

## **Sustainability Summit Program**

(as of September 21, 2012)

### **Wednesday, October 3**

2:00 PM – 7:00 PM

#### **Registration**

3:00 PM – 5:00 PM

#### **Pre-Summit Expert Session** (pre-registration required) ♦

This two hour session focuses on many aspects of sourcing more sustainable products/commodities and will be in two parts, moderated by **Hal Hamilton**, *Director, Sustainable Food Lab*.

#### **Part One: Unraveling the Complexity of Sustainable Agriculture**

Retailers and suppliers are being held accountable for not only the sustainability of their own company, but also the sustainability of the vast array of products they sell. This emerging trend of focusing on sustainable agriculture can be particularly challenging to address, especially considering the complex supply chains involved. An expert panel representing the entire supply chain from farmers, ranchers, NGO's, suppliers, retailers and academics will help attendees understand how to (1) incorporate new research and perspectives into their company's approach to sustainability (2) better answer customer and stakeholder questions from farm to fork (3) see how collaboration with the environmental community and farmers/ranchers can meet consumer's growing demands for sustainable food choices that can translate into bottom line benefits.

#### **Panelists:**

**Cristian Barcan**, *Head of Applied Sustainability, BASF Nutrition and Health*  
**Suzy Friedman**, *Director, Agricultural Sustainability, Environmental Defense Fund*

**Rick Stott**, *Executive Vice President, Agri Beef Co.*

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

#### **Part Two: Sourcing High Impact Commodities**

An increasing number of companies are making public commitments to sustainable sourcing of high impact commodities like palm oil, cocoa, coffee, soy, beef, and paper products. This session will highlight how and why companies choose their sourcing commitments, what has worked and not worked in their methods, and emerging trends in sustainable commodities to watch in the future. The session will help attendees answer questions including: (1) How do I identify risk and potential impact in my supply chain? (2) Once I've identified the critical commodities, how do I decide what targets and commitments to make? (3) What are the different ways to make commitments – public/private, partial/complete? (4) Who can I look to for assistance and guidance in executing my sustainable sourcing plan?

#### **Legend:**

Th=Thursday, F=Friday; A=morning, P=afternoon; 1-5=number of concurrent session

#### **Symbols:**

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**Panelists:**

**Maya Albanese**, Associate, Sustainable Agriculture, North America, Rainforest Alliance

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

**Kendrick Repko**, Social Compliance Manager, Corporate Brand, Ahold USA

**Linda Walker**, Manager, Global Forest and Trade Network – North America, World Wildlife Fund

5:30 PM – 7:00 PM

**Summit Welcome Reception in the Sustainability Exhibitor Showcase**

**Thursday, October 4**

7:00 AM – 5:00 PM

**Registration**

7:00 AM – 8:00 AM

**Welcome Continental Breakfast**

8:00 AM – 8:30 AM

**Opening Welcome from FMI and GMA**

**Pamela G. Bailey**, President and CEO, Grocery Manufacturers Association

**Leslie G. Sarasin**, President and CEO, Food Marketing Institute

8:30 AM – 9:15 AM

**CONSUMER FUTURES 2020: What Does This Mean for Sustainability?**

Dr. Sally Uren will present a roadmap to help future-proof your business and build trust and brand loyalty. This highly visual and entertaining session contains four different but entirely plausible scenarios which explore how patterns of consumption and consumer behavior may change by 2020. Sally's presentation will be an invaluable tool for forward thinking businesses to use when planning ahead, to help identify risks and opportunities, inform strategy development, and stimulate innovation.

