

## **Sustainability Summit Agenda-at-a-Glance** (as of August 15, 2014)

### **Wednesday, August 13**

11:00 AM – 7:00 PM

**Registration**  
**Atrium Lobby (Plaza Level)**

1:00 PM – 4:00 PM

**Pre-Summit Session – Going Beyond the Surface: A Deep Dive into Sustainable Sourcing** (*pre-registration required; additional fee applies*)  
**Waterfront Ballroom (Harbor Level)**

Sustainable Sourcing is a common term in sustainable and business circles. We know that a changing environment and business climate will effect where, how, and from whom we grow and purchase the elements that make up our products. It's important, many say its imperative- so what's next? Come learn from some of the country's leading practitioners as we take a "deep dive" into the nuts and bolts of building supply chains that are effective, flexible, and most importantly, sustainable with an eye on the future.

**Jeff Malcolm**, Manager, Private Sector Engagement, World Wildlife Fund

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

**Steve Peterson**, Director Sourcing Sustainability & CSR, General Mills

**Rod Snyder**, President, Field to Market

1:00 PM – 4:00 PM

**Ed-U-Ventures** (*pre-registration required; additional fee applies*)  
**Depart from Seaport Hotel (Plaza Level Entrance)**

Select and participate in an off-site educational adventure with local hosts focusing on different hot spots in the sustainable supply chain.

**Refreshments provided by: Ahold USA**



### **Option 1: Innovation Tour of MIT**

Walk the MIT campus as we visit and meet with professors and students at the Sloan School of Management and the Martin Trust Center for Entrepreneurship. We'll then visit the Media Lab where you will get a sneak peek at future innovations under development including the MIT CityFarm. Walking tour will take us by the famous Stata Center and Infinite Corridor to Killian Court. Enjoy a sightseeing tour of the most historical parts of Boston on our way to and from MIT.

### **Option 2: Food Waste and MORE Retail Tour**

Explore *Stop & Shop* and *Whole Foods Market*, paying special attention on how they handle organic waste. Tour includes experts from their store and sustainability teams, time to learn about other initiatives including energy and design, sustainable sourcing, rooftop garden and more. En route, Chris Flynn, President of the Massachusetts Food Dealers will brief you on how the State of Massachusetts and the food industry have worked together on training and infrastructure to meet the new law requiring the closure of landfill to commercial organic waste.

### **Option 3: Sustainable Seafood Tour**

Visit *Wegmans* new Chestnut Hill Store, where Carl Salamone, Vice President for Seafood Sustainability and Jeanne Colleluori, Communications and Media Specialist, will walk you through the store with a special focus on the seafood department. Be informed about their sustainable seafood policies, internal engagement and education and consumer communications. In addition, we'll visit *Nor-Easter Seafood* which is the wholesale division of *Legal Seafood Restaurants*.

4:30 PM – 4:35 PM

**Welcome and Conference Overview**  
[Harborview Ballroom \(Plaza Level\)](#)

4:35 PM – 5:25 PM

**Opening Keynote Session - The Big Pivot: Radically Practical Strategies for a Hotter, Scarcer, and More Open World**  
[Harborview Ballroom \(Plaza Level\)](#)

Andrew Winston advises some of the world's leading companies on how to profit from environmental thinking. He is a globally recognized expert and speaker on the business benefits of going green. Andrew is the co-author of the international best-seller *Green to Gold* and the author of the upcoming strategy book, *The Big Pivot*. *The Big Pivot* will offer key strategies for operating in new ways that help bring about a more profitable and prosperous economy and world. As one of the world's leading thinkers, Andrew will give attendees tools and proactive solutions to take their sustainability programs to the next level.

**Andrew Winston**, Founder, *Winston Eco-Strategies*

5:25 PM – 6:00 PM

**National Geographic Future of Food: How to Feed our Growing Planet**  
[Harborview Ballroom \(Plaza Level\)](#)

This May, National Geographic launched the Future of Food, an 8-month series exploring how to meet the food needs of an expected world population of 9 billion by 2050. As National Geographic's Executive Editor for the Environment, Dennis will share the intelligence behind the Future of Food series, which not only looks at the impacts of climate and environmental change on food production, but also at how food connects communities and what our food system will look like in the future.

