



August 17-19, 2009

Hyatt Regency • San Francisco, California

DIRECTORY



Developed in Cooperation with
California Grocers Association Educational Foundation

Summit Agenda at-a-Glance

Sunday, August 16

(committee pre-summit meetings)

12:00 PM – 5:00 PM	Sustainable Seafood Group (committee members only)
2:00 PM – 3:30 PM	Sustainability Leadership Committee Meeting (committee members only)
3:30 PM – 5:00 PM	Leadership Committee and Supplier Council Meeting (committee members only)

Monday, August 17

9:00 AM – 6:00 PM	Registration Open
9:00 AM – 12:00 PM	Sustainable Packaging Coalition Seminar (pre-registration required)
9:00 AM – 12:00 PM	Sustainable Seafood Group (committee members only)
9:00 AM – 12:00 PM	Leadership Committee and Stakeholder Advisory Council (committee members only)
11:00 AM – 1:00 PM	Sustainability Showcase Preview
1:00 PM – 5:45 PM	Official Summit Opening and Sessions
3:15 PM – 3:45 PM	Sustainability Showcase Break
6:00 PM – 7:00 PM	Welcome Reception

Tuesday, August 18

7:00 AM – 5:30 PM	Registration Open
7:00 AM – 8:30 AM	Idea Exchange Breakfast
8:30 AM – 10:30 AM	General Session
10:30 AM – 11:00 AM	Sustainability Showcase Break
11:00 AM – 12:15 PM	Concurrent Workshops
12:15 PM – 1:30 PM	Lunch and EPA GreenChill Awards
1:45 PM – 2:45 PM	Concurrent Workshops
2:45 PM – 3:15 PM	Sustainability Showcase Break
3:15 PM – 5:30 PM	Supply Chain Super Session
6:00 PM – 7:00 PM	Reception

Wednesday, August 19

7:00 PM – 12:00 PM	Registration Open
7:00 AM – 8:30 AM	Breakfast and Global Climate Change
8:30 AM – 9:45 AM	Concurrent Workshops
9:45 AM – 10:15 AM	Sustainability Showcase Break
10:15 AM – 1:00 PM	General Session
1:00 PM	Summit Adjourns
2:00 PM – 3:30 PM	Sustainability Leadership Committee Meeting (committee members only)

Welcome to FMI's Food Industry Sustainability Summit!

We are excited to have you with us and welcome your ideas and feedback as you experience the meetings, social events and camaraderie over the next few days.

We have more than 90 speakers! In the interest of being environmentally sensitive, we've provided you with a flash drive pre-loaded with the program, attendee list and some of the research and handouts that were provided in advance. All the presentations will be posted for free download for attendees on FMI's website after the summit. www.fmi.org/sustainability

FMI gratefully recognizes our generous sponsors. The passion and commitment of these companies in helping our industry "move forward faster" is clearly reflected in their progressive actions on behalf of our consumers and the environment, and continues to be reflected in their healthy bottom-lines.

Sincerely,
FMI's Sustainability Leadership Committee



Bob Garrity (Outgoing Chair)
Vice President, Environmental Sustainability
Giant Eagle, Inc.



David Smith (Incoming Chair)
Vice President, Retail Strategy
Sobeys Inc.



Jeanne von Zastrow
Senior Director, Sustainability and Industry Relations
Food Marketing Institute

In Recognition and Appreciation of Our Summit Sponsors

PLANET LEVEL



OZONE LEVEL



OCEAN LEVEL



David and Lucile Packard Foundation



CONTINENT LEVEL

EcoUnit

Fibre Box Association



Seafood Choices Alliance

Worldwide Responsible Accredited Production

Summit Agenda

Pre Summit Committee Meetings Sunday, August 16

12:00 PM – 5:00 PM MARINA ROOM
**Sustainable Seafood Working Group
Meeting on Traceability in Partnership
with the Seafood Choices Alliance**
(Committee members only)

2:00 PM – 3:30 PM BAYVIEW B
**Sustainability Leadership
Committee Meeting**
(Committee members only)

3:30 PM – 5:00 PM BAYVIEW B
**Sustainability Leadership Committee
and Supplier Council Meeting**
(Committee members only)

5:00 PM – 6:00 PM
Committee Wine & Cheese Reception
Hosted by REMIS AMERICA

6:00 PM – 10:00 PM
Sustainable Seafood Working Group Dinner
Hosted by the David and Lucile Packard Foundation
(Committee members only)

6:00 PM – 10:00 PM
**Sustainability Leadership Committee
Members Dinner**
Hosted by SureHarvest
(Committee members only)

Monday, August 17

9:00 AM – 6:00 PM GRAND FOYER
Registration Open

9:00 AM – 12:00 PM SEACLIFF D
**Sustainable Packaging Coalition
Sponsored Workshop**
(Open to all by pre-registration only)

9:00 AM – 12:00 PM GOLDEN GATE ROOM
**Sustainable Seafood Working
Group Meeting** (committee members only)

9:00 AM – 12:00 PM MARINA ROOM
**Sustainability Leadership Committee
and Stakeholder Advisory Council**
(Committee and Council members only)

11:00 AM
Official Summit Program begins

11:00 AM – 1:00 PM PACIFIC CONCOURSE
**Sustainability Showcase Preview
Information and Exhibits**
Welcome Refreshments Sponsored by:
BaselineUS Operations

1:00 PM – 5:45 PM GRAND BALLROOM
**Opening Sessions of 2009
Sustainability Summit**

1:00 PM – 1:30 PM
Welcome and Summit Overview
Leslie G. Sarasin, Esq., CAE
President and Chief Executive Officer
Food Marketing Institute

Bob Garrity
FMI's Sustainability Leadership Committee Chairman
Vice President, Environmental Sustainability
Giant Eagle, Inc.