**Dr. Sally Uren**, Deputy CEO, Forum for the Future

9:15 AM – 10:15 AM

**Global Food Security and Sustainability: Links, Solutions, and Partnerships**

Global food security and environmental sustainability are inexorably linked. As the population grows and our resources shrink or remain the same, we will have to continue to innovate and develop effective partnerships across industries and around the world to meet demand. Almost no one understands this better than the sectors who work on the front lines of the global supply chain and with some of the world's most vulnerable populations - global NGOs, leading aid agencies, and the food and consumer products sector. This session will give real-world examples of both the trends of this issue and the innovative public-private partnerships that are leading to effective solutions around the globe. Listen in as three global leaders, each representing a critical sector, discuss how their organizations are addressing food security through sustainable solutions and the partnerships they have formed to meet the needs of future generations.

**Moderator: Kersten-Karl Barth**, Worldwide Director, Sustainability, Siemens AG

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**Caroline Hermans, Ph.D.**, *Head, Energy and Ecosystems, Clinton Global Initiative*

**Thomas Langan**, *Vice President, Government Relations and External Affairs, Unilever North America*

**Paul Weisenfeld**, *Assistant Administrator, U.S. Agency for International Development and Head, Bureau for Food Security*

10:15 AM – 10:45 AM

### Networking Break in the Sustainability Exhibitor Showcase

10:45 AM – 11:45 AM

### Concurrent Interactive Workshops

#### **ThA1: Telling a Complicated Story: Stakeholder Engagement and Sustainability Results in Theory and Practice ●**

Engaging key stakeholders such as employees, executives, and consumers is the key to any successful sustainability program. Our constantly communicating world with information at everyone's fingertips requires efforts to be authentic and transparent, create a sense of urgency, and engage the right audiences. In addition, internally, it is critical to: establish common goals at the executive, operation and store level, engage employees through methods such as linking sustainability goals to employee compensation, and train managers on sustainability best practices. Though trying to balance your razor thin margins and making a socially, environmentally conscious business decision that will drive revenue is important, so is having the appropriate communication and engagement plan behind those decisions. This session brings together a leading energy optimization firm who uses real time data to drive results and real-world experience from the retail and manufacturing sector on launching programs, sustaining programs, bringing on employees, and communicating those efforts out to broader stakeholders. Come listen as they explain how these efforts build a lasting brand with lasting customers resulting in lasting business.

**Amy Kirtland**, *Executive Director, Market Centre, Unified Grocers, Inc.*

**Claire Purvis**, *Manager, Sustainability, Energy Advantage, Inc.*

**Robert ter Kuile**, *Senior Director, Environmental Sustainability, PepsiCo*

#### **ThA2: The Business Case for Water Sustainability: How to Manage Risk and Create Value ◆**

Corporations worldwide are increasingly serious about addressing the issue of water as part of their sustainability and social responsibility plans. Water scarcity represents operational, regulatory and reputational risks to businesses. As a result, companies are developing and implementing water stewardship strategies and engaging with their entire value chain to mitigate these risks. Moreover, companies are engaging in proactive engagement programs with a wide range of stakeholders to address water scarcity risks. This presentation will provide: an overview of the business case for managing water, a real-world understanding of Nestle and Molson Coors' steps to ensure the sustainability of water resources in locations where the companies operate, and an innovative NGO model from the Project WET Foundation that allows corporations to both raise awareness and educate stakeholders, including employees. While in the past, efforts aimed primarily at reducing water footprints within the manufacturing process and in supply chains, the future points to the need for holistic discussions of water use,

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management, and conservation involving all stakeholders- customers, corporate leaders, employees, and communities alike. This session will address each facet of a holistic approach to water management.

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

**Michael Glade**, *Senior Director, Water Resources and Real Estate, Molson Coors Brewing Company*

**Laurina Lyle**, *Executive Director and National Network Coordinator, Project WET Foundation*

**Kevin Mathews**, *Director, Health and Environmental Affairs, Nestle Waters North America*

### **ThA3: It's Only Waste If You Waste It: Energy Recovery as a Solution for Food Waste and Non-Recyclable Packaging ■**

