

## **Sustainability Summit Agenda-at-a-Glance** (as of August 9, 2013)

### **Wednesday, August 14**

8:00 AM – 12:00 PM

**Committee Meetings (Committee members only)**

11:00 AM – 7:00 PM

**Registration**

1:00 PM – 3:00 PM

#### **The Consumer Goods Forum Pre-Summit Session - Moving Deforestation and Refrigeration Commitments From Ideas to Action**

(pre-registration required)

In 2010 the Board of Directors of The Consumer Goods Forum committed to helping achieve net zero deforestation by 2020 and to phasing out certain refrigerants that can harm the environment. Those landmark commitments were many years in the making. In this first of its kind pre-Summit session, leadership from The Consumer Goods Forum and the Sustainability Steering Group will educate participants as to how they achieved such commitments, the details of the commitments themselves including the deforestation focus on palm oil, soy, beef, paper and pulp, and work underway to put those commitments into action worldwide.

**Diane Holdorf**, Chief Sustainability Officer, Kellogg Company

**Jerry Lynch**, Chief Sustainability Officer, General Mills, Inc.

**Jeffrey Rice**, Senior Director, Sustainability, Wal-Mart Stores, Inc.

**Jeff Seabright**, Vice President, Environment and Water Resources, The Coca-Cola Company

1:00 PM – 4:00 PM

#### **Pre-Summit Session – Conquering Food Waste: An Interactive Dialogue with Thought Leaders** (pre-registration required)

Food Waste was identified by Supermarket Guru, Phil Lempert, as the number one issue for 2013. In this informal, fast paced session, you'll engage in direct dialogue with today's leading food waste experts and learn about the work of the Food Waste Reduction Alliance (FMI/GMA/NRA) and how you can engage and benefit from their new research and best practices. You'll walk away with a clear understanding of why this is an urgent issue for your company; what barriers and opportunities to expect; tools and ideas on how to assess your company's food waste; first hand experiences and success stories from your peers throughout the value chain; recommended tools/strategies that work; new relationships to spur innovation and progress for your company; and an action list of what to do when you get home.

**Facilitator: Kai Robertson**, Senior Corporate Sustainability Advisor

#### **Expert Session Resources:**

**Bridgette Bell**, Senior Manager, Global Sustainability, Yum! Brands, Inc.

**Jerry Bingold**, Director, Renewable Energy, Innovation Center for US Dairy

**Robin Connell**, Sustainability Programs Manager, Del Monte Foods Company

**Elise Golan**, Director, Sustainable Development, U.S. Department of Agriculture

**Dana Gunders**, Project Scientist, Natural Resources Defense Council

**Karen Hanner**, Director, Manufacturer Partnerships, Feeding America

**Amy Kirtland**, Vice President, Nature's Best

**Susan Kujava**, Director, Industry Relations & Business Development, General Mills

**Suzanne Lindsay-Walker**, Director, Sustainability, Corporate Affairs, The Kroger Co.

**Andrew Shakman**, Co-Founder and President, Lean Path

**Gail Tavill**, Vice President, Sustainable Development, ConAgra Foods, Inc.

**Brandon Tidwell**, Manager, Sustainability, Darden Restaurants  
**Jeanne von Zastrow**, Senior Director, Sustainability, Food Marketing Institute  
**Jason Wadsworth**, Sustainability Manager, Wegmans Food Markets, Inc.  
**Wanda Williams**, Director Customer Alliances, Waste Management, Inc.  
**Ashley Zanolli**, Environmental Engineer, U.S. Environmental Protection Agency

1:00 PM – 4:00 PM

**Pre-Summit Session – Sustainable Sourcing** (pre-registration required)

The food industry is increasingly applying innovative techniques to manage the expanding material business risks and opportunities in their supply chains. From NGOs to the private sector, this workshop offers an opportunity to hear case studies and learn from leading experts in sustainable sourcing. Moderated by sustainable supply chain experts from PricewaterhouseCoopers, this panel of sweet resource enthusiasts from Starbucks, The Hershey Company, Cargill, World Wildlife Fund and their partner in sugar cane production, CSC Sugar, will engage and stimulate you during this interactive session fit for any organization - no matter how far along the sustainable sourcing journey you are.

