

JUST ONE THING

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Company/Organization: Stonyfield Organic

Type of Organization: For profit business

Number of Employees: 400

Category: Environment

Challenge or Opportunity: For our 35th anniversary, we wanted to bring our passion and mission for organic farming into the daily lives of consumers in a way that was impactful and relevant for them. Throughout our history we've been on a mission to protect families (and the environment) from toxins, but making that understandable and relevant to consumers is a challenge.

Approach or Solution: We brought our organic farming mission straight to families' day-to-day lives by converting fields, parks, and backyards where they play. Teaming up with several non profits, we're working with 35 cities to change their outdoor spaces to organic management. Our national campaign protects families from pesticides where they spend their time outdoors.

Impact: In terms of environmental impact, we've seen many of the cities we work with convert ALL of their parks to organic after learning how well an organic pilot goes. We've brought organic pilot fields to millions of people and spread awareness through PR and retail communications garnering billions of impressions educating consumers.