



# Finding Ecofriendly Choices



*Creating better lives, vibrant neighborhoods, and a healthier planet.*

## ■ 11 Operating Areas

- 

**VONS.**

## PAVILIONS



**Tom Thumb**

**Dominick's**

## CARRS



**SAFeway**

# Finding Ecofriendly Options

## Distribution Without Waste



# Finding Ecofriendly Options



## Hundreds of products that do not contain:

- Artificial colors
- Artificial preservatives
- Added trans fat
- Hydrogenated oils
- Added hormones



## Line of better-for-you foods:

- Low fat
- High in fiber or protein
- Low sodium



## USDA Certified Organic products that do not contain:

- GMO
- Toxic pesticides
- Synthetic fertilizers
- Antibiotics or added growth hormones
- Artificial ingredients or preservatives



## Earth-friendlier home care products that have been third-party reviewed

- Paper products – at least 50% recycled
- Cleaning and laundry – non-toxic and biodegradable
- CFL



# Finding Ecofriendly Options

## Labels



## Packaging



# Find More Green in the Grocery Aisle

How can we close the gap  
between what shoppers say  
and what they do?



# Use Shopper Insights to Seize the Opportunity and the Challenge

- **Nationally projectable sample**
  - 3,900+ grocery shoppers in 2013
  - Ages 18 – 65 years
- **Lifestyle study**
  - 20- 30 minute online survey
  - Fielded annually
  - Rich granularity on shoppers, brands
- **Trend data for tracking**
  - 33 Retailers
  - 15 Scorecards for each retail chain

## Who are the most and least eco-friendly grocery stores?

- Eco-friendly overall
- On specific measures

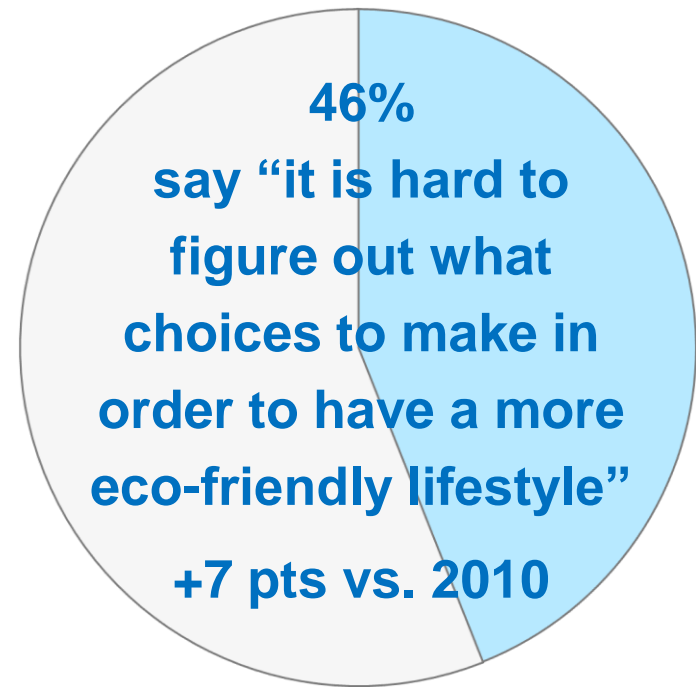
## How are shoppers' needs being met?

- Personal Eco-Actions
- Health & Safety
- Parent Priorities
- Packaging
- Recycling
- Seals and Certifications
- Corporate Commitments



One in two shoppers want their grocer to  
“make it easy for me to make eco-friendly choices.”

Instead, it has gotten harder since 2010 – up 7 points!



Source: EcoFocus Retailer Toolkits 2013



Most shoppers want to make the right choice, but they don't want to have to do the homework. Not only does it take time, its confusing. They want a retailer who can be trusted to help make eco-friendly choices easy to find and select.

