



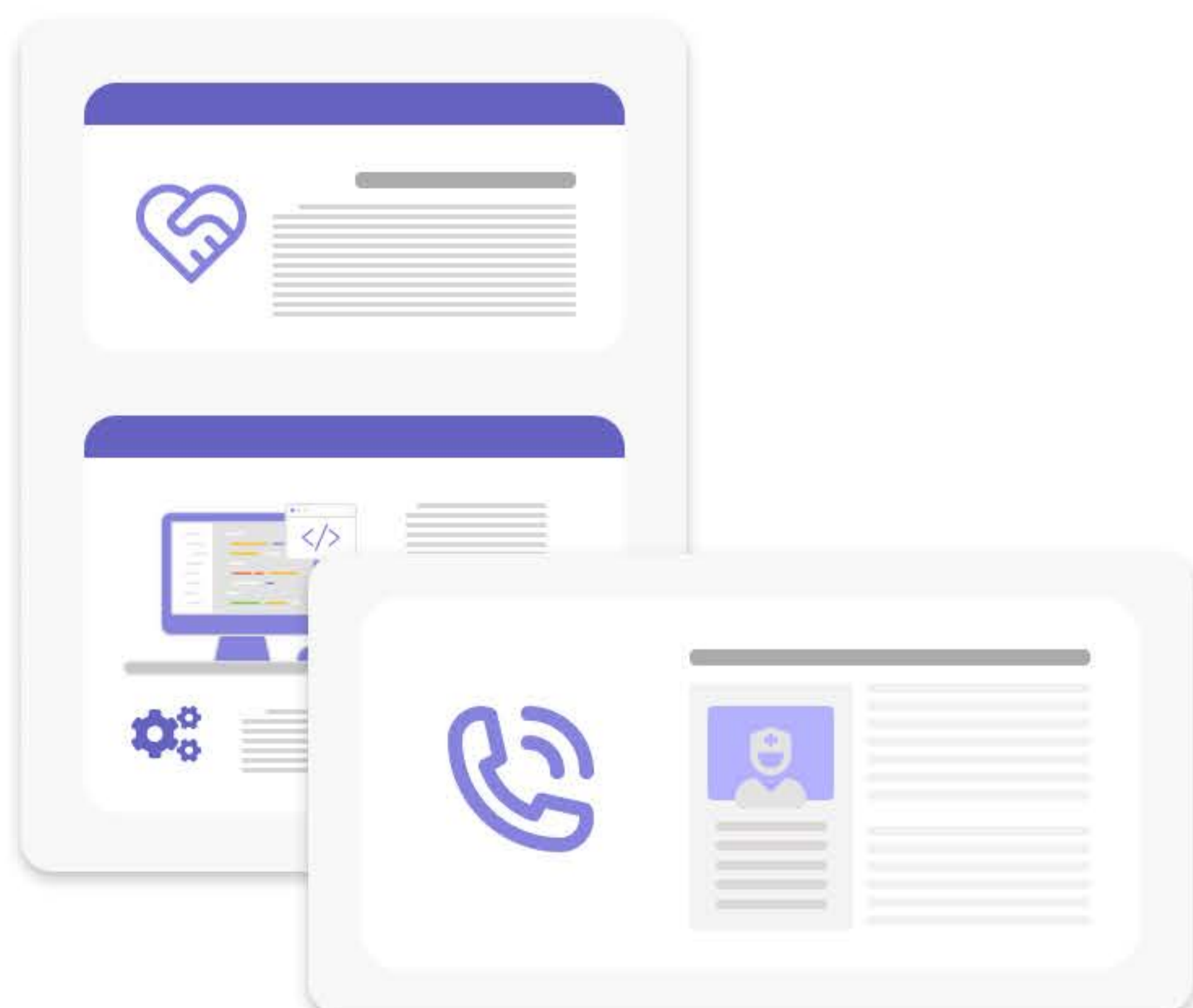
Food Production Company Supports Workers
With COVID-19 Crisis Hotline

Background

Peterson Farms started out as a small fruit-growing farm that continued to grow and produce fresh fruit until 2004 Peterson Farms Fresh, Inc. was established as a state-of-the-art fresh-cut fruit processing company with multiple locations.

“Thank you – and your team – so much for the quick turnaround. We needed a quick solution to enable our associates to individually communicate with us on how we could help support them and their families during this critical time. The hotline is working perfectly.”

Amy J. Baker,
Compliance Director



The Challenge

Peterson Farms reached out to inquire how they could leverage their existing relationship with Ethico to help their employees during the unprecedented time of uncertainty in our world brought on by the COVID-19 pandemic. Being in the food production and manufacturing business, Peterson Farms did not have the luxury of allowing their employees to work remotely. As an existing hotline customer, they'd planned to use their current hotline (whistleblower line) so their employees can call in for assistance such as childcare, food or other supplies that have recently become scarce so they can manage through this time.

The Solution

Ethico proposed a dedicated line to include a pre-recorded message in multiple languages regarding the purpose of the line and assistance request notifications going directly to the correct team members so help can be approved and provided quickly. Peterson Farms leadership felt the dedicated line was the perfect option and asked Ethico to get started setting this up immediately.



The Results

Ethico established a new toll-free hotline, a new profile with custom routing as well as a pre-recorded message in less than 8 hours. This allowed Peterson Farms to get help communicated to their employees quickly so they could begin providing urgent assistance right away.



Ethico allows you to do the following:

- Segment issues by department or integrate and centralize across every campus.
- Empower issue intake channels by having reports taken from any device flow into a single platform.
- Immediate enhanced notification to departments, campus, or other authorities for severe issues.
- Convey a proactive commitment to positive culture to students, parents, alumni, and the public.
- Professional awareness campaigns and dedicated issue management programs help you focus attention and participation on key issues like sexual harassment or mental health.
- Retain a secure record of proper follow-up on reports as evidence of custodial integrity.
- CrisisLine Planning and Response services available to prepare for and manage large-scale potential disruptions of campus life and institutional reputation.

About Us:

Ethico is on a mission to make the world a better workplace by giving leaders who care actionable insight, tools, and services to mitigate risks, engage employees, and build strong cultures.

We believe people matter most of all, and the workplace must be a place where employees thrive, are protected, and make a difference in the community regardless of their background. As conscious members of our local and global community, we improve the social, economic and environmental well-being of people through service to all our stakeholders by improving the justice of workplace environments and reducing pollution to the environment.

We proudly foster a socially aware culture inclusive of all perspectives where each member cares about what is going on in the world to impact coworkers, clients, and the worldwide community, through servanthood in four dimensions. By attracting and building up people who genuinely care about each other, we incorporate each unique employee's ideas and contributions to do our best for our clients and every stakeholder. We foster empowered communication, candid feedback, and our professional strengths to build socially responsible partnerships to improve the lives, environment, and communities of all we serve. Ethico believes that when caring change makers work together toward a noble goal, we can transform the future of the entire planet into a more just, compassionate, and transparent place for every person.