

SCS VERIFICATION AND VALIDATION MARK LABELING AND LANGUAGE GUIDE

Guide C

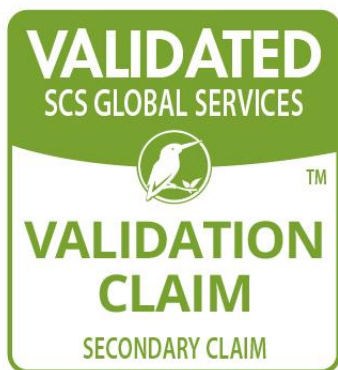


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SCS reserves the right to update this guide at its sole discretion.

1. CONGRATULATIONS AND WELCOME

1.1. Advancing the Cause of Sustainability

Congratulations on your certification! Through your efforts, you have joined other business and organizations around the world working to provide products and services that meet the highest environmental, social, and quality standards.

1.2. Expand Your Market Impact through Use of the SCS Kingfisher

The SCS Kingfisher Certification Mark is designed to bring increased recognition to our clients' achievements, adding value in the marketplace. Use the SCS Kingfisher Certification Mark in conformance with the requirements of this Guide to:

- ✓ Instantaneously communicate your third-party certified accomplishment
- ✓ Differentiate your company and products in the marketplace
- ✓ Build visibility for your brand
- ✓ Demonstrate your commitment to transparency and accuracy in environmental, social and quality-oriented market claims

1.3. This Document

This document is your guide to the use of the SCS Kingfisher Certification Mark, the SCS name, and messaging pertaining to your SCS certification. Adherence to these requirements will ensure consistent and correct usage, and support your goals.

This document should be distributed to all marketing, communications, and other staff and contractors who are responsible for providing information about your company's SCS certification for product labels, printed brochures, sales sheets, and other collateral or promotional materials as well as for advertising, press releases, websites, social media communications, published reports, articles, signs or any other communications.

1.4. Take Advantage of SCS' Market Support Services

Visit our Marketing Support Services page on the SCS website at <https://www.scsglobalservices.com/scs-marketing-support-services> to take advantage of SCS' full suite of market support services, which include:

- Public Relations Support:
 - Articles and Blog Posts
 - Media Distribution
 - Online Support
 - Ad Support
 - Press Release and Events

- Promotional Support:
 - Presentation Support
 - Conference Exhibit Support
 - Collateral Technical Review
 - Promotion on SCS Website
- Staff and Customer Training
- Design and Media
 - Social Media
 - Web Content and Images
 - Collateral Review
 - Video Support
 - Product Label Review

1.5. Language

All SCS Kingfisher Certification Marks can be translated upon request into Spanish, French, Portuguese, German, and Mandarin. Contact your SCS representative for additional languages.

1.6. Questions?

Questions related to any of the information contained in this Guide should be addressed to your Marketing Communications or program representative, as listed in Section 5 of this document.

2. GENERAL GUIDANCE

2.1. SCS Prior Review

All uses of the SCS name or marks, including but not limited to registered trademarks and service marks, or written references to your SCS certification in printed or electronic promotional applications, must be submitted to your SCS program contact for review prior to publication, printing or other uses. This requirement is also stated in the SCS Professional Services Agreement. SCS staff will make every effort to respond to authorization requests within 24-72 hours.

2.2. Avoiding Misuse

It is your responsibility to avoid the use of any reference to SCS or your certification that mischaracterizes the evaluation conducted or the certification granted, or in reference to products or projects that were not included within the evaluation scope. All public messages and program-approved mentions and labeling should clearly apply only to products and projects that have undergone assessment and earned certification.

- **Marketing and Public Relations**

The program participant should work closely with SCS during development of business-to-business (B2B) or business-to-consumer (B2C) uses of any SCS Certification Marks or trademarks, the SCS name, or any statements related to SCS certification to avoid accidental misuse. If possible, when interviewed for articles to be published, the company representative should refer the reporter to SCS for an independent explanation of the certification program.

- **Non-Transferability of Certification**

The SCS Certification Mark is not transferable for use by third parties without the explicit written consent of SCS.

- **U.S. Federal Trade Commission (FTC) Guidelines**

The FTC issued *Guides for the Use of Environmental Marketing Claims*, commonly known as the *Green Guides*, to help marketers avoid making environmental claims that are unfair or deceptive. These Guides are available at <https://www.ftc.gov/policy/federal-register-notice/guides-use-environmental-marketing-claims-green-guides>

- **Avoid Uses on Non-Certified Products**

Under no circumstances should an SCS Certification Mark or trademark be used in conjunction with non-certified products or projects, in any manner other than explicitly authorized by SCS in this guidance document, or otherwise authorized in writing.

