

Soil Stewards Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Ben Eastman	2026	Finance/Sustainability
Brian Sangiorgio	2026	International Business
Camille Weber	2027	Sustainability Mgmt.
Michael Tramontozzi	2026	Finance/Sustainability
Richard Mandaro	2025	Sustainability Mgmt.

Advisor: Astrid Schmidt-King, Molly Vannucci, Tom Gizzi

Topic: From Soiled to Sustainable: Natural Alternatives to Synthetic Fertilizers

Audience: The Wonderful Company's Board of Directors

Sustainable Development Goal

SDG #3: Good Health & Well-Being: Ensure healthy lives and promote well-being for all at all ages

Executive Summary

The Wonderful Company, a parent company to brands such as POM Wonderful and Halo Mandarins, presents itself as an environmentally sustainable and health-conscious brand. However, the company's reliance on synthetic herbicides and fertilizers undermines its efforts to support healthier, more sustainable agriculture. Synthetic agrochemicals are linked to health risks including neurological disorders, developmental delays, and reproductive issues. Further, these harsh chemicals degrade soil health, pollute water sources, and threaten long-term agricultural viability. Despite promoting "nontoxic, sustainable pest control" solutions, The Wonderful Company's reliance on harmful herbicides and fertilizers raises concerns for the health of workers, communities, consumers, and the broader environment.

Approximately 78% of the global average per capita calorie consumption comes from crops grown directly in soil, and another nearly 20% comes from food sources that rely indirectly on soil. However, 75% of all conventional fresh produce in 2024 was treated with synthetic agrochemicals which threatens human health and the sustainability of food systems.

Our team, Soil Stewards Consulting, proposes that The Wonderful Company shift towards regenerative agricultural practices by replacing harmful synthetic agrochemicals with organic alternatives like compost. Composting can improve soil health, retain moisture, and avert chemical runoff. By repurposing organic waste from its own farming operations, The Wonderful Company can create an efficient system that is sustainable and cuts operational costs. This would position the company as a leader in agricultural sustainability, while improving their profitability and lowering health risks of key stakeholders. By adopting this approach, The Wonderful Company can contribute to the UN's Sustainable Development Goals and ensure the long-term health of its products, consumers, workers, community, and the environment.