

# Why Marketing Food Safety Doesn't Work: The Leafy Green History of Habitat Destruction



## A Mixed Bag: Convenience versus Impacts to Wildlife



## Salad Mix Harvester



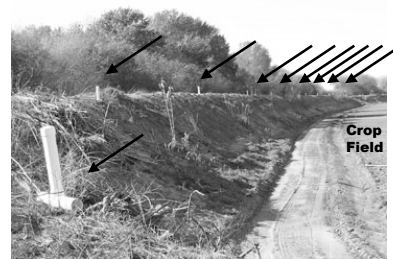
## Fences Used to Reduce Foreign Objects (Frogs and Field Rodents)



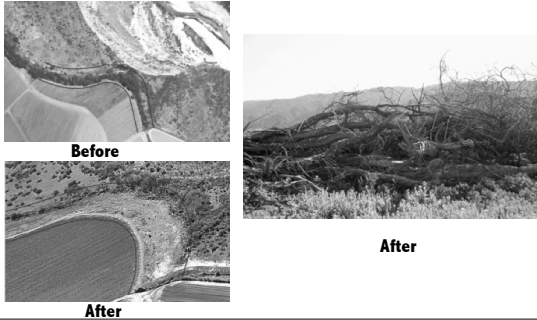
## Food Quality Issues



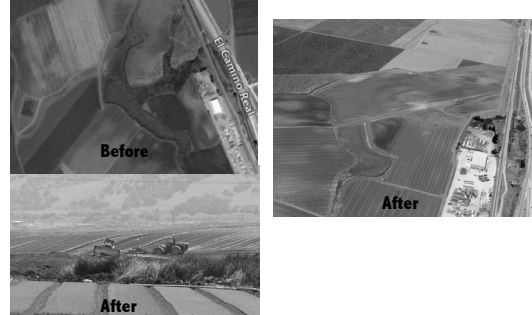
## Rodent Bait / Trap Stations Along the Salinas River



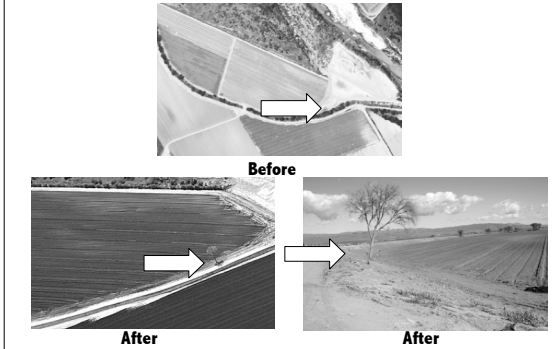
**Super metrics or Super-ficial metrics  
Required by Shippers & Buyers  
Caused this Destruction**



**Twenty-acre Lake Filled In Due to  
Misguided Food Safety  
Requirements**



**Tree Lines that Served as  
Windbreaks are Gone**



**Recommendations**

- Make Super-ficial metrics transparent and rein them in
- Improve LGMA
- Separate food quality from food safety issues
- Improve salad mix harvester design and scouting procedures
- Enforce environmental regulations
- Outline the relative risks associated with removing habitat in all food safety protocols
- Require all food safety inspectors to be tested and certified