**Facilitators:** **Judith Hochhauser Schneider**, Manager, PwC  
**Cope Willis**, Director, PwC

**Panelists:**

**Kelly Goodejohn**, Director, Ethical Sourcing, Starbucks Coffee Company  
**Andy McCormick**, Vice President, Cocoa Sustainability, The Hershey Company  
**Kevin Ogorzalek**, Manager, Agriculture Field Programs, WWF-US; Board of Directors, Bonsucro  
**Steve Polski**, Senior Director Corporate Responsibility, Cargill  
**Diane Stevenson**, Director, Sustainability, CSC Sugar; Board of Directors, Bonsucro

4:30 PM – 4:45 PM

**Welcome and Conference Overview**

**Meghan Stasz**, Senior Director, Sustainability, Grocery Manufacturers Association  
**Jeanne von Zastrow**, Senior Director, Sustainability, Food Marketing Institute

4:45 PM – 5:30 PM

**Opening Keynote Session - From Here to Sustainability: The New Language of Risk and Opportunity**

Sustainable business has come a long way from "doing well by doing good" and "doing the right thing", to addressing risk, increasing resilience in a dynamic world, and serving as a platform for innovation. At the same time, a convergence of technologies is enabling companies and industries to accelerate efficiencies while creating new products and services. Makower has been watching these trends unfold for nearly 25 years. He will provide insights and inspiration about how companies — and their customers and stakeholders — are shifting their view of how sustainability fits in the business agenda.

**Joel Makower**, Chairman and Executive Editor, GreenBiz Group, Inc.

5:30 PM – 7:00 PM

**"Taste of Seattle" Welcome Reception in the Sustainability Exhibitor Showcase**  
**Sponsored by: Skip Shapiro Enterprises, LLC**



## **Thursday, August 15**

7:00 AM – 5:00 PM

### **Registration**

7:00 AM – 8:00 AM

### **Kellogg's Breakfast for Better Days**

As the world's leading cereal company, Kellogg Company believes in the power of breakfast. And when we start the morning right, there's no end to what each day can bring. That's why Kellogg launched a new corporate philanthropy initiative – *Breakfasts for Better Days™* – with targeted goals and investments, including a focus on hunger relief and programs that support breakfast for children and families. Kellogg committed to providing 1 billion cereal and snack servings– more than half of which are breakfasts – to children and families in need around the world by the end of 2016.

**Sponsored by: The Kellogg Company**



8:00 AM – 8:15 AM

### **Opening Remarks**

**Meghan Stasz**, Senior Director, Sustainability, Grocery Manufacturers Association  
**Jeanne von Zastrow**, Senior Director, Sustainability, Food Marketing Institute

8:15 AM – 9:00 AM

### **Sustainable Design is Good Business**

Starbucks believes that it can and should have a positive impact on the communities it serves by inspiring and nurturing the human spirit. As the company has grown to more than 18,000 stores in over 60 countries, so too has the commitment to corporate citizenship, particularly related to environmental impact. Starbucks is committed to minimizing its environmental footprint and inspiring others to do the same. Nowhere else is this lens more clearly demonstrated than in Starbucks stores around the world, where 60 million people visit every week to be immersed in locally-relevant sustainable store design; products that ensure quality; operations that reduce the energy, water and waste associated with delivering a great cup of coffee.

**Arthur Rubinfeld**, chief creative officer; president, Global Development and Evolution Fresh Retail, Starbucks Coffee Company

9:00 AM – 9:45 AM

### **Looking Around the Corner: Emerging Sustainability Issues**

Get a fresh perspective on sustainability issues that are "around the corner" for the retail and consumer products industry. While we all know FMI and GMA members are working on many issues currently, this session will focus on emerging areas that could require companies to act in coming months and years. The perspectives shared in this session will be based off new work McKinsey has performed in concert with FMI and GMA specifically for the summit, not a summary of what's already published elsewhere. To identify emerging issues, McKinsey will leverage its view of global macro forces, cross-sector trends, and access to global thought leaders from NGOs, government, and the private sector. The findings shared in the session will help sustainability leaders anticipate and get ahead of the issues they may face in the future.

