

SUCCESS STORY

Veritable Vegetable

Industry:

Food & Beverage

Location:

San Francisco, CA

Reusables Used:

Pallets & Pallet Wrap



Company Snapshot:

120 employees, provides full service distribution of high quality fruits and vegetables. Veritable Vegetable has an active base of 500 customers and 220 vendors.

SUCCESS STORY

Veritable Vegetable: Reusable Pallet Wraps

Before: Secured produce boxes on pallets with plastic wrap. Purchased 700 miles of plastic wrap per year. Used worker time to collect and bale discarded wrap.

After: Purchased reusable mesh wraps with help from a StopWaste grant. The wraps improved ergonomics for staff and produce less waste.



Before

After

SUCCESS STORY

Veritable Vegetable: Pallet Wraps

Financial Snapshot:

- ✓ Upfront investment: \$9,286*
- ✓ Payback period: 1.5 years
- ✓ Annual savings after payback: \$6,258



*Upfront investment funded with a grant from StopWaste.