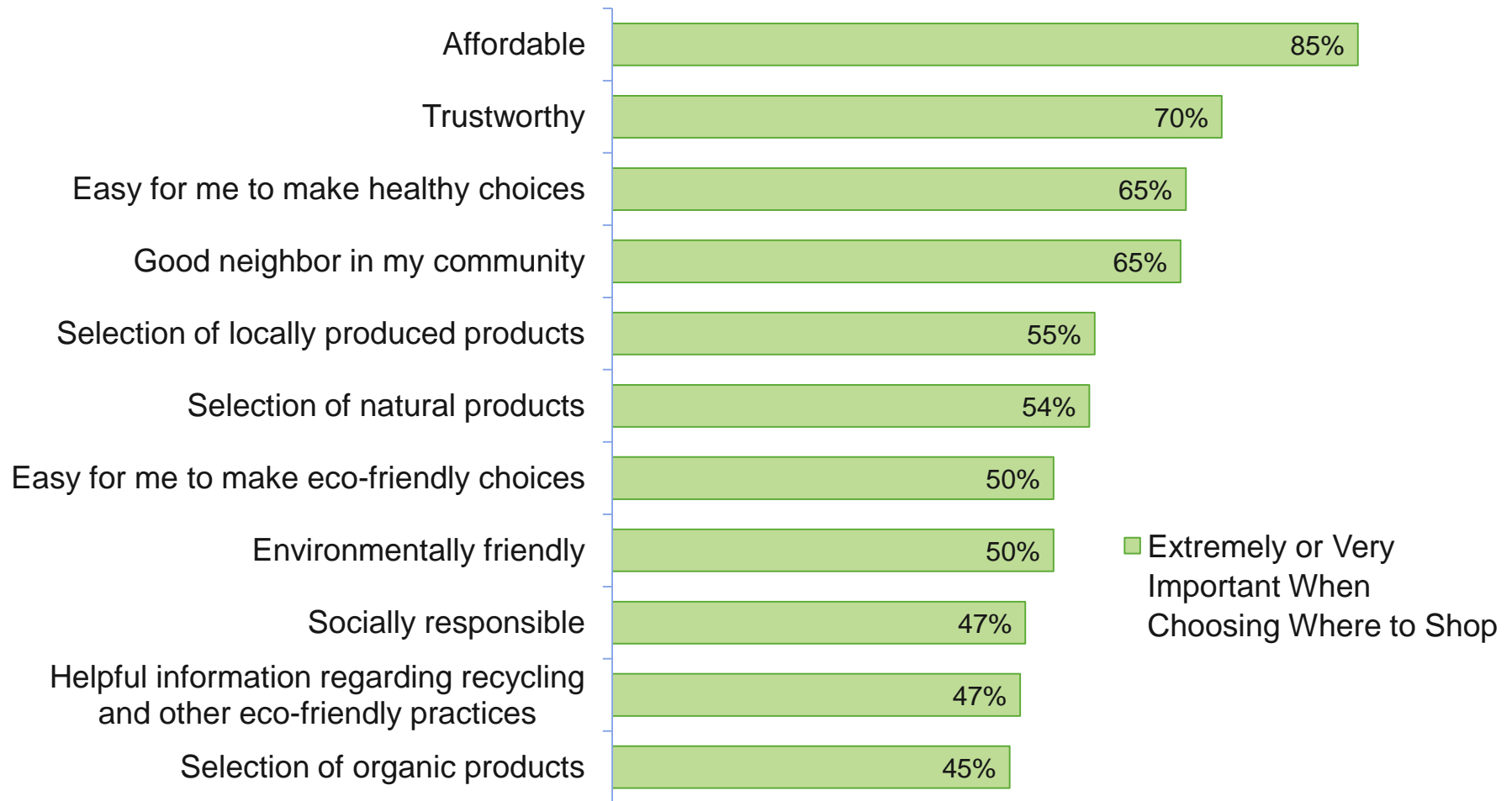


**Grocery shoppers tell us “I wish I could buy environmentally friendly products more often, but they are...**

- **72% not affordable, +3 pts vs. 2010**
- **55% not available, +7 pts vs. 2010**

Source: EcoFocus Retailer Toolkits 2013

# Messages that matter most to shoppers: Affordability, Trust, and Easy Choices



Source: EcoFocus Retailer Toolkits 2013

# The Eco-Healthy Lifestyle Trend

The intersection of Health and Sustainability is fueling a new dimension of wellness for shoppers, driving demand for Eco-Healthy choices that help consumers limit their exposure to chemicals and toxins in their everyday lives.

**75%** Better personal health is a big benefit of an eco-friendly lifestyle  
+3 pts since 2010

**64%** Have changed what I buy in order to reduce the amount of chemicals we are exposed to in our home  
+2 pts since 2012



**no**  
additives  
preservatives  
artificial ingredients

Source: EcoFocus Retailer Toolkits 2013

# Eco-Challenge #1

How can you recognize the connection between personal health and the environment to help shoppers make Eco-Healthy Lifestyle choices?

# The EcoAware Parenting Trend

Eco-friendly values are becoming part of what defines being a good parent: 73% of Moms and 70% of Dads want their children “to remember me as teaching them to be environmentally responsible.”

