They also have constant communication to employees via the digital signage systems omnipresent in facilities. “Every day we have new messages for employees,” said Astorino. “Sometimes it is about how to properly sanitizer your car, your home and sometimes it was the latest news about COVID-19 but other times it was just about a check-in like ‘hey, these are stressful times so if you are showing these symptoms of stress here’s what to do’ and of course we shared some Crystal recipes on there because we knew people were cooking and eating more with their families.”

Crystal also required face coverings early, cognizant of not taking up valuable surgical masks and instead encouraging employees to utilize the different options they had purchased in house to allow for comfort while working. “Every job is different and so is every person. We know masks are important to stop the spread but we want to accommodate personal preference in masks.”

Their approach is nothing if not thorough so we asked Astorino the question how the implementation of such a comprehensive safety and wellness plan is working. With 1,000 employees across a dozen locations, had there been any incidents? “We had one worker get sick at home but because we had trained everyone on what to look for he reported it and recovered and returned when it was safe.” And to Astorino and Crystal Creamery, that’s what it is all about—making sure employees and customers know there is nothing the family-owned company won’t do to keep them safe. “We are constantly looking for new ways to keep everyone safe and protected mentally and physically so that we can emerge from this together and stronger.”