1:30 PM – 2:15 PM
**Opening Keynote: Five Bubbles
Bursting = One Smart Way to Prevent,
Survive or Prosper from Global Crises**
Sponsored by: Green Energy Sustainable Agreements

Bill Shireman
President and CEO
Future 500
The financial sector isn't the only bubble that can burst. Global population has tripled in the past 100 years and will top 9 billion by 2050. Fossil fuels are being burned five times faster than nature and the atmosphere can replenish them. In the U.S., our social safety nets – to provide for our security and health as we age – will be bankrupt in a generation if we don't do something. In these ways and others, we are living well beyond our

means. This session unveils how business, government and NGOs can come together as leaders, partners and stewards to embrace the principles of smart growth and leading to a new pathway of innovative, technologically advanced and people-centered economy that offers prosperity – and not just for the world's richest 600 million, but for the other six billion as well, initiating a diverse culture that is sustainable for the long term.

2:15 PM – 3:15 PM

Interactive Leadership and Industry Response Panel

Movers, shakers and pioneers from some of the food industry's most respected companies will participate in an interactive dialogue about how their companies are developing the strategy, policies and talent to respond to the 5 global challenges.

Moderator:

Bill Shireman

*President and CEO
Future 500*

Response Panel:

Marie David

*Director, Corporate Strategy and Sustainability
Wal-Mart Stores, Inc.*

Bob Garrity

*Vice President, Environmental Sustainability
Giant Eagle, Inc.*

Harriet Hentges

*Vice President, Corporate Responsibility
and Sustainability
Ahold USA*

Gene Kahn

*Global Sustainability Officer
General Mills, Inc.*

Judah Schiller

*Executive Vice President and Co-Founder
Saatchi and Saatchi S*

3:15 PM – 3:45 PM

PACIFIC CONCOURSE

Networking Break and Sustainability Showcase

Sponsored by: Bumble Bee Foods, LLC

3:45 PM – 5:45 PM

GRAND BALLROOM

Sustainability and the Fusion of Personal and Planetary Health

An interactive dialogue among experts as they discuss questions everyone – from consumers to CEO's – are asking about sustainability. This panel highlights results of the latest consumer and industry trends research focusing on emerging green consumers and the evolving priorities and actions from the industry responding to the sustainability tidal wave. (Featuring Natural Marketing Institute 2009 LOHAS Report, The Coca Cola Retailing Research Council Report on Sustainability, The Grocery Manufacturers/Deloitte Green Shopper Report).

Scott Bearse

*Retail Store Operations Lead and Director
Consumer and Industry Products Division
Deloitte Consulting LLP*

Bill Bishop

*Chairman
Willard Bishop LLC*

Linda Povey

*Vice President, Strategic Solutions
Natural Marketing Institute*

Jhana Senxian

*President
Sustainability Guild*

6:00 PM – 7:00 PM

PACIFIC CONCOURSE

Welcome Reception

*Sponsored by: General Mills, Inc.
Beverages sponsored by: Anheuser-Busch, Inc.*

Tuesday, August 18

7:00 AM – 5:30 PM

GRAND FOYER

Registration Open

7:00 AM – 8:30 AM

PACIFIC CONCOURSE

Idea Exchange Breakfast and Sustainability Showcase

Sponsored by: Kellogg Company

Don't miss this valuable opportunity to connect with your peers and engage on topics of greatest interest to you.

8:30 AM – 10:30 AM

GRAND BALLROOM

General Session

8:30 AM – 9:15 AM

Keynote: From Here to Sustainability The Profits and Pitfalls of Green Business Strategies in a Struggling Economy

Sponsored by: JohnsonDiversey, Inc.

Welcome: Ronald Fong

President and CEO

California Grocers Association

Keynote: Joel Makower

Founder and Executive Editor

GreenBiz.com

Hear how leading companies inside and outside the food industry are integrating environmental thinking into their operations in a way that creates lasting business value. But it's not easy being green. One key challenge facing companies is the lack of an answer to the simple question, "How good is 'good enough' when it comes to being a responsible business?" There are few standards and little agreement among stakeholders about what it means to be green, or even "good." Understand and address the challenges and opportunities and envision how the marketplace of the future may challenge "business as usual."

9:15 AM – 10:30 AM

What's Over The Horizon and How Can We Be Ready?

Members of FMI's newly formed Stakeholder Advisory Council on Sustainability discuss the top issues they expect to command attention in the future. Some topics include climate change, packaging, agriculture, fresh water, seafood, waste, recycling, green buildings, safety and social equity in sourcing.

Anne Bedarf

Project Manager

Sustainable Packaging Coalition

Michele Halsell

Managing Director

Applied Sustainability Center

University of Arkansas

Jonathan Kaplan

Senior Policy Specialist

Natural Resources Defense Council

Katharine Maroney

Partner

Ecos Corporation LLC

Marc Mondor

Principal

evolve environment::architecture

Kai Robertson

*Director, Business and Industry, Food and Agriculture
World Wildlife Fund US*

Minor Sinclair

Director, U.S. Regional Office

OxFam America

10:30 AM – 11:00 AM

PACIFIC CONCOURSE

Break and Sustainability Showcase

Sponsored by: Verisae, Inc.

