

FOOD INDUSTRY SUSTAINABILITY SUMMIT

JUNE 16–18 2008  HYATT REGENCY, MINNEAPOLIS, MN



SUSTAINABILITY =

Business practices that promote
the long-term well-being
of the environment, society
and the bottom line.

FOOD INDUSTRY SUSTAINABILITY SUMMIT

JUNE 16–18 2008  HYATT REGENCY, MINNEAPOLIS, MN

Prepare sustainability strategies for your company.

Sustainability is an emerging issue that affects all parts of the food industry, from energy and sourcing to store development. The Summit brings together representatives from the food industry, other businesses, government and the sustainability community to address this issue.

In general sessions, interactive forums and workshops, attendees will:

- Develop sustainable supply chain partnerships and strategies.
- Interact with peers on sustainability teams at strategic breakfast sessions.
- Learn practical guidelines to understand, measure and reduce carbon footprint.
- Explore innovative marketing strategies to target the needs of shoppers who are highly aware of sustainability, often called conscious consumers.
- Learn who's doing what and how through new tools and company success stories.

Bring a team of executives from across your company.

Each team will learn key strategies for developing a company sustainability program. Send representatives from:

- Energy
- Marketing
- Store Design
- Procurement
- Consumer Affairs and Communications



BUILD

a plan to integrate
green practices into
business operations.



SHARE

the responsibility
of developing
sustainable practices.



LEARN

strategies to
implement now.

For more information call **202.220.0808**
or visit **www.fmi.org/sustainability/**.

Registration Deadline: June 2, 2008

MONDAY JUNE 16

Day 1: The Business Case for Sustainability

1:00 PM – 2:00 PM PRE-SUMMIT EVENT

Sustainability Showcase—Table top displays of sustainability resources from advocacy groups, academic experts, government agencies, research institutes and manufacturers. *Open in registration area throughout conference.*

2:00 PM – 2:15 PM WELCOME AND SUMMIT OVERVIEW

Learn the role of the FMI Sustainability Task Force in developing sustainability initiatives and how its priorities and goals will help your company and the food industry.

Bob Garrity | FMI Sustainability Task Force Chairman, Senior Vice President, Giant Eagle

2:15 PM – 3:00 PM IS SUSTAINABILITY AN IMPERATIVE FOR YOUR BUSINESS?

For business, conservation is no longer a question of image and reputation—it is an imperative for the long-term survival of industry, society and the environment. Carter Roberts, the leader of the world's largest conservation organization and partner for leading corporations such as Google, Coca-Cola and Wal-Mart, will discuss harnessing the market to fight climate change and resource exhaustion. Learn how a new era of global threats has changed the way many institutions address conservation.

Carter Roberts | President and CEO, World Wildlife Fund

3:00 PM – 4:15 PM MEET THE CONSCIOUS CONSUMER: HOW VALUES ARE SHAPING THE NEW MARKETPLACE

Green. Sustainable. Fair trade. Locally grown. Socially responsible. We know the words, but what do they really mean to America's families and consumers? Who are these emerging "conscious consumers" and how do they live, work, play and shop? How are they struggling to align their actions with their values and how can we help? You will not only hear what consumers are saying, but also what they are actually doing. This presentation will cover what is bubbling up from the Internet and include purchasing behavior of more than 100 million households. Reach, inform and inspire values-driven consumers with innovative marketing strategies that improve the world and your bottom line.

Anne-Marie Roerink | Senior Director, Research, Food Marketing Institute

Mitch Baranowski | Founding Partner, BBMG

Beth Johnson | Director, Marketplace Insights, Catalina Marketing

4:15 PM – 4:45 PM NETWORKING BREAK AND SUSTAINABILITY SHOWCASE

Maximize the opportunity to connect with colleagues and browse displays of sustainability resources from advocacy groups, academic

experts, government agencies, research institutes and manufacturers.

4:45 PM – 6:00 PM SUSTAINABILITY MOVERS, SHAKERS AND PIONEERS!

A panel of visionaries who pioneered sustainable business practices throughout their companies will share their stories. Learn why green and socially responsible business practices became a priority, how they developed strategies, action plans and ideas.

Jeffrey A. Hollender | President and Chief Inspired Protagonist, Seventh Generation

Gene Kahn | Global Sustainability Officer, General Mills Inc.