- **Avoid Messages Other Than Those Approved by SCS**

Under no circumstances should the SCS Certification Mark or any messages related to SCS certification be used in a manner that suggests a meaning other than that intended and allowed by SCS as described in this Guide.

3. SPECIFIC GUIDANCE FOR USE OF THE SCS KINGFISHER CERTIFICATION MARK

3.1. Issuance of the Approved SCS Kingfisher Certification Mark

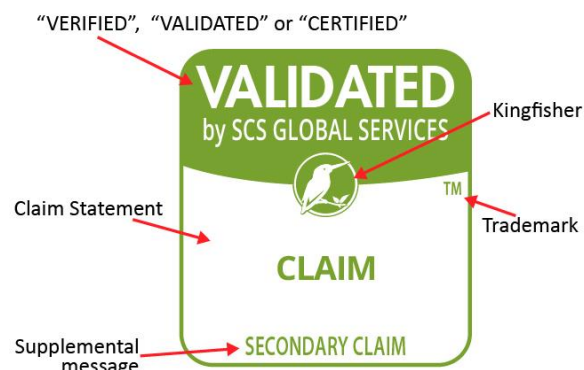
Upon achieving certification, each participant is supplied with an approved SCS Kingfisher Certification Mark. A library of marks by program is provided in [Appendix 1](#) (“Specific Certification Marks by Program”).

Approved business-to-business (B2B) or business-to-consumer (B2C) uses of the SCS Certification Mark are determined on a program-by-program basis. Refer to [Appendix 2](#) (“Specific Approved Uses of the Marks by Program”) to determine which specific uses are applicable to the certification you have earned.

3.2. Components of the SCS Kingfisher Certification Mark

The SCS Kingfisher Certification Mark incorporates the following elements:

- SCS Kingfisher image
- The word “Certified”
- The specific certification claim statement
- A supplemental certification message (if applicable, as determined by certification program) or Serial Number
- SCS trademark symbol - ® or TM consistent with Appendix 1
- Certification registration project (if applicable, as determined by certification program)



The SCS Kingfisher Certification Mark is intended to be used in the exact format provided. However, SCS recognizes that minor modifications may occasionally be required due to space or printing constraints. Any proposed modifications to the certification mark must be submitted to SCS for prior review and approval, and must retain each of the information elements contained in the original certification mark.

3.3. Color Reproduction and Color Profiles

SCS certification marks are generated in the following style options: 1-color-green (1CG), 1- black-and-white (BW). For specific printing applications, custom one color versions of each mark are also available upon request.



The Kingfisher Certification Mark uses the following colors: Green – PMS377 Green, (C-45 M-00 Y-100 K-24), Hex: 78a22f, and Black – (C-00 M-00 Y-00 K-100), Hex: 000000. One-color logos to match a specific print color can be requested. The following color profiles may be specified.

RGB

RGB (Red Green Blue) is the color space utilized by monitors and televisions. All photos, images, or logos used in web or on-screen applications should be set up in the RGB color space.

CMYK

CMYK (Cyan, Magenta, Yellow and Black) are the four printing inks used by the printing press when printing any color photo/graphic/logo. A request may be made for a CMYK (printing press), or an RGB JPG (web, TV, video).

PMS

PMS (Pantone Matching System) is a standardized series of thousands of colors, each with specific color formulations and identification number. PMS colors are duplicated in swatch books and in computer-graphics programs to allow exact duplication of colors in printing and other marking processes.

3.4. Clear Space Requirements

To maintain the integrity and clarity of the brand, “clear space” dimensions have been established for the SCS Kingfisher Certification Mark. No other graphic or text element encroaches into this space. As shown in the example, the minimum clear space is measured using “X”, where X equals 20% of the height of the mark (i.e., the mark height used in the design multiplied by 0.20).

3.5. Minimum Size

To maintain optimum clarity in reproducing the SCS Kingfisher Certification Mark at a small size, the certification claim should in no case be reduced smaller than 4-point type. In small applications, this requirement may result in a label in which the smallest text is slightly out of proportion to the original file (i.e., slightly enlarged relative to other text).