Manufacturers, farmers, brand owners and retailers have made huge strides in reducing their environmental impact by using less materials and actively promoting recycling and composting programs. However, it is not economically feasible to recycle all packaging — especially some of the complexly engineered packaging that is actually responsible for these very same energy saving packaging reductions. Furthermore, the United States sends approximately 30 percent of the food it produces every year to landfill, despite efforts by retailers, manufacturers, and other stakeholders to avoid waste and find beneficial uses. The CPG and retail sector can help find value in what was once considered waste by working with the dairy industry to convert byproducts and organic waste into fuel, electricity, fertilizer and peat moss substitute. Similarly, energy recovery and recycling are complementary solutions for packaging. Participants will learn about more advanced recovery technologies that are able to turn the most difficult-to-recycle packages into solid and liquid fuels, chemicals, and other feedstocks. Representatives from the dairy, plastics, and waste management industry will share their successes and challenges in developing innovative business models. This interactive panel discussion will engage participants in a problem-solving dialogue around the topic of food and packaging waste and how it can be avoided and sustainably managed.

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

**Erin Fitzgerald**, *Senior Vice President, Sustainability, Innovation Center for U.S. Dairy*

**Susan Robinson**, *Director, Federal Public Affairs, Waste Management*

### **ThA4: Unraveling the Complexity of Sustainable Agriculture ♦**

Demand for sustainable products is increasing and food is no exception. Retailers and suppliers are being held accountable for not only the sustainability of their own company, but also the sustainability of the vast array of products they sell. This emerging trend of focusing on sustainable agriculture can be particularly challenging to address, especially considering the complex supply chains involved. Through a series of interactive quiz questions and hearing first-hand experiences, attendees will test their knowledge of sustainable agriculture and reevaluate their thinking about what it will take to make food more

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sustainable. An expert panel representing the entire supply chain from farmers, ranchers, NGO's, suppliers, retailers and academics will help attendees understand how to (1) incorporate new research and perspectives into their company's approach to sustainability (2) better answer customer and stakeholder questions from farm to fork (3) see how collaboration with the environmental community and farmers/ranchers can meet consumer's growing demands for sustainable food choices that can translate into bottom line benefits.

**Moderator: David Orgel**, *Editor-in-Chief, Supermarket News*  
**Cristian Barcan**, *Head of Applied Sustainability, BASF Nutrition and Health*  
**Suzy Friedman**, *Director, Agricultural Sustainability, Environmental Defense Fund*  
**Rick Stott**, *Executive Vice President, Agri Beef Co.*  
**Jason Wadsworth**, *Sustainability Coordinator, Wegmans Food Markets, Inc.*

#### **ThA5: Six Growing Trends In Corporate Responsibility ■**

##### ***Sponsored by: Ernst & Young***

Find out insights from a recent survey in cooperation with GreenBiz Group and the implications of its findings. The survey sheds light on the profound shifts taking place in corporate sustainability as efforts move from purely voluntary to programs that, while not mandated by laws or regulations, have become de facto requirements due to the expectations of customers, employees, shareholders and other stakeholders. These expectations are especially raising the bar for the quality of reporting — and raising the risks for companies whose disclosure and transparency do not hold up to scrutiny. Conducted in late 2011, the survey had responses from 272 CSOs across 24 industry sectors who are employed by companies generating revenue greater than \$1 billion. Participants will hear what they have to say about return on investment for sustainability projects, the shift in key stakeholders driving sustainability initiatives, what ratings and rankings matter most, GRI reporting and the role of CFOs in sustainability efforts. This will be an interactive discussion on how these findings may impact a company's sustainability strategy and initiatives.

**Brendan LeBlanc**, *Executive Director, Americas Climate Change and Sustainability Services, 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.

1:30 PM – 2:30 PM

#### **Concurrent Interactive Workshops**

##### **ThP1: Sustainability in a Sound byte World: A View From the Barn ■**

One of today's biggest sustainability challenges is our society's tendency to place beliefs in sound byte-style communication, describing food industry practices and products with misleading terms like 'pink slime,' 'factory farm,' and ' Frankenfood.'