**Steven Swartz**, Partner, McKinsey & Company

9:45 AM – 10:30 AM

### **Bridging the Sustainability Gap: When Personal Aspiration and Shopping Behavior Diverge**

Consumers are notorious for saying they buy green products but actual shopping behaviors tell an altogether different story. In this highly visual presentation, industry-renowned consumer behaviors expert, Demeritt, will let you see and hear consumers

tell the story about where they are at today in the ever-evolving sustainability arena. Retailers and manufacturers will take away illuminating new insights why personal benefits and social sustainability is actually the most direct pathway to purchase.

**Laurie Demeritt**, Chief Executive Officer, The Hartman Group

**Sponsored by: The Hershey Company**



10:30 AM – 11:00 AM

### Networking Break in the Sustainability Exhibitor Showcase

**Sponsored by: The Hershey Company**



11:00 AM – 12:00 PM

### Concurrent Interactive Workshops

- **How Seafood Is Paving the Way for Embedding Sustainability into Your Company**

How can you embed core values and expertise from your sustainability department into your buying functions? FMI's Seafood Committee have created a model that can be duplicated to truly connect sustainability and buyers/category managers. Learn how three companies have overcome barriers, have engaged with diverse stakeholders and are actively sourcing more sustainable product in one of the most complex supply chains in the world. Their stories can inspire you, and are models to adapt throughout your company from soup to nuts.

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

**Bob Chant**, Senior Vice President, Corporate Affairs and Communications, Loblaw Companies Limited

**Chris Lischewski**, President and CEO, Bumble Bee Foods, LLC

**George Parmenter**, Manager, Sustainability, Delhaize America

- **Sustainable Sourcing: A Practical Guide**

In an increasingly complex operating environment, companies are seeking ways to bolster their supply chain programs to deliver more value to their business and supply chain partners. This session will present a step-by-step approach to sustainable sourcing, with a specific focus on two critical areas: effective prioritization of risks and opportunities and integration with procurement. Drawing on company experiences and existing tools, such as the "Sustainable Sourcing of Agricultural Raw Materials: a Practitioner's Guide" developed by SAI Platform with the support of seven other organizations, participants will leave with concrete examples of how to better incent more sustainable practices in their supply chains.

**Ryan Flaherty**, Manager, Advisory Services, BSR

**Jeffrey Rice**, Senior Director, Sustainability, Wal-Mart Stores, Inc.

**Kristine Young**, Sustainability Manager, Ocean Spray Cranberries, Inc.

- **Emerging Trends and Technology in Food Packaging Recycling**

In this presentation, Sandra Lewis of Earth911, Inc. will demonstrate how the digital tools of the 21st century lend directly to consumer recycling of food packaging. Ms. Lewis will share trends on consumer recycling behavior as it relates to food packaging and show where large scale gaps in availability coverage leave no recycling opportunities for consumers. She will also share how emerging technologies, including mobile QR scanning applications, allow consumers to get recycling information for food packaging in a time of ever-evolving packaging types and product designs.

**Sandra Lewis**, Vice President, Government Relations and Industry Affairs, Earth911, Inc.

- **The CGF: Climate Commitments**

In 2010 the Board of Directors of The Consumer Goods Forum (CGF) committed to helping achieve net zero deforestation by 2020 and to phasing out certain refrigerants that can harm the environment. Those landmark commitments were many years in the making. In this session, Jeff Seabright, a member of the CGF Sustainability Steering Group, will review how they achieved such commitments, the details of the commitments themselves including the deforestation focus on palm oil, soy, beef, paper and pulp, and work underway to put those commitments into action worldwide.

