

Sustainability on the Shelves: A Guide for Category Managers & Buyers



**The perfect overview of
sustainability in the food retail
sector, now available to you!**

Along with the included category-specific webinar training session, managers achieve the following objectives:

- Understanding sustainability in the food retail supply chain
- Identify issues specific to each category
- Understand and verify claims, recognize "greenwashing", and select more sustainable products

 **FREE to FMI Retail/Wholesale Members**
 **\$150 for FMI Associate Members**
 **\$300 for Non-Members**



Developed Five Winds, Ecos USA and the retailers and wholesalers on FMI's Sustainability Executive Committee with a grant from the US Soybean Board.



“Sustainability is a broad topic and tough to understand for many in the grocery industry. This guide gets to the point on complex issues and will provide a quick study for those interested in taking sustainability marketing and merchandising to the next level at their company.”

– Tom McIntyre, SuperValu
FMI's Sustainability Executive Committee

“Category managers and buyers are on the front lines of making our shelves more sustainable. This guide is a great tool to strengthen their capability to make more informed and confident choices.”

– Harriet Hentges, Ahold USA
Chair of FMI's Sustainability Education and Communication Working Group

TO ORDER

Visit fmi.org/sustainability or contact Jeanne von Zastrow, jvonzastrow@fmi.org or use the form provided.



A GUIDE FOR CATALOGUE MANAGERS & BUYERS

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