

# How G&R Farms secured sweet placement for sweet onions

A sustainability and retail success story



## Store Fulfillment Solutions

### The Opportunity

Help this leading produce company secure business-building promotional placement for sweet onions during peak seasonal demand.

### The Solution

Collaborate with CHEP to incorporate CarbonNeutral® pooled half pallets into the supply chain, meeting a major retailer's expectations for display and sustainability.



“Our commitment to excellence is a deep-rooted family tradition. The CHEP half pallet has proven to be an excellent, sustainable option that boosts peak season sales.”

— Walt Dasher  
Co-Owner  
G&R Farms

Back in 1945, Walter L. Dasher started a small family farming operation in Tattnall County, Ga. Today, G&R Farms covers nearly 5,000 acres in southeast Georgia and produces a variety of crops – most notably, Vidalia® sweet onions. With some 900 acres devoted to Vidalias, G&R Farms harvests between four and five million pounds of the popular produce annually.

In 2020, as it celebrates its 75th anniversary, G&R Farms is well-known and respected as the sweet onion leader in Georgia and beyond. The family farm is also known for its commitment to excellence, quality and safety, and for successful collaboration with partners throughout the supply chain.



“Our biggest retailer came to us with a need that could have been a challenge,” says Walt Dasher, Co-Owner, G&R Farms. “To build business during the peak season for Vidalias, they wanted us to ship the onions on half pallets. We had to find the right half pallet quickly, and it had to work with our systems.”

G&R Farms turned to long-time partner CHEP for the solution. CHEP's consistent and durable 40x24-inch CarbonNeutral® pooled (shared and reusable) half pallet fit the G&R Farms operations, the retailer's requirement and the produce section footprint. While the CHEP “share and reuse” business model is inherently sustainable, CHEP takes the next step and achieves net zero carbon emissions for the half pallet by supporting the Mississippi Valley Reforestation Project. [Learn more.](#)

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**In a 9-year period, G&R Farms achieved significant environmental savings by using 137,949 CHEP pooled 48x40-inch block pallets.**

- + Avoided more than 58,600 pounds of CO<sub>2</sub> from entering the atmosphere, the equivalent of charging nearly 3,400,000 smartphones.
  - + Eliminated more than 77,700 pounds of solid waste from landfill.
  - + Demonstrated verifiable results, beginning with CHEP's use of 99.7% certified timber (PEFC and FSC certifications) all the way to the eradication of empty miles.
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CHEP's half pallet program for G&R Farms started in the Atlanta, Ga., market and has since expanded to all the major retailer's marketing areas and all of their retail brand divisions nationwide. In addition to delivering sustainability results, the CHEP half pallets increase the exposure of G&R Farms' onions during peak buying seasons. The farm used a ready-to-display merchandising unit to ensure prime retail placement for ample product inventory. Placement drove an increase in sales, and – as a bonus – the durability of the CHEP half pallets has led to a reduction in unsaleables.

“We work hard to maximize efficiency while ensuring quality control and food safety,” says Dasher. “We are a year-round supplier of sweet onions, so when Vidalias are not in season, we are shipping Peruvian and Mexican onions. Throughout the year, the CHEP CarbonNeutral® half pallet enables us to meet the expectations of retailers, get our sweet onions to consumers and continue to grow our business.

“G&R Farms is dedicated to providing sweet onions that are second to none, and we expect our partners to provide the same top-quality products and services. With this half pallet, CHEP really comes through.”



**Learn how we are solving for common industry challenges.**

[brambles.com/zero-waste-world](http://brambles.com/zero-waste-world)

**To learn how CHEP's Store Fulfillment Solutions can help you grow your business sustainably, please contact us at:**

[www.chep.com](http://www.chep.com)

1-800-243-7255

[goblue@chep.com](mailto:goblue@chep.com)

**Benefits customers have received from CHEP's Environmental Sustainability Solutions:**

Testing at CHEP's Innovation Center helped Grimmway Farms reduce its CO<sub>2</sub> emissions by more than 1.23 million pounds.

Storing nearly 100,000 CHEP pallets on site, allowed Bottomley Evergreens to reduce waste and create off-season jobs.

Wholesum Harvest used money saved on reduced carbon output to build stoves for 30,000 families in Mexico.