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New CEA Alliance

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A coalition that formed three years ago to bring CEA producers together has expanded its mission and changed its name. What you formerly knew as the CEA Food Safety Coalition is now the [Controlled Environment Agriculture \(CEA\) Alliance](#), and members include both greenhouse and vertical farm growers under the leadership of Executive Director Tom Stenzel.

“The CEA Alliance will continue its support of unique food safety standards for indoor-grown produce, but will expand its portfolio of services to include strong public policy advocacy, support for sustainability and climate-smart agriculture and support of retail and foodservice companies in delivering differentiated produce to consumers,” an announcement with the change reads.

The alliance will work to establish consistent metrics for measuring and communicating key benefits of CEA production, like environmental and nutritional benefits, in collaboration with stakeholders.

“Transparency with our customers and end consumers is an important part of our culture,” Tom says.

“Consumers can count on CEA growers to seek continuous improvement in growing the most sustainable, nutritious and freshest produce possible, using the very highest standards for food safety and quality.”

The CEA Alliance will add a new membership category for foodservice and retail, as well as business service providers and government and academic researchers.

To learn more about the CEA Alliance, email Tom at tom@CEAlliance.com.