**Dennis Dimick**, Executive Editor, *Environment*, *National Geographic Magazine*

6:00 PM – 7:30 PM

**"Taste of New England" Reception in the Sustainability Exhibitor Showcase**



**Sponsored by: Skip Shapiro Enterprises, LLC**

## **Thursday, August 14**

7:00 AM – 5:00 PM

**Registration**  
[Atrium Lobby \(Plaza Level\)](#)

7:00 AM – 8:00 AM

**Continental Breakfast in Sustainability Exhibitor Showcase**  
[Commonwealth Complex \(Harbor Level\)](#)

**Sponsored by: Covanta**



8:00 AM – 8:15 AM

**Morning Welcome Remarks**  
[Harborview Ballroom \(Plaza Level\)](#)

8:15 AM – 9:00 AM

## Opening General Session

### **Sustainable Value Networks for the Global Food System, Why and How?** **Harborview Ballroom (Plaza Level)**

The global food system faces unprecedented challenges. This presentation will outline future trends, both certain and uncertain which are likely to be significant for the global food system from climate change through to consumer attitudes, exploring the implications of these trends for all aspects of the food system from producers to retailers to end-consumers. One major implication of these trends is the need for all actors on the global food system to think differently about supply chains and deliver sustainable value networks – where environmental, social and economic value is added at each stage. Sally will outline the five principles which support sustainable value and share the *Forum for The Future's* change model, which takes the best of systems thinking and applies it to creating real change at scale. Walk away with steps to take to help create a globally sustainable food system.

**Dr. Sally Uren**, *President and CEO, Forum for the Future*

9:00 AM – 10:00 AM

## **Bridging the Gap between Procurement and Sustainability – Industry Leaders Response Panel**

### **Harborview Ballroom (Plaza Level)**

Listen in as senior executives from retailer and supplier companies discuss their own sustainable value chain progress and hurdles. Panelists will share successes and challenges through case studies, new strategies they are using to embed sustainability throughout all corporate operations and how they are increasing long term strategic engagement with farmers, NGO's, governments and others to create a more sustainable supply chain.

**Moderator: Dr. Sally Uren**, *President and CEO, Forum for the Future*

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

**Meghan Hellstedt**, *Vice President, Sustainability, Delhaize Group*

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

**Shelly Van Treeck**, *Global Chief Procurement Officer, Kellogg Company*

10:00 AM – 10:45 AM

## **Networking Break in the Sustainability Exhibitor Showcase** **Commonwealth Complex (Harbor Level)**



**Sponsored by: The Hershey Company**

10:45 AM – 11:45 AM

## **Concurrent Interactive Workshops**

- **Strategic Imperative for Water Stewardship (Risks, Conservation, Footprinting)**

### **Waterfront Ballroom (Harbor Level)**

The United Nations estimates that water use is expanding at twice the rate of population growth, creating an untenable future for a global food supply chain that depends on this resource. But for growers, manufacturers and retailers in the U.S., the strategic imperative for improved water stewardship is very much a “here and now” issue that has a real impact on a business’ bottom line. Come listen and participate in a “case study” discussion of the way business is responding to one of the most immediate water issues facing industry – the drought impacting California and significant portion of the United States. USDA will provide its perspective on the impact water has on food systems and the supply chain in terms of availability and prices. Each in turn has an effect on suppliers and retailers. Examine how one retailer and a grower have addressed water stewardship within their overall strategy,

operation and sourcing as they identify and provide tools, resources that can be implemented within your own company.

