



***CIERTO***

**Helping to Build a Skilled, Professional  
Agricultural Workforce**

# We Seek to Professionalize Farm Workers

A man with a beard and grey hair, wearing a green button-down shirt and dark overalls, is standing in an apple orchard. He is holding a wooden crate filled with red apples in his left arm and a straw hat with a dark band. He is reaching up with his right hand to pick a red apple from a tree branch. The tree is heavily laden with ripe red apples. The background shows more trees and foliage, suggesting a large orchard.

Better Quality  
A More Productive Harvest


# Who Is *CIERTO*?

- CIERTO ethically recruits, trains & places H-2A visa workers on farms throughout North America.
- Since 2016 we've placed thousands of farm workers, protecting them from fraud, abuse & deception.

**Over the years, we've demonstrated that Responsible Recruiting protects H-2A workers, growers & retailers alike.**



# H-2A Is Necessary, but Not Without Its Problems

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- Complex rules & regulations
  - Fraud, deception, extortion & abuse
  - Gendered abuse & human trafficking



**Internal audits don't always reveal hidden abuse,  
making external scrutiny a necessity.**

# Labor abuses – often driven by conditions of recruitment – threaten the resilience of the US agricultural supply chain

The problem is widely acknowledged, but hard to solve.

## Ethical Charter on Responsible Labor Practices

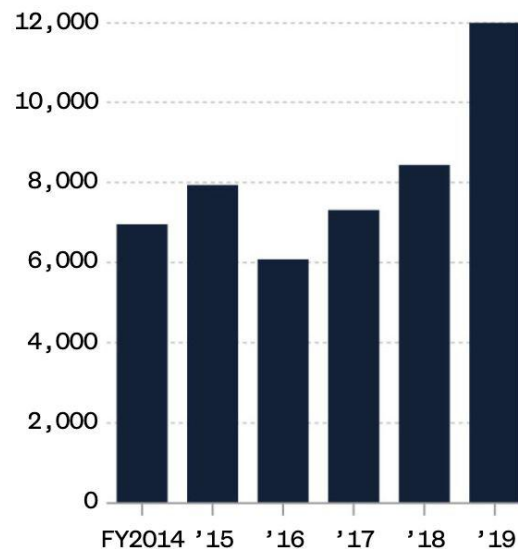
*A Framework for Operations in the Fresh Produce and Floral Supply Chains*



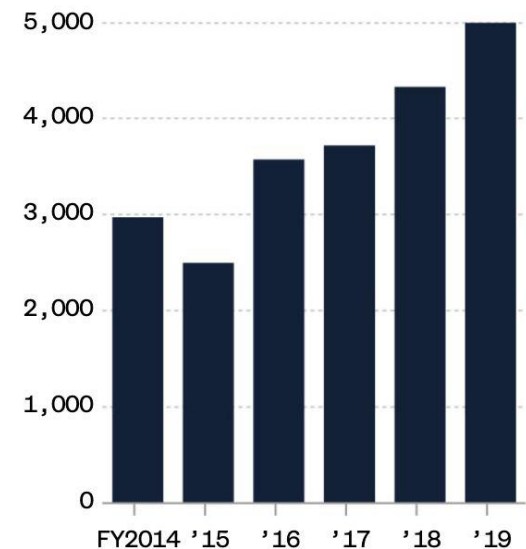
## H-2A labor violations on the rise

The Labor Department has documented more H-2A violations by employers and more workers who were not paid what they were owed.