11:00 AM – 12:15 PM

CONCURRENT WORKSHOPS

(select one, workshops are not repeated)

TA1

BAYVIEW A

Effectively Communicate

Green Initiatives

More companies are exploring ways to engage their customers and communities on environmental issues. As sustainability becomes mainstream, consumers are more skeptical about green claims and the potential for greenwashing. Learn from powerful case studies and see tangible solutions for retailers and suppliers to effectively communicate green initiatives, promote transparency, engage internal and external audiences, win market share, improve loyalty, rise above the greenwashing, and be publicly recognized for inspiring progress. Hear about innovative solutions that remove the chaos and finally give meaning to the word green.

Tiger Beaudion

Founder and Vice President, Marketing

EcoBonus

BI Worldwide

Mike Erlandson

Vice President, Government Affairs

SUPERVALU INC.

Mark Hardy

Chief Operating Officer

Earthsense.com

Workshop Codes TA1-5: Tuesday Morning Workshops 1-5

Mitch Hedlund
President and CEO
UPonGREEN

Jan Wikman
Vice President, Sales and Operations
EcoBonus and Greencentives
BI Worldwide

TA2 BAYVIEW B

Recycling, Composting, Waste Reduction Trends and Innovations

This session focuses on key issues, trends and success stories surrounding waste reduction, recycling and consumer involvement in supermarket environmental initiatives. Get the latest update on public concern for packaging and learn new methods for handling plastic bags and bottles. Hear creative thinking for reusable bags, recycling most everything at stores and distribution centers. Gain practical, innovative waste management ideas from proactive retailers and recycling industry experts, including cutting-edge recycling strategies, "zero waste" expense reduction concepts, and new at-store composting technologies. This workshop will be fast paced, packed with fresh new ideas and open for questions.

Moderator:

Ted Brown
Principal
Brown Sustainability Solutions

Panelists:

Walter Kraus
Senior Director, Environmental Affairs
Loblaw Companies Limited

Sam Miller
Vice President, Recycling
Enviro-Log Recycling, Inc.

Kent Ragen
Chief Executive Officer
EcoUnit

TA3 MARINA

The Local Connection: Achieving Advantage by Building Your Local Supply Chain Network

This session highlights successful local sourcing partnerships across the supply chain from grower to

grocer as they respond to skyrocketing consumer demand for locally grown and produced products. The panel features innovative new strategies, hurdles to prepare for and demonstrated best practices.

Mike Faupel
Program Manager
Applied Sustainability Center
University of Arkansas

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

Darlene Knipe
Extension Specialist, Marketing and Business Development
University of Illinois

David Lively
Marketing Director
The Organically Grown Company

TA4 SEACLIFF AB

Sustainable Packing – Emerging Innovations and The New Global Packaging Initiative

Over-packaging is one of consumers' biggest concerns regarding sustainability. Learn how leading companies are innovating to reduce and reinvent more sustainable packaging choices. Hear about the voluntary global industry initiative that is developing goals and metrics with the cooperation of members from four global associations, FMI, GMA, CIES and AIM.

Mark Brodeur
Director, Sustainability North America
Nestle Purina PetCare Company

Katherine O'Dea
Senior Fellow
Sustainable Packaging Coalition

David Stanton
Director, North American Retail
Natureworks LLC

Jason Wadsworth
Sustainability Specialist/Consumer Affairs
Wegmans Food Markets, Inc.

TA5*SEACLIFF CD***Supermarket Super Heroes – Kicking Global Warming in the...Refrigeration Section**

Welcome to the exciting new age of government and business collaboration! The green revolution has spawned numerous government voluntary partnerships, and this session focuses on two of them. The Department of Energy's Retailer Energy Alliance and the Environmental Protection Agency's GreenChill Advanced Refrigeration Partnership are joining forces to better help the supermarket industry attack global warming in the refrigeration section. What can they do for you? The potential environmental and financial benefits to the industry are impressive. For instance, if the entire supermarket industry reduced refrigerant emissions just down to the GreenChill Partner average (13.7%), the industry would save 20 million metric tons of CO₂ equivalent and almost \$97 million every year. GreenChill, the Retailer Energy Alliance, and some of their industry partners will outline how we can all work together to improve the environment and your bottom-line.

Drury B. Crawley

*Team Lead, Commercial Buildings
Office of Building Technologies
U.S. Department of Energy*

Bill Johnson

*President and CEO
Hill PHOENIX*

Tom McIntyre

*Director, Conservation and Environmental Stewardship
SUPervalu INC.*

Wayne Rosa

*Strategic Sourcing Manager, Energy and Maintenance
Food Lion, LLC*

Keilly Witman

*GreenChill Advanced Refrigeration Partnership
Stratospheric Protection Division
U.S. Environmental Protection Agency*

12:15 PM – 1:30 PM

*GRAND BALLROOM***Lunch and EPA GreenChill Awards****Welcome:**

Bill Johnson
*President and CEO
Hill PHOENIX*

Award Presentation:

Keilly Witman
U.S. Environmental Protection Agency

1:45 PM – 2:45 PM

CONCURRENT WORKSHOPS**TP1***SEACLIFF CD***Supermarket Super Heroes – Kicking Global Warming in the...Refrigeration Section**

Welcome to the exciting new age of government and business collaboration! The green revolution has spawned numerous government voluntary partnerships, and this session focuses on two of them. The Department of Energy's Retailer Energy Alliance and the Environmental Protection Agency's GreenChill Advanced Refrigeration Partnership are joining forces to better help the supermarket industry attack global warming in the refrigeration section. What can they do for you? The potential environmental and financial benefits to the industry are impressive. For instance, if the entire supermarket industry reduced refrigerant emissions just down to the GreenChill Partner average (13.7%), the industry would save 20 million metric tons of CO₂ equivalent and almost \$97 million every year. GreenChill, the Retailer Energy Alliance, and some of their industry partners will outline how we can all work together to improve the environment and your bottom-line.