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Over the past decade, Dennis Treacy has led Smithfield Foods in its efforts to learn from early environmental mistakes and transform to sustainability leadership. He will share many of the challenges that arise from operating as the world's largest pork producer and processor in this environment, as well as share strategies, lessons learned, help debunk mainstream myths and offer a new perspective for the audience to apply in making their own sustainability goals a reality. This session will explore sustainability communications from a trade association perspective and a broad brand-owner perspective.

**Moderator: Ginny Smith**, *Senior Director, Communications, Grocery Manufacturers Association*

**Sue Borra**, *Senior Vice President, Communications; Food Marketing Institute*  
**Dennis Treacy**, *Executive Vice President and Chief Sustainability Officer, Smithfield Foods, Inc.*

### **ThP2: Trouble in Aisle 5 - A Look at Changing Attitudes and Patterns of Millennials and Baby Boomers ●**

Over the next decade the "shopping cart baton" will be passed from one mega-generation to another as Millennials come of age and Baby Boomers enter the next phase of their lives and spending patterns. As a result, established food brands and traditional grocery stores will be asked to develop and provide products and services to meet the needs of two major consumer groups with very different value equations. Hear key findings from the recent Jefferies and Alix Partners study, Trouble in Aisle 5, which included a survey of 2,000 consumers. This session will explore the strikingly different attitudes Millennials have toward consumption from their Baby Boomer parents and grandparents. Session participants will gain new insights on how the confluence of changing demographics, economic factors and customer preferences is poised to influence the food-industry value chain, transform where and how consumers shop for groceries, and what products they choose.

**Scott Mushkin**, *Managing Director and Senior Equity Research Analyst, Jefferies & Co.*

**Nate Shepley Streed**, *Sustainability Manager, Corporate Brands, The Kroger Co.*

### **ThP3: Recycling and Composting Power Hour: Experts Focus on Zero Waste ◆**

The Recycling Power Hour – packed with tons of the latest Zero Waste strategies focuses on recycling success examples of primary manufacturer packaging for supermarkets, provides refreshers on what's now recyclable and how, and outlines innovative supermarket food waste solutions. This session will provide retailers and manufacturers with the latest recycling practices and essential details and procedures for new waste-free partnerships. Concentration on zero waste formulas including: Recovering and consolidating food industry multiple recyclable packaging for maximum value – rigid and film plastics, corrugated and clean paper, waxed and poly-coated cardboard, glad and metals; advance single stream recovery and processing; centralized densification; creative logistics and 100% recovery of supermarket-generated food waste.

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**Moderator: Ted Brown**, *Principal, Brown Sustainability Solutions*  
**Elizabeth Bedard**, *Director, APR Rigid Plastics Recycling Program, Association of Post-Consumer Plastic Recyclers*  
**Ashley Carlson**, *Director of Packaging, American Chemistry Council*  
**Christine Gallagher**, *Manager, Corporate Responsibility, Ahold USA*  
**George Parmenter**, *Manager, Corporate Responsibility, Hannaford Bros. Co.*

**ThP4: War on Waste: How to Sustainably Manage Materials and Waste in the U.S. ■**

The CPG and retail industries recognize the importance of the solid waste issue in the United States. For decades, these industries have led efforts to meet the nation's solid waste challenge through innovative solutions that reduce waste, improve packaging design, improve recyclability of packaging materials, and through programs that educate consumers on the importance of recycling. These efforts have resulted in dramatic improvements in packaging recycling and recovery and we will continue that commitment to innovation and leadership. Yet, despite tremendous progress, some parts of the country still struggle. In this session, industry leaders will provide an update on the many packaging improvement efforts underway, explain the holistic solution to waste developed by GMA, and discuss the role of schemes like EPR.