**Jessica Costigliolo**, Food Safety Manager, M&R Company

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

**Annemarie Kuhns**, Agricultural Economist, Economic Research Service, USDA

**Chris Ratto**, Director of Sustainability, Safeway Inc.

- **Disrupt and Delight: Rethinking Food Waste**

- **Cityview Ballroom 2 (Plaza Level)**

- Participate in an interactive innovation workshop dedicated to creating disruptive business solutions and delightful consumer experiences to address the crisis of food waste. The workshop, for sustainability and retail leaders, is designed to unite multi-disciplinary participants to explore the latest consumer trends and reveal new opportunities to reduce food waste, create business value and inspire participation, innovation and positive impact.

- **Mitch Baranowski**, Founding Partner, Chief Creative Officer, BBMG

- **Doug Rauch**, CEO, The Daily Table

- **Jihad Rizkallah**, Vice President, Responsible Retailing, Ahold USA Retail

- **Pre-Competitive Partnerships in Action**

- **Beacon Hill Complex (Harbor Level)**

- Working in radical collaboration, organizations can foster innovation, build trust, and enhance sustainability goals throughout the supply chain. Explore an established and proven tool that can be modified to work in many areas of the food industry. Hear how partners from fishermen, government, NGOs, retailers, wholesalers and stores have created models for seafood sustainability that tackle issues from the natural resource to the finished product. The stories are inspirational, and the tools adaptable to increase productivity, motivate staff, and attract eco-conscious consumers.

- **Nadine Bartholomew**, Sustainability Consultant, Bartholomew Consulting

- **Bill DiMento**, Director, Corporate Sustainability, High Liner Foods

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

- **Carl Salamone**, Vice President, Seafood Sustainability, Wegmans Food Markets, Inc.

- **Science of Shelf Life**

- **Cambridge Complex (Harbor Level)**

- The issue of food waste continues to gain more attention with staggering statistics of how much food produced is never eaten. What is not as well-known is the reasons for waste which is pervasive from food producers, retailers and consumers. Examine some of the latest consumer driven research to understand why food is wasted in homes and how new technologies and techniques are increasing the shelf life of food and reducing waste at the retail and consumer level. Additionally, focus on future science, such as the impact of ambient gas and temperature on the rate of decay; understand respiration rates of produce in making decisions on packaging; and the impact of meat and color retention. Gain further understanding of consumer perceptions of food waste, the science of packaging in determining which packaging formats to choose from, and where retailers can collaborate with packaging companies across the entire food chain.

- **Ron Cotterman**, Vice President, Sustainability, Sealed Air Corporation

- **Secret to Social Success: Shared Passion**

- **Cityview Ballroom 1 (Plaza Level)**

- In order for brands to be successful in today's myriad of social communities, their channels must be grounded in something that goes beyond a product or service. That something is shared passion. A common belief, core value or idealized desire that connects a company, consumer, and its various communities to something greater. This session will discuss the complex task of identifying a company's shared passion, present case studies top named brands, and offer strategies for building awareness, affinity and engagement through social media for your company's sustainability efforts.

- *Nichole Luna, Director of Social Media, Resource*

- **EPA and Climate Change Policy: Engagement at all Levels**

- **Back Bay Complex (Mezzanine Level)**

- Climate Change is a New Era Challenge facing all of us. There are vulnerabilities and risk facing industry and communities alike. We have an obligation to look to the future, evaluate vulnerabilities, reduce carbon pollution and prepare for future impacts of a changing climate. EPA has been tasked to reduce carbon pollution, and has just come out with a proposed Clean Power Plan to reduce carbon from power plants across the country. Learn more about the Clean Power Plan; the risks climate change poses to the economy and the environment, and about EPA's efforts to help our country adapt to climate change as it is happening now.

- *Curt Spalding, Administrator, EPA Region 1*

12:00 PM – 1:00 PM

**Lunch 'n Learn**

Spend your lunch hour by self-selecting the session that appeals most to you. Carry out lunches will be provided in the Sustainability Showcase.