### H-2A violations by employers




### Employees owed back wages



Source: Labor Department

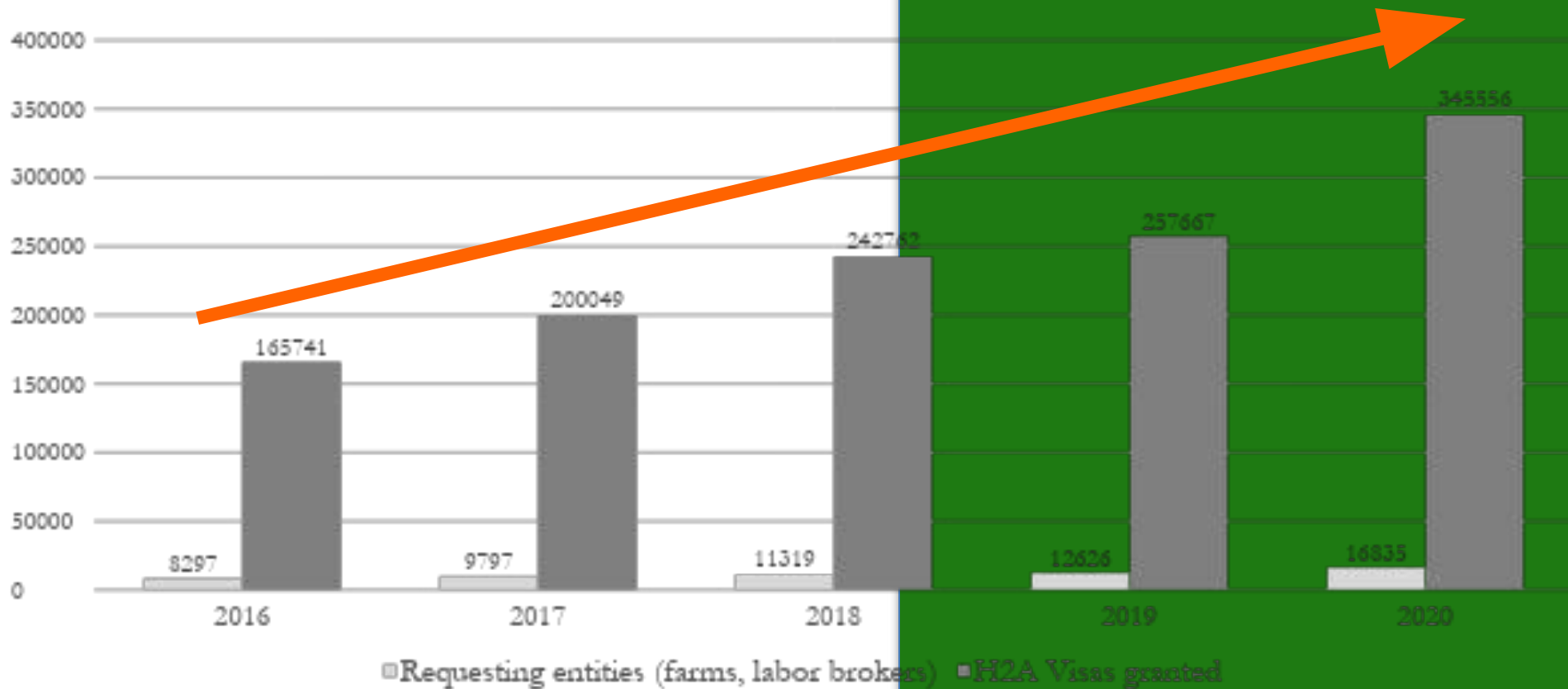


**H-2A is no longer  
simply a last resort  
for growers hiring  
farm workers.**

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- The most effective option to fill these jobs
  - Protects the security of our food supply
  - Helps ensure stable labor supply