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

**Steve Thompson**, *Executive Director, Curbside Value Partnership*

**ThP5: Partnering with Purpose: McDonald's, Keystone Foods and Sustainability in the Global Supply Chain ■**

As supply chain networks become increasingly global, so do the complexities of our sustainability and business decisions. In order to make effective choices that positively impact all stakeholders, cooperation up and down the supply chain is essential. This session will feature two global companies, McDonald's & Keystone Foods, who have demonstrated sustainability success through collaboration. As one of the world's most recognized brands, McDonald's has partnered with its suppliers, including Keystone Foods. Join leadership from both companies as they speak about what works and what doesn't from a partnership perspective, including: sharing best practices; assisting the supply chain to achieve improved sustainability practices and programs; effective communication in both directions; and understanding and addressing the needs of all stakeholders.

**Ed Delate**, *Vice President, Global Engineering and Corporate Social Responsibility, Keystone Foods (Division of Marfrig Alimentos S/A)*

**Susan Forsell**, *Vice President, Sustainability, U.S. Supply Chain, McDonalds Corporation*

2:30 PM – 3:00 PM

**Networking Break in the Sustainability Exhibitor Showcase**

3:00 PM – 4:00 PM

**Having It All: Competitive Advantage and a Triple Bottom Line – An Executive's Business Case**

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As a leading expert on quantifying and selling the business value of corporate sustainability strategies, Bob applies his business and leadership experience from his 34-year career at IBM Canada to engage the business community in proactively avoiding risks and capturing opportunities associated with environmental and social issues. An author of four books on Sustainability and numerous DVDs, his worksheets and extensive research provide capacity-building resources for champions of sustainability. They provide quantified business justification for embracing sustainability strategies and proven guidance on how to transform organizations to sustainable enterprises.

**Bob Willard**, *Consultant and Author, The New Sustainability Advantage*

4:00 PM – 5:00 PM

### **Harnessing the Power of “And”**

Coca-Cola Refreshments (CCR) is on a journey to build sustainability into its culture at all levels of the organization through a large vertical integration process following the formation of CCR. Kelly, Chief Product Supply Officer, will describe the company's standardized processes and objective to harness the power of “and”; specifically, that sustainability *and* cost can co-exist. A distinguished leader in the industry with decades of experience with some of the country's most notable brands, Kelly has spoken to countless audiences of business students, executives, and everyone in between. Join us as he shares examples of successes and challenges faced in the sustainability space and Coca-Cola's vision of the future.

**Brian P. Kelley**, *Chief Product Supply Officer, Coca-Cola Refreshments*

6:00 PM – 10:00 PM

### **A Capitol View Reception on the 101 Constitution Rooftop**

Enjoy an evening with unparalleled views of the U.S. Capitol and monuments while enjoying foods prepared by Main Event Caterers. Main Event is 100% wind-powered, carbon-neutral facility, at the front line of recycling and waste management. They employ alternative disposables, utilize natural and sustainable sources for meats and sea foods and have a mandate for staff, clients, and suppliers to practice responsible environmental stewardship. Main Event is renowned for its low environmental and sustainable approach to entertaining.

## **Friday, October 5**

7:00 AM – 11:00 AM

### **Registration**

7:00 AM – 8:00 AM

### **Continental Breakfast**

8:00 AM – 8:30 AM

### **Keeping Food Out of Landfills: An Update from the Food Waste Reduction Alliance**

The cross-industry Food Waste Reduction Alliance has been hard at work since its launch in June, 2011 to increase the amount of food donated to the hungry in the U.S. and reduce the amount of food waste sent to landfills. This team of retail, manufacturing, and restaurant industry leaders, along with partners from the waste and anti-hunger communities have spent the past year gathering data,

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identifying best practices, and understanding the public policies that effect food waste and donation in America. In this presentation, FWRA leadership will update you on the team's most recent achievement, a comprehensive survey of food waste from the manufacturing and retail sectors and where it goes. Think you know how much our industries are donating or where our waste is going? Think again! The surprising results of this landmark survey will test your understanding of waste and donation and hopefully, get us all thinking about how to make even more progress in the months and years to come.