**Jeff Seabright**, Vice President, Environment and Water Resources, The Coca-Cola Company

- **Demystifying Sustainability Risk**

While companies are facing increased environmental and social risks with great potential to impact their business, executive recognition of these material sustainability risks is not keeping pace. Leading organizations are creating competitive advantages by embedding sustainability into their ERM framework to create and protect business value. Drawing on industry perspective and a recent collaborative effort between EY and the Committee of Sponsoring Organizations of the Treadway Commission (COSO) — panelists will discuss the challenges of securing greater risk recognition inside companies, and provide attendees with ideas on how to integrate sustainability into risk management to improve their resiliency.

**Adam Carrel**, Senior Manager, Ernst & Young LLP

**Nancy Gillis**, Senior Manager, Ernst & Young LLP

**Kate Baker**, Manager, Ernst & Young LLP

**Dave Stangis**, Vice President, CSR and Sustainability, Campbell Soup Company

**Session Sponsored By: Ernst & Young**





12:00 PM – 1:15 PM

### Networking and Idea Exchange Lunch

One of the top rated sessions of the Sustainability Summit. Lead by subject matter experts serving as table hosts, select from a menu of the hottest topics in sustainability for a dynamic, casual deeper dive discussion over lunch. Participation in the interactive dialogue will expand your knowledge and help you find the answers you are searching for. Seating is limited at each table so plan to arrive on time for lunch and be prepared to share and learn.

### Sponsored By: Capitol Cups



1:30 PM – 2:30 PM

### Concurrent Interactive Workshops

- Leading European CPG and Retail Companies Harvest the Profits of their Sustainability Efforts**  
 European CPG and retail markets are to a great part fiercely competitive and low-margin. For a long time price has dominated consumers' buying behavior. Concurrently, European countries are the frontrunners in many sustainability dimensions, and consumers' expectations towards companies acting responsibly in every dimension are high. The session introduces a sustainability framework for CPG and Retail and quantifies the key levers for a profitable improvement of a company's sustainability program. It shows pathways of companies acting in this challenging environment and how they have prospered. The findings are highly relevant and immediately actionable for anyone with a bottom-line responsibility.  
**Carsten Gerhardt**, Principal, A.T. Kearney  
**Joy Peters**, Partner, A.T. Kearney
- Making the Business Case for Sustainability**  
 Focused on making the business case for sustainability, from the C-suite and throughout the organization, this workshop will equip participants to capture the hearts and minds of their leadership team to broaden and accelerate sustainability initiatives. Experienced Blu Skye consultants will present strategies on engaging executives – from key elements of successful “elevator speeches” for building internal allies to support you through real-life business cases.  
**Moderator: Susan Ghertner**, Director, Environmental Affairs, H-E-B  
**Erin Billman**, Principle, Blu Skye Sustainability Consulting  
**Julie Menter**, Manager, Blu Skye Sustainability Consulting
- Too Valuable to Waste: Strategies For Extracting Value From Food and Packaging Waste**  
 Brand owners and retailers continue to face enormous pressure to reduce or recover their waste and improve the sustainability of their products and packages. Yet, it is an exciting time as advancements in recycling, composting, and energy recovery – technologies that allow us to convert non-recycled waste into energy and other useful products – are growing. Leading companies, North American municipalities, brand owners and trade associations are partnering to rapidly advance and integrate these new technologies to truly maximize the value of our waste. This session will build upon previous GMA/FMI Sustainability Summits and will add value for both veteran Summit attendees and first timers. An interactive panel with a

representative from the plastics industry, a leading North American municipality driving towards 90% landfill diversion, and a leading company converting difficult to recycle packaging and materials to useful products will engage participants in a thoughtful discussion about what these exciting advancements in materials recovery could mean for your brand or store.

**Jon Angin**, Vice President Business Development, Agilyx Corporation

**Craig Cookson**, Director, Sustainability and Recycling, American Chemistry Council

**Jim Schubert**, Director, Business Planning and Central Operations, City of Edmonton, Alberta

- **Sustainable Supply Chains: Dealing With the Right Projects**

This session breaks down the process of creating and operating sustainable supply chains. Achieving world class leadership in this field implies an understanding of corporate strategy, systems thinking, constrained resources and understanding that it does not always pay to be green – we have to find and create the right opportunities. It is all about adding value through sustainability. Included is a proposed framework for corporate sustainability projects, which is enriched with business cases, and leading practices from CPGs, retailers and food producers, among others. Some emphasis will be given to the sourcing phase, as it commonly embeds some of the main challenges.