Clear Space Requirements

x = 10% of label height

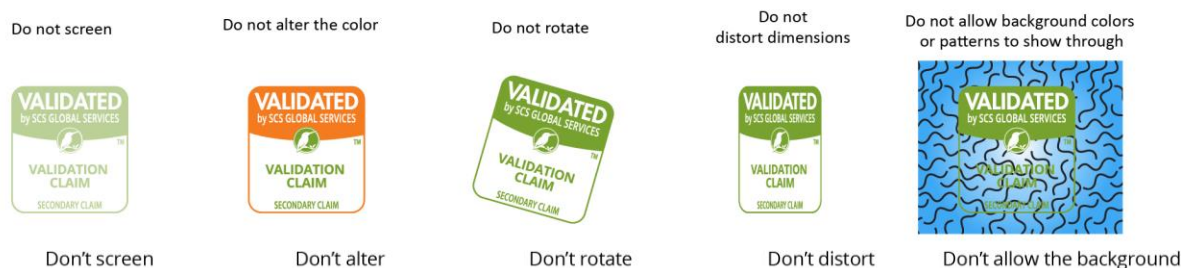


3.6. Infringements and Unacceptable Uses

The SCS Certification Mark must be reproduced consistently and correctly. Unless otherwise authorized:

- Do not alter the proportion of the mark
- Do not alter the shape of the mark
- Do not change the fonts within the mark
- Do not alter the colors of the mark
- Do not edit or change the mark information
- Do not screen the mark
- Do not distort the mark
- Do not rotate the mark

Examples of unacceptable uses:



3.7. Use of the SCS Kingfisher Certification Mark in Conjunction with Certification Scheme Owner Marks (Cobranding)

When the SCS Kingfisher Certification Mark is used in conjunction with the trademarks of a separate certification or verification scheme owner, all logo use and labeling requirements of the scheme owner must be followed. For some programs, cobranding the scheme owner's logo is required ([Appendix 2](#)).

Supplemental guidance documents will be provided by your SCS team as applicable, along with this Guide, to provide additional details about compliance with the program under which your product or operation is certified.

3.8. Use of the SCS Kingfisher Certification Marks by Your Supply Chain Partners

In some cases, your downstream supply chain partners may request use of the SCS Kingfisher Certification Mark. In such cases, SCS will determine whether the certification or verification scheme owner has specific chain-of-custody requirements that must be met, and will advise you accordingly.

If no such requirements exist, SCS will determine whether such uses are appropriate. If so, SCS will provide you with our ***Handler Guidance and Affidavit Form***. This form outlines the responsibilities of your supply chain partners who intend to use the mark or otherwise refer to the certification, and includes an Affidavit that must be signed and returned to your representative at SCS prior to any usage of the mark. As specified in the Handler Guidance, any usage must conform to all requirements of this Guide, including but not limited to SCS' prior review and consent for all uses.

3.9. Use of the SCS Kingfisher Certification Marks for Products that are Ingredients or Components

In some cases, certification will be issued to products that serve as ingredients or components to other products. In such cases, SCS will determine whether the certification or verification scheme owner has specific requirements that must be met, and will advise you accordingly.

If no such requirements exist, SCS will determine whether such uses are appropriate. If so, SCS will provide you with our supplemental ***Guide for Ingredient and Component Claims***. This Guide will provide you with details about any minimum ingredient or component requirements that may pertain to your product before the mark may be used or before you may refer to the certification itself.

4. SCS VERIFICATION AND VALIDATION MESSAGING

4.1. About SCS

You may use the following statement, in whole or in part, in communications pertaining to SCS:

SCS Global Services (SCS) has been providing global leadership in third-party quality, environmental and sustainability verification, certification, auditing, testing, and standards development for three decades. Its programs span a cross-section of industries, recognizing achievements in green building, product manufacturing, food and agriculture, forestry, power generation, retail, and more. SCS is accredited to provide services under a wide range of nationally and internationally recognized certification programs. Consistent with its mission, SCS is a chartered benefit corporation, reflecting its commitment to socially and environmentally responsible business practices.

4.2. Tell the SCS Kingfisher Story

You can help tell the story of the Kingfisher as part of your certification messaging. You may use any or all of the following text:

Kingfisher birds are beloved around the world, with more than 90 species occupying a wide variety of habitats. They are recognized by their large heads and long beaks, and known for their keen vision, colorful plumage, and skillful hunting. Kingfishers are widely recognized as indicators of environmental health. By the same token, they are vulnerable when their habitats are destroyed. Some species are now threatened with extinction.



