Frontier Coop: Well Earth Certification

Frontier Natural Products Co-op
A leading wholesaler of organic spices, Frontier purchases from suppliers in over 50 countries. Revenues of +$65 million generated from specialty retailers throughout the US.

Well Earth Certification
Frontier’s comprehensive, in-house certification program. Started in 2005, the program seeks to recognize suppliers who adhere to the strictest environmental, social and economic standards.

How can Frontier improve the effectiveness of Well Earth while scaling the program to new suppliers?

Align Well Earth with Frontier Mission:
Focus on increasing supply assurance and product quality:
. Improving suppliers’ practices as socially and environmentally responsible —> Strategic fit with business objectives
. Supplier success enhances Frontier marketing capabilities.
. Creation of certification program with wide recognition and clear credibility.

Well Earth “Engaged”
. Commitment vs. Compliance monitoring approach
. Technical assistance & grants to move towards “partner” status

Well Earth “Partner”
. Awarded longer term contracts for surety of income & supply
. Evolution to 3rd Party standards & broader market access

Qualification to Drive Improvement
. Benchmark innovative standards such as Food Alliance
. Eliminate redundancy by evolving towards 3rd party standards
. Transition to improvement oriented self-assessments vs. compliance oriented audits.

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