Roberto Munoz | Director, Neighborhood Affairs and Communications, Fresh and Easy Neighborhood Market (Tesco)

6:00 PM – 8:00 PM OPENING NETWORKING RECEPTION

TUESDAY JUNE 17

Day 2: Strategic Resources, Planning and Evaluation

7:30 AM – 8:30 AM BREAKFAST IDEA EXCHANGE (*Sustainability Showcase open*)

Join your peers in this interactive breakfast and select your table based on the topics of greatest interest to you. The choices include Energy, Store Design, Packaging, Marketing, Perishables, Wellness and Nutrition.

8:30 AM – 9:30 AM THE BUSINESS CASE FOR CARBON FOOTPRINTING

Understanding carbon issues can provide you with a competitive advantage in the marketplace. Learn about innovations that are enabling reductions in green house gases and hear examples of what businesses—both inside and outside our industry—are doing to reduce their carbon footprints and increase their bottom line. Differentiate your company by reducing your footprint and help your suppliers and customers reduce theirs.

Sue Hall | Director, Climate Neutral Business Network

Paul Hepperla | Director, Supply Side Energy, Verisae, Inc.

9:30 AM – 10:30 AM GET SMARTER . . . FASTER

Universities and business schools around the globe are offering more programs and initiatives on environmental and social sustainability. What does that mean to you? Learn how retailers and wholesalers are saving time and money by optimizing these sustainability programs and drawing upon the expertise of leading universities. Discover how you can tap these academic resources to "Get Smarter . . . Faster."

Jon Johnson | Executive Director, Applied Sustainability Center, Sam M. Walton College of Business, University of Arkansas

Mellie Pullman | Associate Professor of Supply Chain Management, School of Business Administration, Portland State University

Jean Kinsey, Ph.D. | Professor, Applied Economics and Director, The Food Industry Center, University of Minnesota

Moderator:

Tom Gillpatrick, Ph.D | Juan Young Professor of Marketing, Executive Director, Food Industry Leadership Center, School of Business Administration, Portland State University

10:30 AM – 11:00 AM

NETWORKING AND SUSTAINABILITY SHOWCASE BREAK

11:00 AM – 12:30 PM

PARTNERSHIPS AND THE SUSTAINABLE VALUE CHAIN

Diminishing natural resources, climate change, globalization and other drivers require foresight, collaboration and brand new practices along the value chain. What kind of new partnerships can you form to better respond to these business risks? This panel will present several case studies in innovative value chain partnerships; panelists will share experience, best practices and insight on how they have worked together to drive innovation and create value.

Kai Robertson | Director, Agriculture, World Wildlife Fund

Jennifer Galichon | Director, Marketing Operations, Foods Americas, Unilever

Ellen Feeney | Vice President of Responsible Livelihood, WhiteWave Foods

Betsy Cohen | Vice President, Sustainability, Nestle

Karen Karp | Director, Sustainable Food Lab

12:30 PM – 2:00 PM

LUNCH

2:00 PM – 3:15 PM

CONCURRENT WORKSHOP SESSIONS

Sustainability by Design

Sustainable design is revolutionizing retail environments from building design to interior signage, décor and lighting. This session will provide examples and ideas of leading-edge sustainable design concepts and showcase how retailers can best tell their sustainability brand story through buildings, décor, products and packaging.

Kevin Foster O'Donnell | Creative Director, Schorleaf Design Group

John Domino | Vice President, Facilities, Energy, Environmental and Engineering, SUPERVALU INC.

Sustainability in the Perishable Aisle

Consumer demand for food grown in a sustainable manner has risen in recent years, as demonstrated by increasing market share of organic produce, fair trade coffee, sustainable seafood and pastured livestock and poultry. Through best practices and retailers' experiences, we will show how companies are developing and implementing unique awareness strategies and sustainable procurement programs that are having a measurable impact on their organization's business strategies. This session has a specific focus on seafood, produce and other perishable products. The panel will speak to the challenges and successes of meeting the demands of today's more environmentally and socially motivated consumer.

Nadine Bartholomew | Manager, Business Outreach and Development, Seafood Choices Alliance

Jeanne Colleluori | Communications Specialist, Wegmans Food Markets, Inc.