Certification by SCS, as represented by the SCS Kingfisher, is a visual expression of proven commitment to sustainability through environmental stewardship, responsible resource management, and protection of people and communities.

4.3. About Your SCS Verification or Validation

Refer to [Appendix 3](#) (“Verification and Validation Program Marketing Messages”) for a short statement about the program under which you have been certified.

5. CONTACT US FOR ASSISTANCE

SCS representatives are standing by to assist you. Please locate the applicable certification program below to identify your representative. If you do not see your program or representative listed, call 1-510-452-8000 for further assistance.

PROGRAM	CONTACT INFORMATION
Carbon Footprint – Entity or Product	NRmarcom@scsglobalservices.com
Carbon Offset Project – Validation	NRmarcom@scsglobalservices.com
Environmental Product Declaration	ECSmarcom@scsglobalservices.com
EUTR Due Diligence	NRmarcom@scsglobalservices.com
Good Manufacturing Practices (GMP)	FAmarcom@scsglobalservices.com
Harmonized GAP (Good Agricultural Practices)	FAmarcom@scsglobalservices.com
Health Product Declaration	ECSmarcom@scsglobalservices.com
Legal Harvest™	NRmarcom@scsglobalservices.com
Mushroom GAP	FAmarcom@scsglobalservices.com
Salvaged Wood & Fiber™	NRmarcom@scsglobalservices.com
SVLK	NRmarcom@scsglobalservices.com
Tomato Food Safety Protocol	FAmarcom@scsglobalservices.com
Veriflora® Approved Input Material	FAmarcom@scsglobalservices.com
Whole Building LCA	ECSmarcom@scsglobalservices.com
Tomato Food Safety Protocol	FAmarcom@scsglobalservices.com

Appendix 1: Specific Verification and Validation Marks by Program

Examples of SCS Verification and Validation Marks for each program are provided below in 1-color-green (1CG) and black-and-white (BW). (Note*: In some cases, the term “Certified” is used to meet specific program requirements.) Please contact your program representative if you do not see an example of your program mark listed.

Carbon Footprint – Entity



Carbon Footprint – Product



Carbon Offset Project – Validation



Environmental Product Declaration – Based on LCA



EUTR Due Diligence



Good Manufacturing Practices (GMP) *



Good Manufacturing Practices + HACCP *



Harmonized GAP (Good Agricultural Practices) *



*

The term "Certified" is used in these marks based on the legal requirements of the program.

Health Product Declaration



Legal Harvest™



Mushroom GAP *



Salvaged Wood & Fiber™



*

The term "Certified" is used in these marks based on the legal requirements of the program.

SVLK



Tomato Food Safety Protocol *



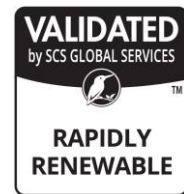
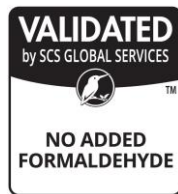
Veriflora® Approved Input Material



Validated Single Attribute Environmental Claims

1.

2.



*

The term "Certified" is used in these marks based on the legal requirements of the program.

3.



4.



5.



6.



7.



Whole Building LCA



Appendix 2: Specific Approved Uses of the Mark by Program

The following table provides a summary of the specific approved uses of the SCS Verification and Validation Marks by program. ***Consistent with the terms of the SCS Professional Service Agreement, all uses of the mark are required to be submitted to SCS for prior approval.***

If you do not see your program listed, or have additional questions about these permitted uses, contact your program representative, as listed in the table in Section 5 of this document.

PROGRAM	B2B*	B2C**	ON-PRODUCT	OFF-PRODUCT	ONLINE	COBRANDING
Carbon Footprint – Entity	Yes	Yes	No	Yes	Yes	Depends on program
Carbon Footprint – Product	Yes	Yes	Yes	Yes	Yes	Depends on program
Carbon Offset Project - Validation	Yes	Yes	Yes	Yes	Yes	Depends on program
Environmental Product Declaration	Yes	Yes	Usually Not Applicable ¹	Yes	Yes	Not Applicable
Validated Single Attribute Environmental Claims	Yes	Yes	Yes	Yes	Yes	Not Applicable
EUTR Due Diligence	Yes	No	No	Yes	Yes	No
Good Manufacturing Practices (GMP)	Yes	No	No	Yes	Yes	No
Good Manufacturing Practices (GMP) + HACCP-Based Food Safety Program	Yes	No	No	Yes	Yes	No
Harmonized GAP	Yes	No	Yes – B2B* No – B2C *Check with SCS rep	Yes	Yes	No
Health Product Declaration	Yes	Yes	Usually Not Applicable ²	Yes	Yes	Yes – SCS mark can be used along with Health Product Declaration Collaborative mark

¹ Applicable only if the EPD Report can be reproduced in its entirety.