- **Back to School: Cutting Edge Research & Partnerships from Leading Academics**

- **Harborview Ballroom (Plaza Level)**

- Academic institutions are at the forefront of sustainability innovation and research. Come hear from three leading scholars who are developing tools and strategies to help companies: manage climate and water risk, identify opportunities to increase food production while reducing the impact of agriculture on the environment, and make supply chains more sustainable in the U.S. and around the world.

- *Moderator: Amy Braun, Sustainability Manager, Kellogg Company*

- *Paulina Concha Larrauri, Staff Associate, Earth Institute's Columbia Water Center, Columbia University*

- *Ethan Schoolman, Dow Post-Doctoral Fellow, University of Michigan Erb Institute, Ross School of Business and School of Natural Resources*

- *Paul West, Chief Collaboration Officer, Institute on the Environment Global Landscapes Initiative*

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

- **Waterfront Ballroom (Harbor Level)**

- The FWRA is a joint FMI, GMA and National Restaurant Association collaboration to reduce food loss, feed more hungry people, and keep unavoidable food waste out of landfills. Come join FWRA leadership as we premier new benchmarking research and outline opportunities, challenges and new tools to help you manage and reduce food waste.

- *Michael Hewett, Director of Environmental and Sustainability Programs, Publix Super Markets, Inc.*

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

- **Sustainability Exhibitor Showcase**

- **Commonwealth Complex (Harbor Level)**

- Spend time and interact with the Sustainability Showcase Exhibitors in a relaxed atmosphere. Tables will be provided in the Exhibit Hall for a deeper discussion over lunch.

1:15 PM – 2:15 PM

## Concurrent Interactive Workshops

- **App-ifying Sustainability**

- **Waterfront Ballroom (Harbor Level)**

- Envision a network of web-based apps to both improve the flow and streamline the delivery of information within and across segments of the value chain. The apps described herein go beyond merely increasing transparency and seek to distill the information that drives actions, enabling consumers to make more informed purchasing decisions, suppliers to share and operationalize sustainability improvement levers, and businesses to select and coordinate sourcing optimized for their SCR objectives.

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

- **Design with Intent**

- **Cityview Ballroom 2 (Plaza Level)**

- Innovation within product and packaging design has been accelerating over the last decade. However, if recyclability or compostability is not part of the design, it is designed to be landfilled. Rather than assume products and materials will end up in the right place, we need to redesign and reimagine what we think of as waste. In this session you will explore the challenges and opportunities that face business and communities when striving to create circular economies.

- **Tom Carpenter**, Executive Director, Global Sustainability Services, Waste Management

- **Christian Fischer**, Executive Vice President, Packaging, Georgia Pacific

- **Sustainable Supply Chains as Risk Mitigation**

- **Beacon Hill Complex (Harbor Level)**

- In an increasingly resource constrained world, challenges for buyers and category managers have multiplied-- and consumer expectations continue to rise. What happens when multiple stakeholders can lay claim to the same resources? What can companies do to ensure critical access to raw materials? We know that sustainable supply chains help companies manage long-term sourcing risk, but how do you get there? Come learn best practices and strategies to be a successful global landscape manager!

- **Jonathan Halperin**, Founder, Designing Sustainability

- **Sweet Successes in Cocoa Sourcing**

- **Cambridge Complex (Harbor Level)**

- The risks and rewards of three sweet adventures in cocoa sourcing - Learn how three different chocolate companies have successfully addressed complex supply and sourcing issues in the high impact cocoa category. Hear first-hand stories of how education, community cooperation, transparency and technology is helping to create a more secure cocoa supply for the future.

- **Moderator: Stephanie Daniels**, Senior Program Manager, Agriculture and Development, Sustainable Food Lab

- **Tawiah Agyarko-Kwarteng**, Cocoa Sustainability Manager, The Hershey Company

- **Shayna Harris**, Cocoa Sustainability Manager, MARS Chocolate North America

- **Dennis Macray**, Vice President, Sustainable Operations, Theo Chocolate Company

- **Unlock the Secrets in the Soil**

- **Cityview Ballroom 1 (Plaza Level)**

- We've all heard how improving soil health can benefit the environment. Join one of the USDA's leading experts and learn what core practices are used to improve soil health; and what sustainability gains can be harvested by improving soil health. Discover how soil health management system practices (including practices like cover crops, crop rotations and conservation tillage) reduce sediment loss from farms; improve water quality; sequester carbon; create biodiversity in our rural landscape; save energy; and increase the resiliency of our farms and food production system.

