

LEAFY GREEN COMMUNITY:

When the Arizona and California Leafy Green Marketing Agreements (LGMA) recently came together for a joint strategic planning effort, the move was significant, marking the first time in the organizations' histories that the two entities worked together to develop a shared plan for the future. The move reflected not only a commitment by the organizations to collaborate more closely than ever, but also a belief by the industry that working together is in the best interest of the leafy green community and, ultimately, public health.

The resulting plan is the culmination of an inclusive planning process (See Page 3) in which a task force of representatives from both states worked together to push beyond the status quo and evolve for the future. It establishes an exciting and aggressive vision in which LGMA sets the standard for the world's safest leafy greens.

The pathway to achieve the vision centers on three priority areas, each requiring careful and deliberate execution: Food Safety Standards & Audits, Industry and Supply Chain Engagement, and Government Advocacy and Trust Building. A core component of the plan centers on modernizing a set of food safety standards to be shared across state lines, with an aim on creating standards that are relevant, practical, risk-based and informed by sound science, data and subject matter expertise. This is a significant effort that will require the participation and input from industry, and we look forward to engaging you in the process.

While January 2026 marks the end of the strategic planning effort, it marks the beginning of the next chapter of the LGMA, one that is rooted in deeper collaboration and greater synergies for shared success.

Cheers,



Matt Amaral

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STRATEGIC PLAN AT A GLANCE

Mission (Core business):

To provide the safest serving of leafy greens through science-based standards, regulated practices and empowering the industry with resources.

Vision (Destination we are working toward):

LGMA sets the standard for the world's safest leafy greens.

Purpose (End benefit to people or society):

To promote public health and nourish communities with safe leafy greens.

Values (Principles to guide our decisions):

At LGMA we:

- ▶ Put consumer safety first.
- ▶ Build confidence and earn trust through accountability and transparency.
- ▶ Use sound science, data and subject matter expertise to inform practical implementations.
- ▶ Are proactive, act with urgency and prioritize work with the greatest impact on food safety.
- ▶ Foster collaboration among leafy greens stakeholders.

Strategic Priorities (Areas of focus to get to the vision):

- 1. Food Safety Standards & Audits:** Strengthen food safety standards and audit processes with an aim on modern relevancy and impact.
- 2. Industry and Supply Chain Engagement:** Support handler/shippers and growers/producers in implementation of standards, and engage the buying community to demonstrate the value of LGMA.
- 3. Government Advocacy & Public Trust Building:** Advocate for LGMA standards through coordinated government advocacy and public trust-building efforts.

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While Arizona and California have always worked together, we are excited about the evolution of our organizations to move into further alignment on behalf of the leafy green community. As we build on this shared momentum, we are honored to work alongside the industry to put consumer safety first, and advocate for what is sure to be an important evolution to shared food safety standards.

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