**Omar Romero-Hernandez**, Faculty on Corporate Sustainability, University of California – Berkley, Haas School of Business, Center for Responsible Business

- **Sustainable Livestock Production: A Key Component in Sustainability Strategies**

Sustainable food production, including protein, has received increasing attention by both consumers and retailers. In addition, more information is available to producers, purchasers, and consumers than ever before about our food system and the latest technologies to produce food with a reduced impact on the environment. Zoetis, a leading animal health care company and formerly a division of Pfizer, Inc, supports veterinarians and producers as well as the wider food chain on a range of these issues around the world.

Speakers will share how new research and practices, including life cycle assessments, are applied to new products and services that enable livestock producers to enhance their sustainability efforts in caring for animals. They will give insight into the range of factors that go into product development and will provide a case study in how to build a communication platform across a range of stakeholders.

**Garth Boyd**, Senior Partner, The Prasino Group

**Christi Calhoun**, Senior Manager, Food Chain Outreach, Zoetis

**Paulo Moraes**, Senior Marketing Manager, Zoetis

Session sponsored by: Zoetis



- **Green Chemistry**

The consumer products industry has a long and distinguished history of bringing safe and effective products to market that enhance consumers' lives. As demand for environmentally safe products continues to rise and regulation

becomes more complicated, the industry and its partners are playing a critical role in efforts to test and vet chemicals and ingredients. Currently, there is no definitive process in place for testing many products or inputs and so the expertise and resources of the CPG industry are a vital part of this complex system. This presentation will demonstrate how manufacturers and suppliers have approached this challenge from different angles, as well as how a newly developed alternatives assessment may revolutionize the way companies evaluate the chemicals they use in order to ensure the safety of their products.

**Moderator: Cindy Drucker**, Executive Vice President, Weber Shandwick  
**Jack Linard**, Head of Regulatory Affairs, Personal Care Products, Unilever  
**Ken Miller**, Global Sustainability Manager, SABIC

2:30 PM – 3:00 PM

### Networking Break in the Sustainability Exhibitor Showcase

Sponsored by: Reverse Recycling



3:00 PM – 4:00 PM

### Concurrent Interactive Workshops

- **Creating a “Supply Draw” to Increase the Supply of Responsibly Sourced Material**

Leading brands are looking at the environmental attributes when it comes to paper and package purchasing. As these commitments are made, the demand for responsibly sourced materials increases and supply must be ensured. Forest certification standards like the Sustainable Forestry Initiative (SFI) provide a proof point that the paper comes from responsibly managed forests. But finding a steady supply is often a challenge since only 10% of the world's forests are certified. In this session, Hans Wegner and Jason Metnick will share insights about how supply chains can work together to increase the supply of sustainable materials.

**Jason Metnick**, Vice President, Customer Affairs, Sustainable Forestry Initiative, Inc.

**Hans Wegner**, Chief Sustainability Officer, National Geographic Society

- **Five Ways to Find More Green (\$\$\$) in the Grocery Aisle**

While interest in environmental responsibility is rising, grocery shoppers say eco-friendly choices are getting harder to make, not easier! Are you ready to address this challenge? Workshop participants will use the EcoFocus Scorecards for big box, grocery chain, and natural grocery stores, based on the EcoFocus 2013 shopper trend study. We'll work as teams to create calls to action for these retailers based on consumer insights that can close the gap between what shoppers say and what they do. You'll walk away with rules and tools for getting more green (\$\$).