Drury B. Crawley

*Team Lead, Commercial Buildings
Office of Building Technologies
U.S. Department of Energy*

Bill Johnson

*President and CEO
Hill PHOENIX*

Tom McIntyre

*Director, Conservation and Environmental Stewardship
SUPervalu INC.*

Wayne Rosa

*Strategic Sourcing Manager, Energy and Maintenance
Food Lion, LLC*

Keilly Witman

*GreenChill Advanced Refrigeration Partnership
Stratospheric Protection Division
U.S. Environmental Protection Agency*

TP2

MARINA

Navigating the Sustainable Seafood Waters – Future Trends and How To Prepare

Identify and explore some of the key issues and opportunities that are on the horizon for the seafood industry. We'll discuss how environmental changes, NGO activities, and industry commitments will impact the sustainability of wild fisheries and fish farms. Gain a better understanding of these issues and ideas and resources to help your sustainable seafood program increase in success and value for your company.

Brad Ack

*Regional Director, Americas
Marine Stewardship Council*

Teresa Ish

*President
Ku'ula Kai Consulting*

Susan Jackson

*President
International Seafood Sustainability Foundation*

Dick Jones

*US Operations Director
Sustainable Fisheries Partnership*

Chris Lischewski

*President and CEO
Bumble Bee Foods, LLC*

TP3

SEACLIFF AB

The Art of Developing Successful Business and NGO Partnerships

Our world has changed. Outside groups – including consumers, advocacy groups, local charitable organizations, law enforcement and others are increasingly important potential business partners – or risks – as you mature in your sustainability strategy. Advocacy groups (NGOs like Environmental Defense, World Wildlife Fund and Greepeace) are currently the most trusted source of information by consumers according to the World Economic Forum. How do you approach this emerging partnership trend? How do you evaluate which groups are strategically important to you? Hear from our experts on what works, what doesn't and how to succeed.

Moderator:**Suzanne Forbes**

*Environmental Affairs Administrator
Wakefern Food Corporation*

Panelists:**Bruce Karas**

*Director, Sustainability, Environmental and Safety
Coca-Cola North America*

Katharine Maroney

*Partner
Ecos Corporation LLC*

Kai Robertson

*Director, Business and Industry, Food and Agriculture
World Wildlife Fund US*

TP4

BAYVIEW A

Moving From Best Practices to Standards and Metrics

A number of ambitious sustainability initiatives have launched over the last year, promising a wide array of sustainability metrics, standards and incentives with the ultimate goal of delivering sustainability across the whole value chain. Meet participants from the Stewardship Index for Specialty Crops, The Keystone Center and Dairy Management Institute for a snapshot of some of the efforts underway and learn how these new initiatives can help your company find cost reduction opportunities, reduce risks, document accomplishments in advancing sustainability goals and forge closer partnerships with your suppliers and relevant advocacy groups.

Jeff Dlott

*President
SureHarvest*

Rick Naczi

*Executive Vice President, Strategic Insights and Evaluation
Dairy Management, Inc.*

Mike Smith

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

Sarah Stokes Alexander

*Director, Sustainability and Leadership Programs
The Keystone Center*

Do Chemicals Get a Bad Rap? Emerging Tools to Help You Protect Your Consumers, Employees and Your Bottom-Line

Do you know what chemicals are in the products you use to maintain your stores or put on your shelves? They may be harmful to workers, your customers, or the environment. Consumers are becoming ever more conscious about the chemicals in the products they buy. Workers want to know more about the chemicals in the products they use to maintain your stores. Chemical issues can quickly turn the best sustainability program into a public relations nightmare and quickly destroy your reputation as an environmental and social leader. Get the information and tools to make sustainable choices for you, your workers and your customers. Learn how retailers such as Wal-Mart tackled these complicated issues using emerging tools that can take the guess work out of identifying chemical risks and delivering greener chemistry with bottom-line results. Get insight from JohnsonDiversey on the trends and drivers for more green chemistry and products. Lower your compliance risks and reduce your costs by working with your suppliers and creating chemical use management policies you can enhance sustainability.

Kieran Callahan

*Director, Business Development
WERCS Professional Services*

Ashley Carlson

*Director, Retail Outreach
American Chemistry Council*

Daniel Daggett, Ph.D.

*Manager, Corporate Sustainability
JohnsonDiversey, Inc.*

George Parmenter

*Corporate Responsibility Manager
Hannaford Bros. Co.*

2:45 PM – 3:15 PM

PACIFIC CONCOURSE

Break and Sustainability Showcase

Sponsored by: SunOptics

3:15 PM – 5:30 PM

GRAND BALLROOM

General Session – Two Supply Chain Super Sessions

3:15 PM – 4:30 PM

Greening the Supply Chain – Case studies in Sustainable Procurement for Retail

Sustainability is being built into the supply chain from the ground up by innovators who will share their stories of how triple bottom line approaches are applied at different points along the value chain. In this session you will hear from growers, processors, distributors and packagers who have learned new ways of thinking in order to build successful, compelling brands with integrity in the sustainability marketplace. Hear about how products are being “reengineered” by industry leaders with enhanced social, environmental and financial values. We will share how the ideas become products, what partnerships were required, how they work, and barriers that needed to be overcome for retail success. Get new ideas to accelerate comprehensive sustainability supply tactics for your company.