² Applicable only if the HPD can be reproduced in its entirety.

Legal Harvest™	Yes	No	No	Yes	Yes	Not Applicable
Mushroom GAP	Yes	No	Yes – B2B* No – B2C *Check with SCS rep	Yes	Yes	No
Salvaged Wood & Fiber™	Yes	Yes	Yes	Yes	Yes	Not Applicable
SVLK	Yes	Yes	Yes	Yes	Yes	Can be used in conjunction with SVLK mark
Tomato Food Safety Protocol	Yes	No	Yes – B2B* No – B2C *Check with SCS rep	Yes	Yes	No
Validated Single Attribute Environmental Claims	Yes	Yes	Yes	Yes	Yes	Depends on the claim and program
Veriflora® Approved Input Material	Yes	No	Yes – B2B No – B2C	Yes	Yes	Not Applicable
Whole Building LCA	Yes	Yes	Yes	Yes	Yes	Not Applicable

* B2B: Communications targeted toward Business Customers ** B2C: Communications targeted toward General Consumer

Appendix 3: Verification and Validation Program Marketing Messages

The following table provides a short marketing message applicable to each verification and validation program covered by this Guide. You may use the program statement(s) applicable to your SCS verification or validation in your marketing messages. If you have additional questions about these messages, contact your program representative, as listed in the table in Section 5 of this document.

PROGRAM	VERIFICATION / VALIDATION MESSAGE
Carbon Footprint – Entity	A third-party verified carbon footprint guarantees that an organization's measured greenhouse gas emission calculations are thorough and accurate. Carbon footprints help organizations identify opportunities to reduce the climate impacts of their operations, and are also used to create baselines against which greenhouse gas reduction efforts can be benchmarked. Reporting verified carbon footprints to registries provides greater transparency and credibility to stakeholders.
Carbon Footprint – Product	Third-party verification of a product carbon footprint ensures the accuracy and thoroughness of a product's reported greenhouse gas emissions, from extraction through manufacturing and distribution. Product carbon footprints serve as benchmarks against which product improvements can be measured, and provide customers with information about a product's climate impact to inform their purchasing decisions.
Carbon Offset Project – Validation	Third-party validation of a carbon offset project design confirms that the project, once implemented, will deliver its projected carbon sequestration or avoidance objectives. Validation sets the stage for projects to earn carbon credits, once the project is completed and third-party verified.
Environmental Product Declaration	An Environmental Product Declaration (EPD) is a summary report of a product's environmental performance based on Life Cycle Assessment (LCA), a scientific process which examines the environmental impacts associated with all stages of a product's life, from raw material extraction, through processing, manufacture, distribution, use, repair/maintenance, to end of life (disposal or recycling). EPDs are prepared in accordance with international standards.
Environmental Product Declaration – Full Transparency	A Full Transparency Environmental Product Declaration (EPD) is a summary report of a product's environmental performance based on Life Cycle Assessment (LCA), a scientific process which examines the environmental impacts associated with all stages of a product's life, from raw material extraction, through processing, manufacture, distribution, use, repair/maintenance, to end of life (disposal or recycling). All EPDs are required to be prepared in accordance with international standards. In addition, the Full Transparency EPD incorporates expanded assessment consistent with the latest, state-of-the-art LCA methods, providing the most comprehensive environmental and human health impact profile to inform decision makers at all levels.
EUTR Due Diligence	European Union Timber Regulation (EUTR) Due Diligence verification for timber products assures that timber was harvested in full compliance with the legality requirements of the country of origin. Verification streamlines timber trading in EU countries, helping traders avoid illegally harvested timber.