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

**Jerry Lynch**, *Vice President, Chief Sustainability Office, General Mills, Inc.*

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

8:30 AM – 9:30 AM

### **Future Value Chain 2020**

What will your consumer value chain need to look like to be competitive in 2020? Find out in this session that will feature thought-provoking findings of the Consumer Goods Forum Future Value Chain 2020 Initiative, a study based on input and insights gathered from more than 200 senior retail and CPG manufacturer leaders across the globe. Attendees will hear about the 12 global mega-trends identified by the study that are likely to have significant impacts across the future CPG value chain in the areas of technology, changing demographics, sustainability and government regulations. During this session, you will gain insights and strategies for effectively prospering in the changing consumer value chain of the future.

**John Phillips**, *Senior Vice President, Customer Supply Chain and Logistics, PepsiCo, Inc.*

9:30 AM – 10:30 AM

### **Farming on Demand: Dialogue about Sustainability Between Farmers and Buyers**

Many conversations about agriculture are unnecessarily polarized. The purpose of this session is to honor the positive goals of both producers and buyers, recognize some of the challenges, and promote genuine conversation in supply chains toward achieving sustainability. The session will enable a "both/and" approach, rather than an "either/or" approach in recognition of many different options available and help you in your quest with the different perspectives to consider as you source more sustainable agricultural products. You will leave this session with new insights to facilitate stronger supply chain relationships that enhance farm to fork collaboration for your company.

**Moderator: Hal Hamilton**, *Director, Sustainable Food Lab*

#### **Panelists:**

**Debra Eschemeyer**, *James Beard Leadership Award Winner, Organic Farmer*  
**Harriet Hentges**, *Partner, HKS, LLC*

**Diane Holdorf**, *Chief Sustainability Officer, Vice President Health and Safety, Kellogg Company*

**AG Kawamura**, *Former Secretary of Agriculture, State of California*

**Fred Yoder**, *Past President, National Corn Growers*

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10:30 AM – 11:00 AM

## Networking Break in the Sustainability Exhibitor Showcase

11:00 AM – 12:00 PM

## Concurrent Interactive Workshops

### **FA1: Claiming the White Space in the Green Marketplace ■**

Consumers are talking about sustainability, but how do we innovate against what they say versus what they do? Join Natural Marketing Institute's sustainability expert Gwynne Rogers as she presents a results-oriented session on white space in the sustainability marketplace for both retailers and manufacturers. To help further the buyer-supplier relationship, she'll compare consumer interest in "green" product features with product launches and in-market performance to show what's working and where additional attention is needed. Participants gain actionable insight on where manufacturers can innovate and what actions retailers should have on their checklists to better meet consumer needs. The primary focus will be on the "middle mainstream" consumer, who is currently driving dynamic growth within the sustainability marketplace. Gwynne will also take a peek at what the greenest of the green are doing as a way of forecasting what may be coming to market in the near future.

**Gwynne Rogers**, *Senior Business Director, Natural Marketing Institute*

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

### **FA2: Responsible Sourcing: Key Learnings From Leading FMCG Companies ◆**

AIM-PROGRESS is a group of key fast moving consumer goods manufacturers and suppliers that collaborate to drive improvements in Responsible Sourcing standards throughout the supply chain. Companies benefit from leveraging synergies and sharing examples of best practice on a pre-competitive basis while also reducing costs for themselves and their suppliers. Working collaboratively offers a unique opportunity to positively impact millions of workers globally. The session will introduce companies to the concept of Mutual Recognition, an initiative led by AIM-PROGRESS, which reduces audit duplication, costs and fatigue by recognizing supplier audits completed on behalf of another company. AIM-PROGRESS will also share how they are working with suppliers to empower them with the knowledge and understanding to manage their own responsible sourcing programs.