Tobias Aquirre | Executive Director, FishWise

Recycling, Composting and Waste Reduction

This session focuses on key issues, trends and success stories surrounding waste reduction. Get the latest update on public concern for packaging waste. Learn about emerging ideas for reusable bags, recycling most everything in-store and handling plastic bags and bottles. Hear practical, innovative waste management ideas from proactive retailers, including cutting-edge recycling and "zero waste" expense reduction concepts.

Ted Brown | President, Brown Sustainability Solutions

Michael Hewett | Manager of Environmental Services, Publix Super Markets, Inc.

Michael Smith | Director, Real Estate and Sustainability, Hy-Vee, Inc.

Innovations and The Future in Sustainable Packaging

Over-packaging is one of our consumer's biggest concerns. Learn about exciting new sustainable packaging innovations available now and in development. Hear how retailers and suppliers are developing voluntary partnerships to reduce and reinvent packaging and obtain new ideas for your company to explore.

Anne Johnson | Executive Director, Sustainable Packaging Coalition

Dawn Reeves, PE, LEED AP | Manager of Environmental Sustainability, Harris Teeter, Inc.

Mary Rosenthal | Corporate Communications and Public Affairs, Nature Works LLC

Local and Fair Trade Trends and Opportunities

Consumers are crazy about local and fair trade products—trends that will escalate with the emergence of conscious consumers. Learn how our speakers are finding sources of supply and helping companies of all sizes create marketing strategies for such products. Discover best practices, innovative approaches and specific guidelines to develop and enhance your own local and fair trade programs.

Karen Karp | President, Karp Resources

David Ward | Co-Chairman, Association of Family Farms

Shawn Horton | Director of National Accounts, Transfair USA

Rex Stewart | General Manager, New Leaf Markets

Innovative Green Business and Government Partnerships

Welcome to a new age of government and business collaboration. The green revolution spawned numerous voluntary partnerships that can help you reduce energy and waste, save money and be a role model for customers and government agencies. Learn about the opportunities and success stories from retailers and government representatives, including, Green Chill, Waste Wise, Smart Way, Climate Savers and LEED building certification.

Kathy Loftus | Global Leader, Sustainable Engineering, Maintenance and Energy Management, Whole Foods Market

Wayne Rosa | Strategic Sourcing Manager for Energy and Maintenance, Food Lion, LLC

Keilly Witman | Communications Specialist, U.S. Environmental Protection Agency, Stratospheric Protection Division

Anna Stark | Commercial Properties, U.S. Environmental Protection Agency, Climate Protection Partnerships Division

Green Communication Strategies

More companies are exploring ways to engage their customers and community on environmental issues. As the green wave becomes mainstream, consumers are more skeptical about green claims and the potential for “greenwashing” (providing misleading information concerning environmental practices). This panel will present examples of meaningful green communications and rules of thumb on how to engage consumers on sustainability issues, position your products and efforts and avoid classic greenwashing pitfalls.

Tony Bedard | President and CEO, Frontier Natural Products CO-OP

Fred Haberman | Co-Founder and CEO, Haberman and Associates

Brooke Barton | Manager, Corporate Programs, CERES

3:15 PM – 3:45 PM

BREAK AND REFRESHMENTS AT THE SUSTAINABILITY SHOWCASE

3:45 PM – 5:00 PM

CONCURRENT WORKSHOP SESSIONS *(repeat from above)*

5:30 PM – 7:00 PM

RECEPTION OVERLOOKING THE CITY OF MINNEAPOLIS

7:00 PM – 10:00 PM

**EVENING FREE FOR DINNER AND STRATEGY DEVELOPMENT
WITH YOUR TEAM**

WEDNESDAY JUNE 18

Day 3: Implementation for Bottom-Line Returns

7:30 AM – 8:30 AM

**STRATEGIC BREAKFAST WITH YOUR SUSTAINABILITY TEAM — OR NON
COMPETING COMPANIES**

Hosted by FMI Sustainability Task Force Members—An opportunity to work on strategies to implement in your companies.