Food Security Program	As an adjunct to GMP certification, a company has their food security program verified when an independent performance assessment demonstrates compliance with its stated food security program requirements consistent with US Food and Drug Administration Guidance on Food Security Preventive Measures for Industry Food Producers.
Good Manufacturing Practices (GMP)	Good Manufacturing Practices (GMP) certification is earned by food processors, packers, and manufacturers who demonstrate that their facilities is in full compliance with the US Food and Drug Administration's GMP checklist requirements for food safety. The certification process addresses management commitment, mock recall, traceability, employee practices, training and education, sanitary facilities, water quality, building construction and design, pest control, cleaning and sanitation, equipment design and maintenance, storage, and more.
Good Manufacturing Practices (GMP) + HACCP-Based Food Safety Program	Good Manufacturing Practices (GMP) with Hazard Analysis & Critical Control Points (HACCP) certification demonstrates a manufacturing facility's compliance with the GMP checklist for food safety, and assures that the facility is operating under a GMP-compliant HACCP (hazard analysis critical control point) food safety management plan.
Harmonized GAP (Good Agricultural Practices)	Certification to the Harmonized GAP (Good Agricultural Practices) checklist provides your partners and customers with assurance that your operations meet the requirements of United Fresh's Field Operations and Harvesting Harmonized Food Safety Standard [AS APPLICABLE, ADD: and its Post-harvest Operations Harmonized Standard]. The certification process addresses management commitment, mock recall, traceability, site selection, adjacent land use, fertilizer usage, water sourcing and usage, pest control, pesticide monitoring, and harvesting practices.
Health Product Declaration	A Health Product Declaration (HPD) is a product disclosure report providing transparency in the building product sector about product content and potential health hazards. Following the format developed by the HPD Collaborative, the purpose of HPDs is to help building designers, specifiers, owners and users make more informed product choices. HPDs can be thought of as food nutrition labels, but for building products.
Legal Harvest™	SCS Legal Harvest™ verification supports timber trading by helping to prevent inadvertent violations of timber legality regulations, regardless of geographic location. Legal Harvest™ verification supports compliance with the EU Timber Regulation, the U.S. Lacey Act, Australia's Illegal Logging Prohibition Act and other timber legality laws around the world.
Mushroom GAP	Certification to the Mushroom Good Agricultural Practices (MGAP) checklist means that an operation meets the American Mushroom Institute's standards and procedures specific to growing, harvesting, and shipping fresh mushrooms. MGAP growers provide assurance to their partners and customers by employing a systematic and documented food safety plan that monitors and verifies compliance with safe mushroom growing practices.

Salvaged Wood & Fiber™	SCS Salvaged Wood & Fiber™ verification recognizes the responsible recovery of un-utilized wood and other cellulosic biomaterial resources. Salvaged Wood & Fiber™ verification assures your buyers and customers that local and national legal requirements have been met in the country where operations are taking place. It also demonstrates adherence with applicable environmental and social responsibility standards.
SVLK	SVLK verification confirms that an organization's timber operations meet Indonesia's timber legality regulations. All organizations exporting timber or wood products from Indonesia must seek SVLK verification and earn a V-Legal certificate as a result of verification. Indonesia holds a Voluntary Partnership Agreement (VPA) with the European Union (EU), meaning that every SVLK verified timber product imported to the EU automatically meets the requirements of the EU Timber Regulation.
Tomato Food Safety Protocol	Certification to the Tomato Food Safety Protocols ("Tomato Metrics") checklist provides your partners and customers with assurance that your operations meet tomato-specific criteria for food safety. Tomato Metrics for greenhouse or open field harvest, field packing, packinghouse, and repacking & distribution meet the requirements of the United Fresh Field Operations and Harvesting Harmonized Food Safety Standard.
Validated Single Attribute Environmental Claims	<i>Contact your SCS Marketing Representative for specific approved text pertaining to your validated single attribute environmental claim (see Section 5). Such claims include: No Added Formaldehyde, Rapidly Renewable, REACH Compliant, RoHS Compliant, Regionally Produced, Reused Materials, Zero or Reduced VOC Content, Zero Waste, etc.</i>
Veriflora® Approved Input Material	Veriflora® Approved Input Materials are products that have been verified by a SCS as suitable for use by growers and handlers in the production and packaging of flowers and plants under the Veriflora Certified Sustainably Grown program.
Whole Building LCA	Whole Building Life Cycle Assessment (LCA) analyzes the environmental and human health impacts of a building throughout its lifecycle – from building design and construction through operations and maintenance, occupancy, and end-of life. Whole Building LCA supports the monitoring of actual impacts over time, modeling of options to minimize impacts, and modifications of practices and purchases to achieve the best environmental performance results.