**Linda Gilbert**, CEO, EcoFocus Worldwide

**Christopher Ratto**, Manager, Corporate Social Responsibility and Sustainability, Safeway Inc.



- **Best Practices for Food Waste Reduction**

It is estimated that nearly half of the food that is grown for human consumption is wasted. Food waste is a major concern for manufacturers, restaurants and retailers where the main goal is to provide consumers with the best wholesome food experience possible at the best value. Learn from a leading manufacturer, full service restaurant and food retailer the steps they take to help reduce the amount of food waste going to landfill from their operations and how you can get started. Members of the Food Waste Reduction Alliance's (FWRA) Best Practices Committee, will discuss their mission to collect and report out the best practices. During this session you will learn that by avoiding food waste, increasing donations and diverting from landfill, you are poised to make a difference for people, planet and profit!

**Moderator: Tony D'Onofrio**, Sustainability Director, Town & Country Markets, Inc.

**Panelists:**

**Liz Baldrige**, National Accounts Manager, Feeding America

**Gail Tavill**, Vice President, Sustainable Development, ConAgra Foods, Inc.

**Brandon Tidwell**, Manager, Sustainability, Darden Restaurants

**Jason Wadsworth**, Sustainability Manager, Wegmans Food Markets, Inc.

- **Corporate Freshwater Stewardship**

As freshwater resources are challenged by overuse and pollution, food and beverage companies are seeing their water-related risks grow throughout their products' value chains. Whether these risks are physical, regulatory or reputational, companies are realizing the need to develop a water stewardship plan that can begin to address and reduce these risks. The Nature Conservancy has been working with food and beverage companies for years to help develop and implement water stewardship plans that address the major risks and impacts in their supply chain and operations.

**Richard Rosengren**, Senior Advisor, Corporate Engagement, The Nature Conservancy

**Kari Vigerstol**, Senior Hydrologist, Global Freshwater Team, The Nature Conservancy

- **Seafood Sustainability – It's Not All Doom and Gloom**

Do you believe "Overfishing is rampant in the vast majority of the world's fisheries," "Ocean predators are being depleted globally" or that "Seafood production could be much higher if we solved overfishing?" If so, attend this presentation with Dr. Trevor Branch, where he dispels these myths and reveals the real truth about seafood sustainability. You will walk away from this interactive session with evidence that the story of the world's oceans is not all doom and gloom and a newfound confidence in marketing seafood.

**Dr. Trevor Branch**, Assistant Professor, School of Aquatic and Fishery Sciences, University of Washington

**Randy Rice**, Technical Program Director, Alaska Seafood Marketing Institute

**Session sponsored by: Alaska Seafood Marketing Institute**



4:15 PM – 5:00 PM

**What Your Financial Analysts Want To See Out of Your Sustainability Program**

Learn how financial analysts review and assess your sustainability program in the context of long-term economic performance and risk mitigation.

**Jason DeRise**, Equity Analyst, UBS Investment Bank

**Michelle Edkins**, Managing Director and Head of Corporate Governance and Responsible Investment, Blackrock

**Erika Karp**, Chief Executive Officer, Cornerstone Capital, Inc.

**Christe Spiers**, Head of US Distribution, Cornerstone Capital Inc.

6:00 PM – 9:00 PM

**Conference Reception at the Seattle Space Needle**

Enjoy an evening with unparalleled 360-degree panoramic views of Puget Sound and the Seattle skyline from the iconic Seattle Space Needle. Marvel at the cuisine, and breathtaking sights of the city 100' above the ground. Guests will also get to experience the city from 520' on the Observation Deck. Transportation to the event will be via the Seattle Monorail. Built for the 1962 Seattle World's Fair, the Seattle Monorail was one of the first of its kind for public transportation. This will be an evening you won't soon forget.

(Spouses/Guests are welcome to attend this event but must purchase a spouse registration)

**Friday, August 16**

7:00 AM – 11:00 AM

**Registration**

7:00 AM – 8:00 AM

**Continental Breakfast**

8:00 AM – 8:30 AM

**Food Waste Reduction Alliance (FWRA) Update**

Wonder what the FWRA has been up to on your behalf? Find out about the goals and deliverables of the joint FMI, GMA and NRA Food Waste Reduction Alliance. Take home new tools, research and an understanding of how you and your company can be engaged in reducing, repurposing and recycling food waste so that it does not end up in landfill.