8:30 AM – 9:30 AM

NAVIGATING THE NEW WORLD OF STAKEHOLDERS

The world has changed. Outside groups—including consumers, advocacy groups, to your local Chamber of Commerce, the University downtown, law enforcement or others—are increasingly important potential business partners as you develop your sustainability strategy. Advocacy groups (Non-Governmental Organizations) are currently the most trusted source of information by consumers and are rated far higher than business and government, according to the World Economic Forum. How do you begin to understand this new world and identify which groups may be strategically important to your business? How do

you map this new world? What are the rules of engagement? Hear success and horror stories and gain sound strategic guidelines to use as models to start your sustainability efforts.

Katharine Maroney | Partner, ECOS Corporation

Hank Cauley | Senior Officer, The Pew Environment Group

9:30 AM – 9:45 AM

BREAK

9:45 AM – 11:30 AM

SUSTAINABILITY IN ACTION

Initiating a sustainability program requires senior-level commitment and organizational change to work because it encompasses almost every department within your company. There is no cookie cutter approach; each company must develop a strategy according to its unique niche, corporate culture, consumers and marketplace. This session offers you examples of how different companies have developed and implemented specific sustainability strategies. Speakers will provide firsthand advice and tools to help you save time and money. Find out what worked, what failed and how they are moving forward. Your sustainability team will go home with a suitcase full of ideas to implement.

Jeanne von Zastrow | Senior Director, Food Marketing Institute

Mary McMillen | Director of Consumer Affairs, Buehler Food Markets, Inc.

Becky Foster | Director of Construction and Maintenance, Buehler Food Markets, Inc.

Michael Hewett | Manager of Environmental Services, Publix Super Markets, Inc.

Tom J. McIntyre | Senior Manager, Resource Conservation and Environmental Stewardship, SUPERVALU INC.

Megan Hellstedt | Manager, Environmental Sustainability, Hannaford Bros. Co.

Caren Epstein | Director of External Communications, Hannaford Bros. Co.

Bob Garrity | Senior Vice President, Store Planning, Construction and Conversation, Giant Eagle, Inc.

11:30 AM – 1:00 PM

SUSTAINABILITY AND THE FUTURE—TIPPING POINT OR TIDAL WAVE?

Are food retailers ready to lead a green revolution? One of the U.K.’s leading experts on sustainability in the retail food industry will close our Summit by taking you on an exciting tour of the future. How will the changing tide driving environmental stewardship and social responsibility affect society, education, individuals, government and business? This presentation offers a vision of the retail experience in 2022. Through four radically different and intriguing scenarios, explore the many issues the food industry will have to face in the years to come. Do not miss this chance to see our industry through a crystal ball and develop strategies to participate in the sustainability revolution.

Tom Berry | Principal Sustainability Advisor, Business Programme, Forum for the Future

1:00 PM SUMMIT ADJOURNS

CONFERENCE INFORMATION

REGISTRATION

Fax registration with credit card information to **202.220.0830** or mail the enclosed registration form with payment to Food Marketing Institute, P.O. Box 758853, Lockbox #758853, Baltimore, MD 21275-8884. To register online, go to **www.fmi.org/events/**, select Sustainability Summit, click on "register online" and follow the instructions.

Registration questions: contact Tiffine Hutchins at 202.220.0808 or thutchins@fmi.org.

REGISTRATION FEE

Includes all meetings materials, breakfast, coffee breaks, lunch and receptions. Fee does not include your hotel accommodations. Every participant—to qualify for FMI member rates—must be an employee of an FMI member company. Please remember an FMI member is either a retailer or wholesaler paying annual dues to FMI. An associate member is a supplier company paying annual associate member dues to FMI. All others are non-members. Walk-in registrations accepted only if accompanied by payment of the registration fee in the form of company check or credit card.

Early Registration Fees:

These fees are available through 4/15/2008

NAME	PRICE
Member Early Bird	\$700.00 (\$650.00 if 3 or more)

Registration Fees:

NAME	PRICE
Member Registration	\$800.00 (\$750.00 if 3 or more)
Associate Member Registration	\$1,125.00
Non-Member Registration	\$1,350.00
Sponsors	Contact Elaine Adams, 202.220.0824 eadams@fmi.org

CANCELLATION AND OTHER POLICIES

Notify the registrar in writing by email to thutchins@fmi.org or fax 202.220.0830 by May 2, 2008. Cancellations are subject to a \$75 processing fee. After May 2, 2008, there will be no refunds. All refund requests will be processed after July 2, 2008. Substitutions may be made at any time without penalty.

