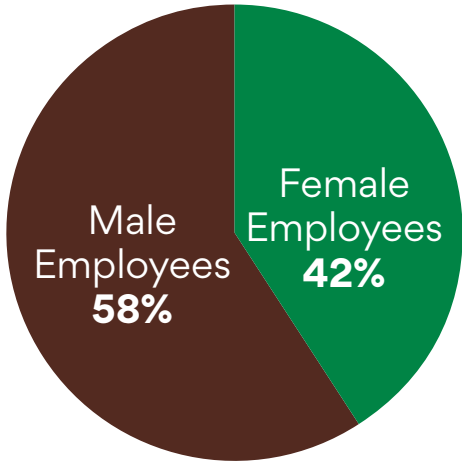
UNITED NATION’S SUSTAINABLE DEVELOPMENT GOALS

At Wholesum, we believe that addressing global challenges requires the collective strength of people working together toward sustainable solutions. The United Nations Sustainable Development Goals (UNSDGs) provide a powerful framework for tackling some of the world’s most pressing issues, from poverty and inequality to climate change. By embracing these goals, we can work towards making meaningful impact. We are focused on SDG 5, Gender Equality, and SDG 12, Responsible Consumption and Production. These goals align closely with our core values of problem-solving, where we leverage the power of innovation and collaboration to create positive change.

SDG 5: GENDER EQUALITY



In a world where inequality remains widespread, we’re committed to building a more just and equitable society where women can fully realize their rights and potential. This means closing gender gaps in representation, decision-making, education, and access to opportunities. We also recognize the importance of understanding our own workforce and creating an inclusive environment for all genders.



COMPANY MAKEUP

	Female		Male		
Position	Count	Percent	Count	Percent	Total
Executive/Senior Level Officials & Managers	2	22%	7	78%	9
First/Mid-Level Officials & Managers	13	42%	18	58%	31
Professionals	36	39%	57	61%	93
Technicians	76	50%	76	50%	152
Administrative Support Workers	4	50%	4	50%	8
Operatives (Includes Laborers & Service Workers)	256	41%	369	59%	625
Total	387	42%	531	58%	918

When broken down by operation, Wholesum Family Farms, the distribution arm of the company has a more equitable breakdown with **55%** female representation and equal representation in the executive level and among first/mid-level officials and managers. The gap in representation is more prevalent at production sites. Opportunities exist in female professional development at Wholesum Farms Sonora with **31%** representation of professionals and female management roles at Wholesum Farms Arizona, currently at **30%** representation.

SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION



The goal of SDG 12 is to ensure sustainable consumption and production patterns. This goal emphasizes the need to achieve more efficient use of resources, reduce waste generation, and promote sustainable practices across all sectors. In the agricultural context, we need to be mindful of the resources we use. How we decided to tackle this goal is to document and categorize our consumption patterns. This has helped us identify areas of opportunity for moving from non-renewable to renewable resources and begin those transitions.

As we gain a better understanding of our consumption patterns, we are also looking into other areas that this goal can take effect such as lifecycle of inputs and the minimization of food loss and waste.



	All Inputs	Distribution within each category	
		Renewable	Non-Renewable
Associated process materials	9%	→ 12.50%	87.50%
Packing materials	37%	→ 71.45%	28.55%
Raw materials	38%	→ 99.94%	0.06%
Semi-manufactured goods	16%	→ 0.29%	99.71%
Total	100%	65.65%	34.35%

Percent renewable inputs over the years  
**2022:** 50%  
**2023:** 51%  
**2024:** 65.6%

From 2023, a decrease in the use of semi-manufactured goods and an increase in renewable raw materials have shifted the overall distribution of renewable versus non-renewable materials.

Due to the size of the packaging category as the second-largest input and potential for impact we wanted to further review the breakdown by farm to identify areas of opportunity:

Opportunities remain in the packaging material category. Trays and clamshell packaging are contributors to the figures, which although recyclable are not renewable. New products launching in 2025 will be introduced in renewable packaging. Meanwhile, efforts to move away from plastic in existing packaging are in the works. This should help see a reduction in non-renewable packaging inputs that will show impact in 2026.

Wholesum Farms Arizona:

60% of inputs are packaging material  
90.5% renewable

Wholesum Farms Sonora:

33% of inputs are packaging material  
65.2% renewable





**Wholesum**  
Grown for Good™

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