**Stephen Fischer**, *Director, Procurement Strategy, Colgate-Palmolive Company*

**Genevieve Taft-Vazquez**, *Global Manager, Global Workplace Rights, The Coca-Cola Company*

### **FA3: Driving Innovation Through Product and Sustainability Measurement●**

This presentation will provide a general overview of the main takeaways from research by McKinsey & Company linking Sustainability and Value Creation and the cutting edge work being conducted by The Sustainability Consortium to drive innovation through Product Sustainability and Measurement for consumer goods. The Sustainability Consortium and McKinsey will address these issues from their unique expertise as they discuss the critical decisions and information needed by the supply chain, the credible science based tools to help drive the sustainability

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of products and how all this will play out in the future.

**Moderator: Sonya Fiorini**, *Senior Director, Loblaw Brands Limited*

**Sheila Bonini**, *Senior Knowledge Expert, McKinsey and Company, Inc.*

**Kara Hurst**, *Executive Director, The Sustainability Consortium*

**FA4: Creating Value: Lessons From the Field ■**

While many leading companies have made innovative and significant progress, many are now struggling with how to understand and improve the impact of their progress. BSR will share key success factors for building successful sustainability supply chain programs with an in-depth look at two concrete examples. Intelligence Centre for Sustainable Markets (CIMS) will discuss some of the drivers and how to develop business models that benefit smallholders while Wal-Mart will share best practices from their successful collaboration to bring small farmers into its supply chain. This session will highlight lessons learned and key social, economic and environmental successes.

**Ryan Flaherty**, *Manager, Food Beverage and Agriculture, BSR*

**Beth Keck**, *Senior Director Sustainability, Wal-Mart International*

**Liza Lort-Phillips**, *Executive Director, CIMS (Intelligence Centre for Sustainable Markets), INCAE Business School, Costa Rica*

12:15 PM – 12:45 PM

**Ahead of the World: Innovations and Entrepreneurs Rapid-Fire Session**

This rapid fire session will feature some of the coolest, most innovative new business models emerging on the scene with a key focus on sustainability. From creating new revenue streams with food waste to new urban production and closed loop systems -- get acquainted with these ambitious entrepreneurs and get a glimpse "over the horizon". You'll gain insight from these pioneers to jump start innovative thinking for your own companies.

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

**Jeremy Brosowsky**, *Agricity, founder Compost Cab*

**Paul Lightfoot**, *Chief Executive Officer, BrightFarms Inc.*

**Joel Thevoz**, *Chief Executive Officer, Main Event Caterers*

12:45 PM – 2:15 PM

**A Conversation About the Intersection of Food, Sustainability and Social Responsibility**

**Sponsored by:** *American Forest and Paper Association*

Walter Scheib has quite a story to tell. In fact, he has two stories to tell. The first involves the rise of an American chef to one of the most storied position in the land. The second offers an intimate, human view of two First Families, the corridors of political power, international personalities, and the most famous building in the United States, from a unique vantage point: the kitchen. Chef Scheib uses his unique background as White House Chef as a platform to share his personal experiences in the food industry and speaks with eloquence and pride about America's bounty today, praising the artisan cheese makers, green grocers, fishermen, ranchers, and farmers who have helped our national market

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basket evolve, and make quality cooking more accessible than ever. Also passionate about sustainable and ethical food processing, Scheib breaks down a number of trends that he believes will impact restaurants and grocers over the next 10-15 years. Among the trends he sees are people going back to old-fashioned, traditional American cuisine and customers wanting evidence that their food is made with a sustainable carbon foot print, from wholesome and fresh materials, and from animals who were humanely treated before slaughter. Ultimately, he sees food as an opportunity for friends and family to stay connected and to embrace the kitchen as not just a place to cook, but to share, encourage and experiment.

**Introduction: Donna Harman**, *President and CEO, American Forest and Paper Association*

**Walter Scheib**, *White House Executive Chef (1994-2005)*

2:15 PM – 2:30 PM

### **Closing Comments**

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

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

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