Bud Floyd

*Vice President, Marketing - Sourcing Division
C.H. Robinson Worldwide, Inc.*

Humberto Garcia

*Senior Packaging Manager, Ice Cream and Beverages
Unilever*

Diane Holdorf

*Vice President, Environmental Stewardship,
Health and Safety
Kellogg Company*

Karen Karp

*Director, Business Innovation
The Sustainable Food Lab*

Gord Kurbis

*Director, Environment
Pulse Canada*

4:30 PM – 5:30 PM

Sustainable Supply Chains – Expanding Performance Verification to Integrate Labor and Environmental Standards and Define Leverage Opportunities

Anticipating the not-too-distant future when retailers will be accountable for their supply chains in much greater dimensions beyond food safety to include fair labor practices and environmental impact, this session will overview current and in-development global food industry initiatives. It will also provide insights on how other industries, such as apparel (initiated by the

“sweat shops” issues) and computers/electronics have dealt with these issues and opportunities. There are many divergent initiatives underway across supply chains globally. Stories of factories being audited 30 times per year (by each customer with proprietary requirements) have become all too common – which adds costs for everyone and delays real performance progress. There is an opportunity to define a comprehensive, collaborative vision that treats these issues rightly as non-competitive, to drive out costs and accelerate the sustainability “journey”.

Bonnie Nixon

*Director, Environmental Sustainability
Hewlett-Packard*

Art Smith

*Chief Executive Officer
GS1 Canada*

David Smith

*Vice President, Retail Strategies
Sobeys, Inc.*

Gary Smith

*Technical Director, SQF
Food Marketing Institute*

Tom Smith

*Marketing Manager
Sedex (Supplier Ethical Data Exchange)*

Marianne Voss

*Executive Director
Fair Factories Clearinghouse*

6:00 PM – 7:00 PM

PACIFIC CONCOURSE

Networking Reception

Sponsored by: WhiteWave Foods Company

Wednesday, August 19

7:00 AM – 12:00 PM

Registration Open

GRAND FOYER

7:00 AM – 8:30 AM

GRAND BALLROOM

**Breakfast Session on
Global Climate Change**

Sponsored by: Green Energy Sustainable Agreements

Climate change and its impacts are indisputable and governments around the world are taking action to reduce greenhouse gasses. The Obama Administration, states and localities are advancing new legislation and regulations that could have a dramatic impact on your bottom-line. How does understanding the global picture help you prepare? How will developing your strategy well in advance provide you with a competitive advantage in the marketplace? What is happening right now in Washington, and what are the risks and benefits to your business?

Bob Garrity

*Vice President, Environmental Sustainability
Giant Eagle, Inc.*

Andy Harig

*Director, Government Relations
Food Marketing Institute*

Paul Hepperla

*Director, Energy Services
Verisae, Inc.*

Tom McIntyre

*Director, Conservation and Environmental Stewardship
SUPervalu INC.*

8:30 AM – 9:45 AM

CONCURRENT WORKSHOPS

WA1

BAYVIEW A

**Energy Innovations Enabling Reductions in
Green House Gasses – Some Tools to Help
(including FMI's NEW Carbon 101 Toolkit)**

Learn the most exciting innovations in energy options and how retailers are evaluating, identifying and implementing new systems to enhance their competitive edge in business and with government regulators. What are some of the basic tools available to companies to calculate and benchmark where you are now and in the

future as you evolve your energy program and develop goals to document your progress?

Paul Hepperla

*Director, Energy Services
Verisae, Inc.*

Matthew Holtry

*Author
FMI's Carbon 101 Toolkit*

Tom McIntyre

*Director, Conservation and Environmental Stewardship
SUPervalu INC.*

Richard Young

*Senior Engineer/Director of Education
Food Service Technology Center
Fisher-Nickel, Inc.*

WA2

BAYVIEW B

Socially Responsible Sourcing – What, Why and How It Adds to the Triple Bottom-Line for Visionary Companies

As global population growth creates increasing competition for products and resources, the developed world becomes increasingly aware of inequality, poverty and the education challenges of developing countries. We are seeing a greater focus by consumers on the relevance of incorporating messaging, standards and initiatives that showcase products which support social and economic justice for workers who grow or make them. New research documents that even in economically challenging times, consumers are increasing their purchases of products they feel are made, sourced or sold by socially responsible companies. Hear impressive stories of how some companies have implemented creative and often seemingly risky social responsibility initiatives and have been significantly rewarded in many different ways, including their bottom-lines.

Ellen Feeney

*Vice President, Responsible Livelihood
WhiteWave Foods Company*

Harriet Hentges

*Vice President, Corporate Responsibility and
Sustainability
Ahold USA, Inc.*

Kathy Larson

*Vice President, Sustainability
Frontier Natural Products Co-op*

Alex Morgan

*Business Development Manager
Sustainable Agriculture Division
Rainforest Alliance*

WA3

SEACLIFF AB

The What, Why and How: Strategies, Guidelines and NEW Tools for Communicating Your Seafood Sustainability Initiatives

Most people just don't understand what sustainable seafood is or why it is important, or how or where to go for answers. We have a responsibility to educate and communicate about this increasingly important issue to all our constituents – our suppliers, our employees and management team AND our customers. This workshop will help you