- **Dr. Wayne Honeycutt**, Deputy Chief for Science and Technology, USDA, Natural Resources Conservation Service

- **FSMA Animal Feed Rules Q & A**

- **Back Bay Complex (Mezzanine Level)**

- Come give in-person feedback on the FDA's proposed revisions to the Food Safety Modernization Act rules. This interactive session will focus on the Food Waste to Animal Feed rule, and will feature Dr. Daniel McChesney of the FDA's Center for Veterinary Medicine, who will listen to and respond to your feedback. If the proposed revisions will affect your company this is your chance to let the FDA hear your opinion in person!

- **Moderator: Charles M. Breen**, FDA Regulatory Advisor, Skip Shapiro Enterprises LLC

- **Joseph A. Leavitt**, Partner, Hogan Lovells

- **Dr. Daniel McChesney**, Director Office of Surveillance and Compliance, Food and Drug Administration

Sponsored by: Skip Shapiro Enterprises, LLC



2:30 PM – 3:30 PM

## Concurrent Interactive Workshops

- **Love Food? Hate Waste?**

- **Waterfront Ballroom (Harbor Level)**

- Jump the learning gap! Hear first-hand how the UK based campaign “Love Food, Hate Waste!” helped reduce consumer food waste by 21% from 2007 to 2012 through radical collaboration and unprecedented industry commitments. Learn how the industry came together, see examples of clever campaigns that entertained and engaged consumers, and benefit from lessons learned. Hear about a brand new EPA toolkit, *Food Too Good To Waste*, just being launched. See how WRAP, EPA and others are beginning to collaborate in ways that can help you!

- *Dr. Richard Swannell, Director, Sustainable Food Systems, WRAP (Waste & Resources Action Programme)*

- *Ashley Zanolli, West Coast Climate and Materials Management Forum Co-lead, US EPA*

- **Landfill Bans Leading to Partnerships: The MA Supermarket Recycling Certification Program**

- **Cityview Ballroom 2 (Plaza Level)**

- Beginning in October 2014, Massachusetts will require producers of a ton or more of food waste per week to divert that waste from landfill. This follows similar regulations in states like VT, CT, and in New York City. The session will discuss the public/private partnership that established a state approved program to divert organic and other waste from disposal at retail operations to meet the new requirements. Hear from the state Department of Environmental Protection, the MA supermarket association and retail members who helped create the program. Learn how the process worked with the State, the Association’s signing a “Memorandum of Understanding” with MA DEP and how retailers were trained for the program. An analysis of the environmental and financial benefit for retailers to participate in the program will be shared.

- *John Fischer, Branch Chief, Commercial Waste Reduction and Waste Planning, MA DEP*

- *Christopher Flynn, President, Massachusetts Food Association*

- *Karen Franczyk, Green Mission Coordinator, North Atlantic Region, Whole Foods Market*

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

- *Kristina M. Stefanski, Director, Quality Assurance, Stop & Shop New England Division*

- **Why Regional Food Hubs Will Transform Your Supply Chain**

- **Beacon Hill Complex (Harbor Level)**

- Gather insight into how sustainable agriculture principles are promoting the rise of micro-regionalized supply chains, creating entrepreneurial opportunities and radically new food distribution models focused on shortening the geographic distance between farm and plate. Highlight findings and case studies from the Wallace Center’s national research on regional food hubs and discover how grocery chains can benefit from engaging in food hub development. Take away practical tips for partnering with hubs to initiate or expand local sourcing programs.