## ***EcoAware Moms***

- ✓ ***Teaching respect, responsibility***
- ✓ ***Setting good examples for today's and future generations of her family***
- ✓ ***One step at a time***
- ✓ ***Focus on nurturing solutions***
- ✓ ***Avoiding chemicals and toxins, reducing waste, saving money***



## ***EcoAware Dads***

- ✓ ***Teaching economy, conservation***
- ✓ ***Making investments now (time, \$\$) for savings later***
- ✓ ***One step at a time***
- ✓ ***Focus on pragmatic solutions***
- ✓ ***Conserving energy to save money first, and conserve resources second***

Source: EcoFocus Retailer Toolkits 2013

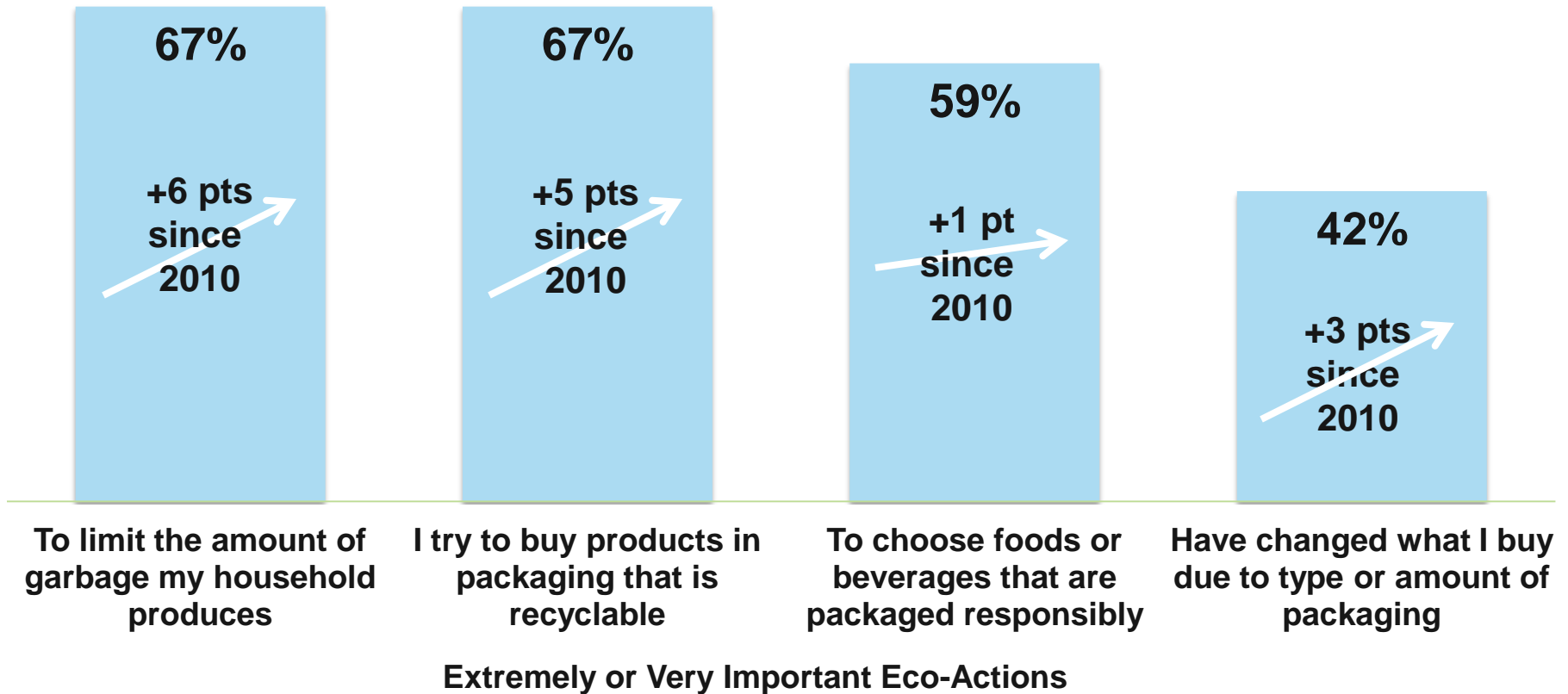


# Eco-Challenge #2

How can you engage families and help to create teachable moments for parents with their children?

# The Waste Reduction Trend

First and foremost – the shopper's challenge is what happens after they're done with what they buy.  
It's about garbage and waste.



Source: EcoFocus Retailer Toolkits 2013

# Eco-Challenge #3

How can you help them  
with simple ways to reduce their  
household's weekly garbage?

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