- Educate employees and empower them to communicate to customers with facts and tools.
- Build customer awareness and help encourage them toward sustainable seafood purchases.
- Showcase a new FMI resource, the Sustainable Seafood 101.
- Help overcome and resolve resistance from management, employees and customers

Nadine Bartholomew

*Business Outreach and Development Manager
Seafood Choices Alliance*

Jeanne Colleluori

*Communications and Media Specialist
Wegmans Food Markets, Inc.*

Heather Tausig

*Associate Vice President, Conservation
New England Aquarium*

Tracy Taylor

*Senior Buyer
Ahold USA, Inc.*

Inside/Out -The Complete Green**Retail Design Story – A Journey from the Neighborhood to the Store to the Shelf**

This session demonstrates how all consumer touch points combine to communicate that green strategies are about innovative thinking in addition to protecting the environment. Conscientious consumers are redefining value around price, performance, purpose and participation. As a result, more retailers are connecting brand to sustainability in an integrated way. In the best examples, that plays out through brand, promotion, building, interior environment, product, packaging, and more.

Mitch Baranowski

*Founding Partner
BBMG*

Jackie DeLise

*Vice President
Zunda Group, LLC*

Kevin Foster O'Donnell

*Founder
thread collaborative and 2029 Productions*

Bill Sweet

*Vice President, Engineering and Construction
Price Chopper Supermarkets*

9:45 AM – 10:15 AM

PACIFIC CONCOURSE

Break and Sustainability Showcase

*Sponsored by: Emerson Climate
Technologies – Retail Solutions*

10:15 AM – 1:00 PM

GRAND BALLROOM

General Session

10:15 AM – 11:15 PM

WATER – Blue is the NEW Green!

Two-thirds of the world's population is expected to face water shortages by 2025. Since 1950 our world population has doubled - but water use has tripled! This session will focus on what we can expect globally in terms of water demand and supplies, what is coming on potential government policy that will impact everyone, and how businesses are addressing water issues from innovations to conservation and new technology. Although sustainability has often been focused on your carbon footprint, a critical issue will be your water

footprint as we see increasing concern from governments, companies, and activists on escalating demand that threatens to outstrip supplies.

Bruce Karas

*Director, Sustainability, Environmental and Safety
Coca-Cola North America*

Bill McDonnell

*Senior Resource Specialist
Metropolitan Water District of Southern California
(MWD)*

Kai Robertson

*Director, Business and Industry, Food and Agriculture
World Wildlife Fund US*

Peter Williams

*IBM Distinguished Engineer
Chief Technology Officer, Big Green Innovations
IBM*

11:15 AM – 12:45 PM

From the Checkout to the C-Suite to the Consumer – How Leading Companies Are Embedding Sustainability Into Their Cultures

Many companies are now well beyond Sustainability 101 and are effectively integrating sustainability into the core and culture of their business. They are integrating sustainability in such a way that it becomes part of employee and officers annual performance objectives, recognition and reward systems. These companies have more success as they look to attract, train and develop new leadership. These new leaders tend to be personally and professionally passionate about sustainability. Learn how to duplicate these efforts to increase the momentum in your own company.

Wes Bean

*Senior Director, Strategic Sourcing
Winn-Dixie Stores, Inc.*

Scott Buehler

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

Michael Hewett

*Manager, Environmental Services
Publix Super Markets, Inc.*

Judah Schiller
Executive Vice President and Co-Founder
Saatchi and Saatchi S

David Smith
Vice President, Retail Strategies
Sobeys Inc.

12:45 PM – 1:00 PM

**Summit Wrap-Up and
Challenge to Attendees**

David Smith
Vice President, Retail Strategy
Sobeys Inc.

Jeanne von Zastrow
Senior Director, Sustainability and Industry Relations
Food Marketing Institute

1:00 PM

Summit Adjourns

2:00 PM – 3:30 PM

**Sustainability Leadership
Committee Meeting**
(Committee members only)

MARINA ROOM

SUSTAINABILITY SHOWCASE

Pacific Concourse

American Chemistry Council

Anheuser-Busch, Inc.

Applied Sustainability Center

BaselineUS Operations

Bonneville Environmental Foundation

Bumble Bee Foods, LLC

DuPont

EcoUnit

Emerson Climate Technologies - Retail Solutions

Environmental Protection Agency

Fibre Box Association

Food Alliance

Green Energy Sustainable Agreements

Hill PHOENIX

iGPS - Intelligent Global Pooling Systems

JohnsonDiversey, Inc.

Kellogg Company

Marine Stewardship Council

Morrill Motors

Oxfam America

PAX Streamline

REMIS AMERICA

StrongPak, a Stericycle company

SunOptics

SureHarvest

Sustainable Packaging Coalition

Verisae, Inc.

World Wildlife Fund

Worldwide Responsible Accredited Production

SUMMIT LEADERSHIP

FMI Sustainability Leadership Committee

Mission: To help FMI identify and address priority issues and to develop resources and tools to help the food industry create, embrace and implement sound sustainable business practices that promote the environment, society and the bottom-line. This group works to accomplish things on behalf of the entire industry that individual companies can not do alone.

David Y. Smith
(Incoming Chair, 2009-2011)
Vice President, Retail Strategy
Sobeys Inc.

Bob Garrity
(Outgoing Chair, 2006-2009)
Vice President, Environmental Sustainability
Giant Eagle, Inc.

Tom J. McIntyre (Vice-Chair, Operations)
Director, Conservation and Environmental Stewardship
SUPervalu INC.