- *John Fisk, Director, Wallace Center at Winrock International*

- *Pete Pearson, Founder/President, Solstice Enterprises / Idaho Center for Sustainable Agriculture*



- **The Nuts and Bolts of a Successful Sourcing Program**

- **Cambridge Complex (Harbor Level)**

- This interactive session will demonstrate the importance of sustainable sourcing throughout the entire supply chain – from water use to ingredients, high impact commodities, and private brands. Speakers will showcase success models that you can replicate, and provide you with a better understanding of the many resources available to assist you in getting started and effectively engaging your company and supply chain partners.

- **Jenny Ahlen**, Manager, Supply Chain, Corporate Partnerships, Environmental Defense Fund

- **Steve Peterson**, Director Sourcing Sustainability & CSR, General Mills, Inc.

- **Gaining Value from External Campaigns**

- **Cityview Ballroom 1 (Plaza Level)**

- All of our organizations have complex and varied supply chains. External pressures to focus on singular issues within these supply chains are growing and expanding. The groups that bring these pressures do not always have the same insight and awareness of what our organizations have done, are already doing, or are planning on implementing in the near future.

- Strategically responding to their requests for change and realizing long term value through practical, implementable, and applicable programs for your business is a must. This interactive session will explore some of the recent pressures raised on global supply chains and discuss methods for responding. We will provide real world examples, discuss best practices, explore partnerships to leverage, and look at collaborative ways to resolve these challenges.

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

- **Dr. Sally Uren**, President and CEO, Forum for the Future

- **Managing Food Waste – What’s Right for You**

- **Back Bay Complex (Mezzanine Level)**

- The options available for managing food waste are growing. Food banking, transformation for industrial and agricultural reuse, anaerobic digestion, composting, and other technologies all have significant promise for reducing our reliance on landfills. We know following the waste hierarchy will help us save energy, reduce greenhouse gas emissions and lessen overall economic and environmental impacts, but how do we choose between options? What offers the best environmental return? Reuse supports local community and social programs while providing donating businesses with tax benefits and reduced disposal fees. Hear from both generators and service providers on approaches to making management decisions and the relative merits, and demerits, of different approaches.

- **Moderator: Michael Van Brunt, P.E.**, Director Sustainability, Covanta

- **Karen Hanner**, Director Manufacturing Partnerships, Feeding America

- **Eric E. Lofquist**, President & CEO, Magnus International Group

- **Michael A. Lombardo**, Town Manager, Town of Hamilton, MA

- **W. Blake Sturcke**, Executive Vice President & Head of Corporate Development, Turning Earth

Sponsored by: Covanta

3:30 PM – 4:00 PM

**Networking Break in the Sustainability Exhibitor Showcase**  
**Commonwealth Complex (Harbor Level)**

**Sponsored by: Nestle USA**



4:00 PM – 5:00 PM

**Value Any Way You Slice It: Economic, Environmental and Social**  
**Harborview Ballroom (Plaza Level)**

Sustainability and corporate responsibility practitioners know that doing good is also good business. Yet demonstrating results in a way that resonates with leaders and other stakeholders continues to be a challenge. However, progress is being made that can help bridge that gap. Recent research from academia is showing the correlation between corporate responsibility and financial results. New tools and techniques are available to help companies place a dollar value on the indirect benefits achieved through environmental/social programs, and finally, rising investor interest in sustainability data is helping more "doubters" realize that sustainability is increasingly being viewed as an indicator of performance and quality.

**Moderator: Donald Reed**, *Managing Director, PwC Sustainable Business Solutions*  
**Jason Jay, Ph.D.**, *Senior Lecturer and Director, Sustainability Initiative, MIT Sloan*  
**Bruce Karas**, *Vice President, Environment and Sustainability, Coca-Cola Refreshments*

**Steve Polski**, *Senior Manager, Corporate Responsibility and Sustainability, Cargill*  
**Harrison Thomas**, *Client Relationship Manager, Sustainable Accounting Standards Board (SASB)*

