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## Gusmer Enterprises, Inc. Attains Advancing Status

**Waupaca, Wis. (Nov., 2023)** – [The Wisconsin Sustainable Business Council](#) has recognized Gusmer Enterprises, Inc. at the Advancing level within its [Green Masters Program](#)<sup>®</sup>. Recognizing Wisconsin businesses that are prioritizing sustainability, the Green Masters Program<sup>®</sup> categorizes participants into four status levels that reflect the degree to which sustainability has been integrated into their business model: Adapting, Advancing, Maturing, and Green Master. **Advancing** status signifies that an organization has identified and begun to manage some of its material sustainability issues and is working to improve its performance related to those issues.

Each year at the [Wisconsin Sustainable Business Council's Annual Conference](#), the achievements of member companies are recognized and celebrated. This year's conference will be held on November 16 at TruStage in Madison.

As a family business that now spans five generations, we understand the importance of utilizing our environmental resources wisely so that our world is safe for future generations of all people. Gusmer is committed to not only focusing on "sustainability", but also creating a culture that is focused on corporate social responsibility, so that we are benefiting our entire community in addition to our employees. We seek to continuously improve so that all people have opportunities to grow and develop.

Having participated in the Green Masters Program in 22', which identified several areas for improvement, the Gusmer Sustainability Team has been working towards tracking and setting sustainability improvement initiatives. Earlier this year, the Gusmer Sustainability Team filled out the Green Master's Program action tool survey in the sustainability areas of Environment, Workforce, Society and Governance & Leadership. This year, we have greatly increased our sustainability score and have moved from the Adapting stage to the Advancing stage!

“The Green Masters Program is a tool for businesses to define, prioritize, measure, and manage their sustainability performance and integrate sustainable systems into business systems. It’s a platform aligned with internationally recognized standards that drives sustainable success and continuous improvement. For over 14 years the program has guided companies in building sustainable success and we are proud of companies like Gusmer Enterprises, Inc. leading the way in Wisconsin.”

#### **ABOUT GUSMER ENTERPRISES, INC.**

For over 100 years, Gusmer Enterprises Inc. specializes in filtration and fermentation products/services for food, beverage & pharmaceutical applications. As a 3<sup>rd</sup> generation, family owned and operated company, we are proud of the long-term collaborative partnerships that we continue to grow and develop with customers, suppliers, and our employees. Gusmer’s Fermentation Center in Santa Rosa, CA focuses on beverage and fermented product development, and is an innovation ecosystem for strategic partners to collaborate and codevelop. In addition, Gusmer has 3 manufacturing facilities strategically located across the U.S. along with retail stores and analytical labs. Our team is ready to support, collaborate and innovate with you. For more information, visit <https://www.gusmerenterprises.com/>

#### **ABOUT WISCONSIN SUSTAINABLE BUSINESS COUNCIL**

The WI Sustainable Business Council’s (WSBC) mission is to advance sustainable principles and practices through the power of business. WSBC is a member-driven organization, that supports companies’ efforts to educate, measure, and improve their sustainability outcomes, and collaborate for shared success. For over 16 years, they have brought businesses together to solve sustainability challenges and work to address environmental, social, and governance actions in business, meeting companies where they are and assisting them with greater profitability and sustainability strategy integration. WSBC is an affiliate of WMEP Manufacturing Solutions. For more information, visit <http://www.wisconsinsustainability.com/>