Wesley Bean
Senior Director, Strategic Sourcing
Winn-Dixie Stores, Inc.

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

Jerry Buligan
Director, Risk Management and Corporate Responsibility
Longo's Brothers Fruit Markets, Inc.

Jeanne Colleuori
Communications and Media Specialist
Wegmans Food Markets, Inc.

Brendon Cull
Director, Government Relations
The Kroger Co.

Suzanne Forbes
Environmental Affairs Administrator
Wakefern Food Corporation

Kate Heiny
Sustainability Manager
Target Corporation

Megan Hellstedt
Director, Social Responsibility
Hannaford Bros. Co.

Harriet Hentges
Vice President, Corporate Responsibility and
Sustainability
Ahold USA

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

Scott Hollar
Corporate Responsibility Manager
Food Lion, LLC

Harrison Horning
Director, Facilities and Energy
Hannaford Bros. Co.

Bea James
Senior Manager, Organic and Natural and HBC Programs
Lund Food Holdings, Inc.

Walter Kraus
Senior Director, Environmental Affairs
Loblaw Companies Limited

Peter Larkin
Representative
Save Mart Supermarkets and Unified Grocers, Inc.

Karen Meleta
Vice President, Consumer and Corporate
Communications
Wakefern Food Corporation

Marsha B. Miller

Director, Organizational Development and Training
Unified Grocers, Inc.

Linda Nordgren

Group Vice President, Strategic Sourcing –
Supply Chain Strategies
Safeway Inc.

George Parmenter

Corporate Responsibility Manager
Hannaford Bros. Co.

Dawn Reeves

Manager, Environmental Sustainability
Harris Teeter, Inc.

Sandy Sandahl

Senior Manager, Refrigeration Engineering
Target Corporation

Michael A. Smith

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

William R. Sweet

Vice President, Engineering and Construction
Price Chopper Supermarkets

Joanie Taylor

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

Jason Wadsworth

Sustainability Specialist / Consumer Affairs
Wegmans Food Markets, Inc.

Jeanne von Zastrow

Senior Director, Sustainability and Industry Relations
Food Marketing Institute

FMI Sustainability Supplier Advisory Council

Mission: To develop and strengthen engagement and collaboration throughout the supply chain on social and environmental sustainability issues and initiatives.

Gene Kahn (Chair)

Global Sustainability Officer
General Mills, Inc.

Betsy Cohen

Vice President
Nestlé S.A.

Ellen Feeney

Vice President, Responsible Livelihood
WhiteWave Foods Company

Jeff Foote

Director, Environmental Programs
Coca-Cola North America

Diane Holdorf

Vice President, Environmental Stewardship,
Health and Safety
Kellogg Company

Robert J. Israel, Ph.D.

Vice President, Global Environmental
Sustainability and Regulatory Affairs
JohnsonDiversey Inc.

Kathy Larson

Vice President, Sustainability
Frontier Natural Products Co-op

Christopher Lischewski

President and CEO
Bumble Bee Foods, LLC

Scott Martin

Director, Sustainable Technologies
Hill PHOENIX

Eric Ostern

Senior Manager, Corporate Responsibility
and Community Relations
Unilever

David Rappaport

Senior Director, Corporate Consciousness
Seventh Generation, Inc.

FMI Stakeholder Advisory Council

Mission: A unique group of NGOs and Academics whose role is to share ideas and expertise with the Sustainability Leadership Committee and FMI regarding emerging and current issues as well as provide input on the development of new industry tools and resources.

Kai Robertson (Chair)

Director, Business and Industry, Food and Agriculture
World Wildlife Fund US

Michele Halsell

Managing Director
Applied Sustainability Center
University of Arkansas

Anne Johnson

Director
Sustainable Packaging Coalition

Jonathan Kaplan

Senior Policy Specialist
Natural Resources Defense Council

Marc Mondor

Principal
evolve environment::architecture

Minor Sinclair

Director, U.S. Regional Office
Oxfam America

FMI Sustainable Seafood Working Group

Mission: This group's goal is to engage individuals and companies with expertise to help our industry address sustainable seafood issues in a proactive and positive way. The group works to accomplish things for the industry that individual companies can't do alone.

Tracy Taylor (Chair)

Senior Buyer
Ahold USA, Inc.

Sherry Casey

Senior Director, Nutrition and Regulatory Affairs
Loblaw Brands Limited

Richard Castle

Director, Seafood
Giant Eagle, Inc.

Jeanne Colleluori

Communications and Media Specialist
Wegmans Food Markets, Inc.

Brendon Cull

Director, Government Relations
The Kroger Co.

Matt Dougan

Vice President, Sales and Marketing
Perishable Distributors of Iowa, Ltd.

Cathy East

Group Director, Perishables
Safeway Inc.

Jill Elias

Director, Seafood
Wal-Mart Stores, Inc.

Mike Erlandson

Vice President, Government Affairs
SUPervalu INC.

Suzanne Forbes

Environmental Affairs Administrator
Wakefern Food Corporation

Philip Gadsden

Director, Seafood Merchandising
Harris Teeter, Inc.

Phil Gibson

Group Director, Seafood Merchandising
Safeway Inc.

Mona Golub

Vice President, Public Relations and Consumer Services
Price Chopper Supermarkets

Terry Harriman
Associate
Hannaford Bros. Co

Sharon Inch
Merchang, Meat and Seafood
Raley's Family of Fine Stores

Tom Linnemann
Buyer, Fresh Meat and Seafood
Target Corporation

Michael Loftus
Director, Meat and Seafood
Raley's Family of Fine Stores

Shawn McMurter
Director, Meat and Seafood, National Procurement
Sobeys Inc

Michael Monahan
Buyer, Frozen Meat and Seafood
Target Corporation

Scott Negro
Category Manager, Seafood Department
Price Chopper Supermarkets

Geatano Pizzuti
Category Manager, Seafood
Publix Super Markets, Inc.