**John Wilson**, *Head of Corporate Governance, Engagement & Research, Cornerstone Capital Group*

6:00 PM – 9:00 PM

**Conference Reception at the New England Aquarium**  
**Water taxis depart from boat docks (Harbor Level) from 5:40pm – 6:15pm**

Cruise across the Boston Harbor on especially reserved water taxis from the Seaport Hotel and arrive in style at the docks of the New England Aquarium. Delight in the opportunity to dine privately among penguins, sharks and sea turtles on a menu selected specifically with local items and sustainability in mind. As the sun sets over the Harbor, world-famous chef, author, National Geographic fellow and the New England Aquarium's first Sustainability Fellow in Residence, Barton Seaver, will share stories of the exciting work and partnerships currently underway at the New England Aquarium, introduce Aquarium experts, and highlight the trained educators and hands-on animal demonstrations that will keep you busy and entertained throughout the night. Your unforgettable evening adventure awaits!

## **Friday, August 15**

7:00 AM – 11:00 AM

**Registration**  
**Atrium Lobby (Plaza Level)**

7:00 AM – 8:00 AM

**Continental Breakfast in Sustainability Exhibitor Showcase**  
**Commonwealth Complex (Harbor Level)**

8:00 AM – 8:15 AM

**Morning Welcome Remarks**  
**Harborview Ballroom (Plaza Level)**

8:15 AM – 9:15 AM

## **Building Trust in the Food Supply Chain**

### **Harborview Ballroom (Plaza Level)**

Focus on real stories to help you navigate the intersection of trust and transparency. Begin this journey with a snapshot of new research, identifying elements of transparency most related to trust. What outrages a customer? How far can they be pushed before they start changing their purchase behavior? Knowledgeable customers make good decisions; and knowledgeable companies help them do just that. Hear first-hand examples of how interactions between employees and customers took them by surprise and enabled them to trust. New research combined with relevant examples will help you address important emerging questions and inspire your company to think about new ways to build trust with consumers and other stakeholders. If customers don't know the answers, they'll turn to the first "expert" that will speak with them. Be that expert!

**Moderator: David Fikes**, Vice President, Consumer/Community Affairs and Communications, Food Marketing Institute

**Charlie Arnot**, CEO, Center for Food Integrity

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

9:15 AM – 10:15 AM

## **Rapid Fire: Innovation and Inspiration!**

### **Harborview Ballroom (Plaza Level)**

Three engaging inventors/entrepreneurs will share their fascinating journeys from the catalyst of their idea creation through successful implementation and what they have planned next. Be inspired by the panel's vision, tenacity, creativity and "out of the box" thinking that lead to breakthrough new ideas and solutions to help reduce food waste, make a more sustainable food supply, and have motivated other emerging innovations.

**Moderator: Michael Hewett**, Director, Environmental and Sustainability Programs, Publix Super Markets, Inc.

**Ryan Begin**, CEO, FEED Resource

**Doug Rauch**, CEO, The Daily Table

**Kavita Shukla**, Founder, President and CEO, Fenugreen

10:15 AM – 10:45 AM

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

### **Commonwealth Complex (Harbor Level)**

10:45 AM – 11:45 AM

## **Concurrent Interactive Workshops**

- **Sustainability and Big Data**

### **Waterfront Ballroom (Harbor Level)**

"Big data or meta data" is expected to transform business. There is a remarkable amount of ESG (environmental, social, governance) meta data publically available today. However, many companies are not actively aware of this data and do not take advantage of it to drive their sustainability programs. Learn about the ESG big/meta data that is easily accessible on a Bloomberg terminal for publically traded companies and the profile it builds for your company and the consumer goods industry. The results may be surprising and provide an opportunity for your company and the entire industry.