GENERAL HOTEL INFORMATION

Hyatt Regency Minneapolis	1.612.370.1234
1300 Nicollet Mall	1.800.233.1234
Minneapolis, MN 55403	Deadline: May 25, 2008

Please make all room reservations directly with the Hyatt Regency Minneapolis. Be sure to mention that you are with the FMI Sustainability Summit to receive a discounted rate of \$189.00.

SPECIAL AIRFARES FOR FMI MEETINGS

FMI negotiated airfare and car rental discounts for attendees of this event. Please see the information below to take advantage of our special rates!

United offers special meeting discounts for attendees. Simply call (or have your travel agent call) **United's Special Meeting Desk at 1.800.521.4041** and refer to **Meeting ID Number 509RK** to receive a 2–10 percent discount on applicable fares, including First Class. If you purchase a ticket at least 30 days prior to travel, you will receive an additional 5 percent discount. This special offer applies to travel on domestic flights of all United Airlines, United Express, TED and United code share flights (UA*) operated by US Airways, US Airways Express and Air Canada.

Discounts are available for international attendees flying on United, United Express and Lufthansa code share flights. For more information, call your local United Airlines reservation number and refer to **Meeting ID Number 509RK**.

RENTAL CAR DISCOUNTS AT FMI MEETINGS

Avis Rent A Car is the official car rental provider for this meeting. Special discounts are available for all attendees and include unlimited free mileage. Call Avis at **1.800.331.1600** or log on to **www.avis.com** to make your reservations. Be sure to mention **discount code AWD # B235499**. International attendees may fax their reservation requests to +1.918.621.4821.

MEETING ATTIRE

Business casual attire is recommended for entire Summit.

SUSTAINABILITY TASK FORCE

Bob Garrity (Chair)

Senior Vice President, Store Planning,
Construction and Conservation
Giant Eagle, Inc.

Tom McIntyre (Vice Chair)

Senior Manager of Resource,
Conservation and Environmental
Stewardship
SUPERVALU INC.

Julie Bishop

Manager of Wellness and Culinary Trends
Ukrop's Super Markets, Inc.

Scott Buehler

Vice President, Real Estate and Store
Development
Buehler Food Markets, Inc.

Jeanne Colleluori

Communications Specialist
Wegmans Food Markets, Inc.

Patti Council

Communications Manager
The Great A and P Tea Company, Inc.

Brendon Cull

Director of Government Relations
The Kroger Co.

John Domino

Vice President, Facilities, Energy,
Environmental and Engineering
SUPERVALU INC.

Caren Epstein

Director of External Communications
Hannaford Bros. Co.

Edward Estberg

Senior Director of Facilities
Raley's Family of Fine Stores

Brad Graham

Group Vice President, Perishable
Merchandising
Harris Teeter, Inc.

Julie Griffin

Director, Private Label and Natural/Organics
Lunds Food Holdings, Inc.

Patrick Guillermet

Director of Environmental, Health
and Safety
Unified Grocers, Inc.

Kate Heiny

Sustainability Manager
Target Corporation

Megan Hellstedt

Manager, Environmental Sustainability
Hannaford Bros. Co.

Michael Hewett

Manager of Environmental Services
Publix Super Markets, Inc.

Jennifer MacLeod

Senior Vice President, Marketing
and Communications
The Great A and P Tea Company, Inc.

Karen Meleta

Director, Corporate Communications
Wakefern Food Corporation

Dawn Reeves

Manager of Environmental
Sustainability
Harris Teeter, Inc.

Bill Rhyne

Director of Supply Chain and Labor
Management
Harris Teeter, Inc.

Sandy Sandahl

Manager, Refrigeration Engineering
Target Corporation

Mike Smith

Director, Real Estate and Sustainability
Hy-Vee, Inc.

Joanie Taylor

Director, Consumer Affairs and
Community Relations
Schnuck Markets, Inc.

Rod Van Bebber

Senior Vice President, Operations
Unified Grocers, Inc.

Jason Wadsworth

Sustainability Specialist/Consumer
Affairs
Wegmans Food Markets Inc.