David Y. Smith
Vice President, Retail Strategy
Sobeys Inc.

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

Frank N. Thurlow, Jr.
Director, Meat and Seafood Sales
Winn-Dixie Stores, Inc.

Denise Webster
Supplier Standards and Policy Manager
Fresh and Easy Neighborhood Market

Jeanne von Zastrow
Senior Director, Sustainability and Industry Relations
Food Marketing Institute

Thanks and Recognition

We'd like to acknowledge some outstanding organizations and individuals whose support was invaluable in developing our summit program this year.

Nadine Bartholomew, Seafood Choices Alliance

Ted Brown, Brown Sustainability Solutions

FMI Sustainability Leadership Committee

California Grocers Association Educational Foundation

Tom Gillpatrick, Portland State University

Karen Karp, Sustainable Food Lab

Joel Makower, GreenBiz.com

Katharine Maroney, ECOS Corporation LLC

Kai Robertson, World Wildlife Fund

Bill Shireman, Future 500

Sustainable Packaging Coalition

Keilly Witman, U.S. Environmental Protection Agency

FMI and the Sustainability Leadership Committee express great appreciation to Bob Garrity, our outgoing chairman for his incredible commitment and leadership since the launch of the Sustainability Initiative in March 2006. Bob has served tirelessly and his vision and expertise have helped move our entire food industry forward faster with understanding and implementing sustainable business practices. His leadership has fostered new areas of stakeholder collaboration we never thought possible. Thanks, Bob!

FMI SUSTAINABILITY STARTER KIT

\$100 off for Summit attendees

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FMI has developed a valuable tool to help companies understand how to develop and implement sustainability strategies.

As a summit special, the FMI Sustainability Starter Kit is available for \$100 off the list price for attendees of the Summit.

Order your starter kit until **September 1, 2009**
at www.fmi.org/store

CALL FOR PRESENTATIONS

Join us at the 2010 FMI Sustainability Summit

If you would like to present proposals for speaking in the future, or if you'd like to be a summit sponsor, please email your request to Jeanne von Zastrow, jvonzastrow@fmi.org by December 1, 2009.

Outline for presentation proposals:

- Title of Session
- Description of Session
(objective, focus and "take home" value for retailers)
- Recommended Speakers
- Speakers Bios
- Contact Information

FMI ANTITRUST STATEMENT

FMI believes strongly in competition. Our antitrust laws are the rules under which our competitive system operates. It is FMI's policy to comply in all respects with the antitrust laws.

Association meetings or workshops by their very nature bring competitors together. It is expected that all member representatives involved in FMI activities, as well as FMI consultants and other participants, will be sensitive to the legal issues and act in compliance with applicable antitrust and competition laws both at FMI meetings and FMI-sponsored events.

Accordingly, it is necessary to avoid discussions of sensitive topics that can create antitrust concerns. Agreements to fix prices, allocate markets, engage in product boycotts and to refuse to deal with third parties are illegal under the antitrust laws. At any association meeting discussions of prices (including elements of prices such as allowances and credit terms), quality ratings of suppliers, and discussions that may cause a competitor to cease purchasing from a particular supplier, or selling to a particular customer, should be avoided.

Also, there should be no discussion that might be interpreted as a dividing up of territories.

An antitrust violation does not require proof of a formal agreement. A discussion of a sensitive topic, such as price, followed by action by those involved or present at the discussion is enough to show a price fixing conspiracy. As a result, those attending an association-sponsored meeting should remember the importance of avoiding not only unlawful activities, but even the appearance of unlawful activity.

As a practical matter violations of these rules can have serious consequences for a company and its employees. Antitrust investigations and litigation are lengthy, complex and disruptive. The Sherman Act is a criminal statute, and may even result in penalties punishable by steep fines and imprisonment. The Justice Department, state attorneys general and any person or company injured by a violation of the antitrust laws may bring an action for three times the amount of the damages, plus attorney's fees.

If you have any questions or concerns at this meeting, please bring them to the attention of FMI staff.

Notes

Practical Advice  Expert Guidance 
Best Practice Examples  Essential Resources

Develop and execute your company's sustainability strategy with the

FMI Sustainability Starter Kit

Special \$100
discount to Summit
attendees until
September 1, 2009!

This food retail industry specific resource developed by leaders in corporate sustainability will help you effectively respond to the sustainability imperative and meet the demands of the emerging green consumer and evolving marketplace.

The Sustainability Starter Kit is divided into seven chapters, each with examples, review questions, practical frameworks and sequential steps and links to external resources. Chapter Outline is as follows:

- Finding the Right Place to Start
- Opportunities and Risks
- Sustainability Strategy Development
- Establishing Goals and Metrics
- Implementation of Plans
- External Engagement
- Inspirations, Insights and Implications
- Food Industry Examples
- Glossary of Sustainability Terms
- Sustainability Resource List

The FMI Sustainability Starter Kit is available in print and PDF format. The PDF format has all the resource links live for easy navigation and access to all the outside resources.

Print

FMI Members: \$195
FMI Associate Members: \$245
Non-Members: \$395

PDF

FMI Members: \$245
FMI Associate Members: \$295
Non-Members: \$445



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