**Bridgette Bell**, Senior Manager, Global Sustainability, Yum! Brands, Inc.

**Amy Kirtland**, Vice President, Nature's Best

8:30 AM – 9:30 AM

**Next Generation Collaboration: Harnessing the Power of Generation Y**

The next generation of consumers and business leaders find themselves in a swiftly changing economy that is increasingly subject to the influences of social media and access to staggering amounts of information. As Generation Y enters the workforce in earnest, how do you harness the potential of this new generation of workers and the new generation of tools at their disposal? This session will feature two leaders who have set the bar for proactively engaging youth in America. Come learn from their experiences and insights into how our industry can tap into the tremendous potential, enthusiasm, and commitment to positive change that Generation Y is bringing to the workforce.

**Moderator: Katie Austing**, Manager, Ernst & Young LLP

**Liz Maw**, Chief Executive Officer, Net Impact

**Brent Schulkin**, Founder, Carrotmob

**Session sponsored by: Ernst & Young LLP**



9:30 AM – 10:30 AM

### **Owning the Conversation - Global Sustainability Panel**

Everyone in business individually yearns for jobs in which they can lead and shape their agenda – yet, as companies, we are too often reactive when it comes to the environment. Fearing the ‘landmine’ issue, companies feel compelled to listen and react to NGOs, customers, and politicians who all have their cause célèbre. The most successful companies are those that don’t focus their efforts on following public opinion, but instead take a reasoned look at what matters to their core business and core values, and then put a stake in the ground around several big issues on which they can establish leadership. This session will address how to break away from short-termism and reactive thinking and how to become a recognized industry leader in the area(s) where you can make a difference for your business, your stakeholders and society.

**Moderator:** *Jib Ellison, Founder and CEO, Blu Skye Sustainability Consulting*

#### **Panelists:**

**Jonathan Atwood**, Vice President, Sustainable Living and Corporate Communications, Unilever

**Shawn Baldwin**, Senior Vice President, GMM, Fresh, Freezer and Cooler, Fresh Ops, Sam’s Club

**Adam Carrel**, Senior Manager, Ernst & Young LLP

**Gene Kahn**, Partner, Hentges/Kahn/Strauss LLC

10:30 AM – 11:00 AM

### **Networking Break in the Sustainability Exhibitor Showcase**

**Sponsored by: BASF**



11:00 AM – 12:00 PM

### **Concurrent Interactive Workshops**

- **Win-Win With Waste: Maximize Nutrient Recovery and Transformation of Organic Waste**

This session will explore how partnerships around food waste can stimulate rural economies by connecting the food waste back to the land base, ultimately unlocking bioeconomy. By looking to innovative partnerships, see how these companies are working to advance food waste. Learn about the estimated \$3 billion in potential business value from the anaerobic digestion of food waste with dairy farm wastes. Listen to the case study from Kroger who built an anaerobic digester to turn 55 thousand tons of food waste into 13 million kilowatt-hours of electricity per year. Hear an award winning story about a local farmer who formed an unlikely partnership with a neighboring farm, a non-profit and the Native American Tulalip Tribe to operate an anaerobic digester system, creating enough energy each day to power 300 homes while keeping the air and water clean and protecting salmon streams in addition to producing enough Grade A compost for Werkhoven Dairy to naturally fertilize their fields and share with their neighbors. You will leave thinking differently about food waste and realize it is really about nutrient harvesting to provide a healthier food system.

**Jerry Bingold**, Director, Renewable Energy, Innovation Center for US Dairy

**Suzanne Lindsay-Walker**, Director, Sustainability, Corporate Affairs, The Kroger Co.

**Kevin Ogorzalek**, Manager, Agriculture Field Programs, WWF-US

**Jim Werkhoven**, Owner, Werkhoven Dairy, Inc.

- **Emerging State and Federal Issues and Their Business Impact**

It seems that every day we hear about a new federal or state issue that effects or could effects sustainability programs. From EPR to Green Chemistry to Conflict Minerals, keeping up with legislative issues is a full time job! In this session GMA and FMI's government affairs experts will provide an overview of the most relevant legislative issues to the industry and what they could mean for your sustainability program. Come test your knowledge, learn what's coming over the horizon, and ask the experts as we cover a range of legislative issues effecting the industry and sustainability in this action-packed and highly engaging session.