**Audra Pavilcius Karalius**, Sustainability Advisor and Attorney, Boodell & Domanskis, LLC

**Kate Schrank**, Founder, Sustainability Partners, Inc.

- **Shark Tank Attack on Food Waste**

- Cityview Ballroom 2 (Plaza Level)**

- Food waste is large and perplexing challenge, but innovative approaches are starting to take a bite out of the problem. Solutions that increase efficiencies in distribution processes and retail displays have helped some grocers dramatically decrease spoilage losses, but they may be just the tip of the iceberg. This “Shark Tank” inspired session centered on innovation and driving change will feature perspectives from sustainability, retail, food manufacturing, and entrepreneurial professionals. You won't want to miss this lively discussion on current innovations, what's around the corner, and how businesses can engage their customers on this \$165b opportunity.

- Bill Bush**, Senior Director, Supply Chain Innovation, Wendy's QSCC, Inc.

- Dana Gunders**, Staff Scientist, Natural Resources Defense Council

- William Jorgenson**, Managing Partner, Agreen Energy LLC (AGE)

- Amy Longsworth**, Managing Director, PwC

- Zero Waste to Landfill: A Practical Approach to Recycling**

- Beacon Hill Complex (Harbor Level)**

- Discover how to optimize the waste from your manufacturing and distribution operations to both increase profits and achieve sustainability objectives such as Zero Waste to Landfill. Hear about recent recycling success stories at Bimbo Bakeries USA and their Zero Waste to Landfill journey. Learn practical solutions for common waste challenges, and how to create buy in for recycling from all levels of your organization. Additionally, this interactive session will give you an opportunity to raise specific issues impacting your manufacturing and distribution waste streams with a renowned recycling expert and your peers in the food industry.

- Noah Goodman**, Co-Owner and President, Northstar Recycling

- Christopher Wolfe**, Environmental/Sustainability, Bimbo Bakeries USA, Inc.

- **Making the Business Case**

- Cambridge Complex (Harbor Level)**

- To initiate change in your company you need to present information in business terms. *Making the Business Case Toolkit* is the retailer's go-to guide for assistance in defining, communicating and engaging senior executives in the sustainability space. Learn how to develop compelling facts to support an analysis and plans for communicating your vision through execution.

- Moderator: Patti Olenick**, Sustainability Manager, Weis Markets

- Sonya Fiorini**, Senior Director, Loblaw Companies Limited

- Nathan Shepley-Streed**, Sustainability Manager, Corporate Brands, The Kroger Co

- Michael Smith**, Assistant Vice President, Real Estate and Sustainability, Hy-Vee, Inc.

- **Food of the Future**

**Cityview Ballroom 1 (Plaza Level)**

Have you tried cricket energy bars or barbecue flavored mealworms yet? Don't balk at the idea, a decade ago soy burgers were considered avant-garde. We must double food production by 2050 to meet global demand. Aquaculture—or fish farming—offers a key solution to feeding this hungry growing population and is projected to provide close to two thirds of global food fish consumption by 2030. Sneak a peek at the future mixed with innovation and technology which will surprise and inspire you!

**Moderator: Nadine Bartholomew**, *Principal Consultant, N. S. Bartholomew Consulting*

**Roger Berkowitz**, *President and CEO, Legal Sea Foods*

**Peter Redmond**, *Vice President, Business Development, Global Aquaculture Alliance*

**Michael Tlusty**, *Director of Research, New England Aquarium*

12:00 PM – 1:15 PM

**Closing Luncheon - Trust. Courage. Dare to Risk It All**

**Harborview Ballroom (Plaza Level)**

Eric Alexander, skier, climber, and mountaineer is achieving his goals while playing an instrumental role in helping others to achieve their own. More than an adventurer, he is a person who embodies a picture of hope and possibility for the rest of us. Think you can't reach the next summit that is calling to you? Eric believes you can. Honing in on the messages of trust, courage, teamwork, leadership, integrity, and innovation, Eric shares insights on how to move forward in spite of your fears and (sometimes) your peers, stepping out in faith to prove, as he says, that "we are the experts on ourselves."

**Eric Alexander**, *Renowned Mountaineer and Adventurer*

1:15 PM – 1:30 PM

**Closing Remarks**

**Harborview Ballroom (Plaza Level)**