



Credit: WHAS11

Rumpke Transfer Station in Newburgh Heights, OH, prepares for the arrival of Vitamix CEO Jodi Berg on April 28th, 2022.

## A Change of Scenery for CEOs

April 20, 2022, OLMSTED FALLS, OH - In honor of Stop Food Waste Day on April 28th, Vitamix CEO Jodi Berg and her team have created the challenge, “Leaders in Landfills.” For 24 hours, Berg will move her office to a landfill located near the Vitamix Headquarters in Newburgh Heights, OH. Berg challenges other CEOs to complete her challenge to raise awareness about food waste in the U.S..

On April 28th Berg will start a live stream on the [Vitamix Instagram](#) titled, “A Day In The Life of A Leader In A Landfill,” where she will work from her own desk at Rumpke Transfer Station. She challenges three other leaders: Walmart CEO Doug McMillon, Starbucks CEO Kevin Johnson, and Google CEO Sundar Pichai. After nomination CEOs have five days to respond, challenge three other CEOs, move their offices to their own respective landfills, and post a live stream on their company’s Instagram page. These companies and CEOs have made public efforts to reduce food waste. Berg hopes participation in her challenge will show true dedication to the cause. “I just hope other CEOs are genuinely as proactive as they say they are,” Berg continued, “If companies want to change the narrative, change the world, bring attention to food waste issues, they will gladly participate. It's only 24 hours. Show consumers who really cares.” Pichai has responded to Berg via social media shortly after being nominated. Pichai said in a comment on Instagram, “Vitamix, I applaud you. This is a great way to start a conversation in our own communities about food waste. See you soon, [Mountain View Landfill!](#)”

Since the diet craze of the 80’s and 90’s, Vitamix has worked hard to educate the public about the importance of nutrition. The Vitamix Foundation advocates for plant-based, whole foods in reducing the potential for diet-driven illnesses. They promote better living through health and wellness. With industry-leading design and quality of their blenders, kitchen accessories, and compact food recyclers, whole food nutrition is made easier, more efficient, and better for the planet.

For more information or to contact Vitamix, visit [Vitamix.com](https://www.vitamix.com).