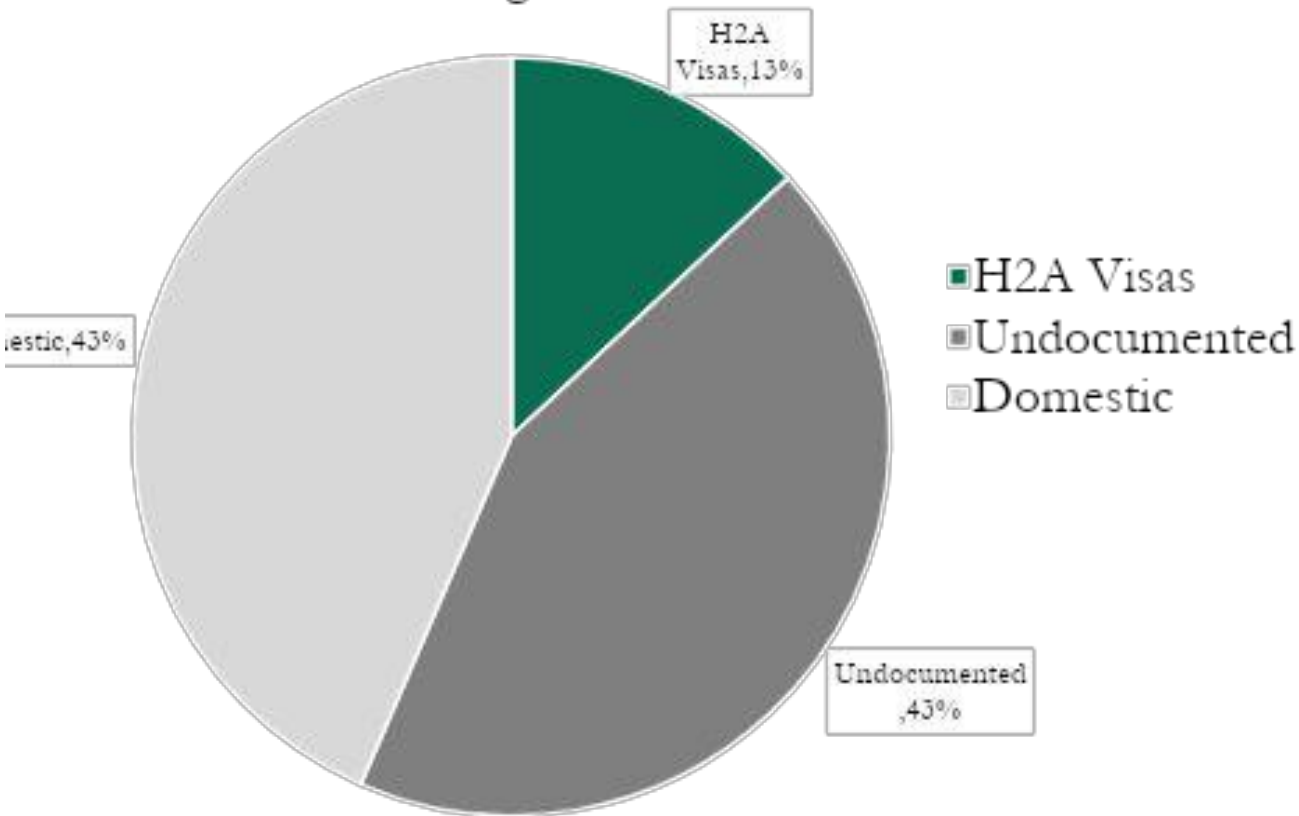


**An aging domestic workforce  
means that H-2A is  
increasingly the only option  
for reliable farm labor.**



# COVID has shown us how important domestic production is for supply chain resilience. Migrant workers keep produce grown in the US

Total labor force in agriculture in USA, 2020



In 2020, approximately **2.6 million** farm workers in US:

- **1.4 million** migrate to US for work
- Roughly **1.1 million** are undocumented
- **275,556** approved H2A jobs

A photograph of a strawberry field with several workers in the background. The workers are wearing hats and are bent over, picking strawberries. The field is lush green, and the strawberries are ripe and red. The image is partially obscured by the text boxes.

# H-2A Trends

Major retailers like Walmart, Costco & McDonald's increasingly hold growers accountable for their brand integrity, including workers rights and welfare.

*CIERTO* works **directly** with powerful companies like these to ensure that clean recruiting plays a major role in protecting their brand's consumer reputation.

# Clean and Transparent Recruitment Is Good Business

- Improved productivity
- H-2A compliance
- Fully trained, knowledgeable workers
- A reliable labor supply chain

A photograph of a worker in a field, wearing a dark long-sleeved shirt, a light-colored cap, and blue gloves, bending over to pick fruit from a low-growing plant. The worker is positioned on the left side of the frame, with their back to the camera. The field is filled with green plants and small yellow flowers. The background is slightly blurred, showing more of the field and some other workers in the distance.

## Responsible recruitment means more productive workers and more resilient supply chains



Better employment conditions and no debt burden mean **lower turnover** and **greater added value**.



Responsibly recruited and managed workers are **18-50% more productive\*** than their counterparts.

# Clean Recruitment Model


## Transparent and Free of Charge

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- Partnerships with organizations
  - Verification of recruitment process
  - Extensive training
  - Surveys of H-2A workers
  - Work with US and Mexican Governments

A photograph of a person, likely a migrant worker, carrying a large, heavy bundle of harvested tobacco leaves on their back. The person is wearing a blue long-sleeved shirt and is walking through a field of tobacco plants. The background is slightly blurred, showing more of the field and some trees in the distance.

# Clean Recruitment Model

***CIERTO* works to demonstrate compliance from the community of origin, to border, to farm, and back home.**

A solid orange rectangle, likely a decorative element or a placeholder for a logo.

3 step verification process which begins in the Communities of Origin, at the Farm and when workers return home.

# How do we prepare farmworkers before their H-2A contract



- Committed to their Employer
- Driving fear out of the workplace
- Collaborative Approach between workers and farm management.

# Training

- Workers reach out to resolve issues
- Understand their value
- Understand job offer and respect the farm



# Professional H2A Workforce



Through our recruitment and training model we gather feedback from workers and growers to continuously improve our model.





# What's Next?

## Expansion

- *CIERTO* has been sought out by the US government to assist with the expansion of clean recruiting into Central America.
- ***This program may include subsidies for participating growers.***

A silhouette of two men shaking hands against a bright sunset background. The man on the left is wearing a baseball cap and a long-sleeved shirt. The man on the right is also wearing a baseball cap and a long-sleeved shirt. The sun is low on the horizon, creating a strong orange and yellow glow.

***CIERTO* is here to Help**

**Our Clean, Ethical Recruiting Program  
Protects You AND Your Employees**

**Gives your farm a powerful competitive advantage.**



**CIERTO**

Creating Value In The Supply Chain

# Thank You

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