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Musco Family Olive Company Joined Efforts to “Lead for Good”, Inspired Young Leaders at Enactus World Cup 2018

(Tracy, CA) October 15, 2018 – Musco Family Olive Company, the #1 branded olive company in the United States, joined forces with The Enactus World Cup 2018, held October 9-11, this year in San Jose, California.

Musco has partnered with Enactus since 2006. “This year was especially meaningful for us because we were able to exhibit at the annual World Cup event, work directly with students from around the globe, and share useful information about our agricultural sustainability projects,” said Felix Musco, CEO, who also served as a judge on the final presentations from Morocco, India, Egypt and Canada.

Enactus World Cup featured student competitions, speakers and interactive learning sessions with leading businesses addressing corporate sustainability, citizenship and innovation initiatives and a showcase of projects from 36 participating Enactus country teams.

Enactus teams create projects to solve world problems that relate to the United Nation’s 17 Sustainable Development Goals. Musco is dedicated to socially responsible and sustainable practices and is aligned with all 17 of these goals. “We were thrilled to share this at the event with all the students,” said Musco.

In breakout sections, Musco interacted with groups of students eager to learn details about the company’s sustainability programs, engaging and sharing their projects. “The collaboration and sharing of ideas were an exciting experience,” said Tracy Wood Musco’s Director of Brand and Product Management.

Musco Family Olive Company hosted sessions about water usage, soil desalination, and other agricultural challenges that the company addresses with sustainable and innovative practices. Farm Director Kelly Hegman shared a session on the company’s unique NyPa™ forage grass program. (photo, right)



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About Musco Family Olive Company

Musco Family Olive Co., a third-generation privately held family business, owner of the Pearls® and Early California® brands, is the #1 branded olive company in America.

Musco is a leader in environmental sustainability at its California state-of-the-art facility, with a unique closed-loop water recycling program, a waste program that diverts over 95% of the company's waste from landfill into beneficial reuse or institutional recycling, and a patented forage system that actively removes salt from the soil. For more information, go to www.olives.com. Join the company's lively Facebook www.facebook.com/PearlsOlives, and Instagram www.instagram.com/pearls_olives/ communities for information and recipes. Media contact: Debby Fortune, debby@fortunepublicrelations.com

About Enactus

At Enactus, we believe investing in students who take entrepreneurial action for others creates a better world for us all. Enactus develops college students into leaders who use business to solve community challenges, creating sustainable improvements in the lives of the people their projects serve, and in turn, the lives of the students themselves. As the largest experiential learning platform devoted to entrepreneurial action, Enactus has more than 72,000 student participants on over 1,700 campuses in 36 countries. In 2017, Enactus students dedicated approximately 7.3 million hours, creating and implementing over 3,800 projects that directly impacted more than 1.3 million lives. For more information, www.enactus.org. To learn more about Enactus, sponsors and the teams competing at Enactus World Cup 2018, visit enactus.org Media contact: Julie Carver, jcarver@enactus.org

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