**Moderator: Meghan Stasz**, Senior Director, Sustainability, Grocery Manufacturers Association

**Mike Gruber**, Vice President, Federal Affairs, Grocery Manufacturers Association

**Andy Harig**, Director, Government Relations, Food Marketing Institute

- **How to Accelerate Zero Waste**

This interactive session will address your specific questions about how to move toward zero waste in your company. Our presenters have led successful zero waste efforts in their companies, and will share practical examples and success stories from farm to consumer. Bring your enthusiasm as well as your challenges and questions for this dialogue.

**Patti Olenick**, Sustainability Manager, Weis Markets

**Pete Pearson**, Co-Founder and Principle Sustainability Consultant, Solstice Enterprises

**Robert ter Kuile**, Senior Director, Environmental Sustainability – Global Public Policy, PepsiCo, Inc.

- **Data Analytics, Visualization and Communications to Address Water, Energy and Food Risk**

Moving beyond discussions of the water, food, energy nexus requires quantitative data analytics and visualization coupled with effective communications. Only through a rigorous evaluation of data supported by visualization tools can we develop long term strategies to address how water scarcity, food security and energy security. Applying rigorous data analytics and visualization tools can be used to identify areas for high risk and identify areas for integrated resource planning. The visualization tools can be very powerful in mobilizing private and public sector entities to focus on water efficiency, energy production and sustainable agricultural practices through collective action. The presentation will illustrate how data analytics and visualization of water scarcity, water quality and food production can be used to identify high risk areas and, in turn, how this information can be communicated to stakeholders.

**Kim Marotta**, Director Sustainability, MillerCoors

**William Sarni**, Director and Practice Leader, Enterprise Water, Deloitte Consulting LLP

- How to Drive Business Growth and Solve the Global Food Challenge**  
 Working for a big corporation does not mean we have to serve only one master – we can drive business growth while solving the global food challenge together. Ever wonder why almost any kid on the continent of Africa can get a soda but the same kid cannot get access to the medicine he needs? Hear how global supply chain business leaders are working together to bring much needed medicine through the last mile to address that issue. Together we will examine ways big companies are simultaneously developing secure supply chains while boosting growth opportunities and socio-economic benefits through engagement with small holder farmers and local communities.  
**Michael Gorshe**, Managing Director, Accenture  
**Jessica Long**, Africa Field Lead, Accenture  
**Susan McNally**, Sustainability Services, Accenture  
**Kristine Young**, Sustainability Manager, Ocean Spray Cranberries

Session sponsored by: Accenture



12:00 PM – 1:15 PM

#### **Closing Luncheon - How Curiosity Changed My Life**

Here is a story you can relate to. It is one of finding your passion and turning it into a successful and soul satisfying career – and the amazing similarities to the courageous and often lonely work of leading sustainability! Curiosity has touched Adam's life in parallel arcs. Personally, there is the transformation from wanna-be rock star at 21 to a rocket scientist at 30. Professionally, his responsibility for landing the Mars rover "Curiosity" on the surface of the red planet, coupled with his scientific expertise and tremendous courage, leadership and vision. Curiosity and exploration, the spark and the fire that burns from it, are powerful disruptors of human existence. Steltzner asserts that when we follow our own curiosity, explore what we might be and conquer new frontiers you will be inspired to go home with new energy and enlightenment.  
**Adam Steltzner**, Chief Engineer, NASA Mars Science Laboratory Curiosity Rover Project

Sponsored by: American Forest & Paper Association



1:15 PM – 1:30 PM

#### **Closing Remarks**

**Meghan Stasz**, Senior Director, Sustainability, Grocery Manufacturers Association  
**Jeanne von Zastrow**, Senior Director, Sustainability, Food Marketing Institute