Jeanne von Zastrow

(Staff Coordinator)
Senior Director, Member Services
Food Marketing Institute



JUNE 16-18, 2008 MINNEAPOLIS, MN

REGISTRATION INFORMATION

(duplicate form for additional registrants) For registration questions contact Tiffine Hutchins at thutchins@fmi.org or 202.220.0808.

Company (parent company if applicable) _____

Mailing Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Name ☐ Mr. ☐ Ms. _____ Title _____

Email _____ Phone _____ Fax _____

(required for confirmation)

CONFIRM TO: (if different than registrant)

Name _____ Company _____

Mailing Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Email _____ Phone _____ Fax _____

(required for confirmation)

REGISTRATION FEES:

Early Bird registration deadline date: APRIL 15, 2008. All registrations received after 4/15/08 will be processed at the regular registration fee. (To receive a group discount for retailers/wholesalers, registrants must be from the same member company.)

Conference Registration must be submitted no later than Monday, June 2, 2008.

All registrations after this date must be submitted on-site.

MEMBER REGISTRATION

Early Bird Registration Fee (prior to 4/15/08) ☐ \$700 per person ☐ \$650 for 3 or more

Registration Fee (after 4/15/08) ☐ \$800 per person ☐ \$750 for 3 or more

ASSOCIATE MEMBER REGISTRATION ☐ \$1,125 per person

NON-MEMBER REGISTRATION ☐ \$1,350 per person

PAYMENT INFORMATION: Payment in advance is required to register for this conference. Walk-in registrations will be accepted only if accompanied by company check or credit card payment of the registration fee.

Sorry, we do not invoice.

☐ Payment is for this registrant ONLY ☐ Payment is for this registrant and other(s).

CREDIT CARD: Fax this form with credit card information to 202.220.0830

(this is a secure fax). Please charge \$_____ to my

☐ Visa ☐ Mastercard ☐ American Express

Account # _____ Expiration Date: _____

Card Holder Name (please print): _____

Card Holder Signature: _____

CHECK: Enclosed is my check in the amount of \$ _____

(U.S. funds drawn on a U.S. bank – payable to the Food Marketing Institute.)

Mail check with registration form to:

Food Marketing Institute, Lockbox #758853, P.O. Box 758853, Baltimore, MD 21275-8853

WIRE TRANSFERS: Acceptable in U.S. funds. For assistance with wire transfers contact Van Jackson, 202.220.0755.

Please complete the following questions:

1. Who is primarily responsible for sustainability in your company?

2. Do you have a formal team of people working on sustainability in your company?

☐ YES ☐ NO

If yes, list names and titles: _____

3. What sustainability effort is your company currently implementing?

(Check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Energy Star Retailer | <input type="checkbox"/> LEED store development |
| <input type="checkbox"/> Composting programs | <input type="checkbox"/> Recycling programs <input type="checkbox"/> Fair Trade products |
| <input type="checkbox"/> Supporting & marketing local farmers/products | <input type="checkbox"/> Employee wellness programs |
| <input type="checkbox"/> Sustainable supply initiatives/criteria | <input type="checkbox"/> Community wellness/health education programs |
| <input type="checkbox"/> List others: _____ | |

4. What is the driver of sustainability in your company:

☐ Reduce Risk ☐ Marketing ☐ Right Thing To Do ☐ Other

CANCELLATION: Notify the registrar in writing by email to thutchins@fmi.org or fax 202.220.0830 by May 2, 2008. Cancellations are subject to a \$75 processing fee. After May 2, 2008 there will be no refunds. All refund requests will be processed after July 2, 2008. Substitutions may be made at any time without penalty.

CONFIRMATION: A confirmation letter will be emailed to the address provided within 7 business days of receipt of registration form with payment.



SPECIAL NEEDS: FMI is committed to participation in its programs by persons with disabilities. Please specify if you need accommodations.

In general, Treasury Regulation 1.162-5 permits an income tax deduction for educational expenses undertaken to maintain and improve professional skills.

Conference registration cut-off date: June 2, 2008.

Registration after this date must be done on-site.



FOR ADDITIONAL INFORMATION AND ONGOING UPDATES, VISIT THE FMI WEB SITE AT: WWW.FMI.ORG/EVENTS/

#015-0763