

## **Sustainability Summit Agenda-at-a-Glance**

(As of May 12, 2016)

### **Wednesday, August 10**

11:00 AM – 7:00 PM

#### **Registration**

12:00 PM – 4:00 PM

#### **Ed-U-Ventures** (*pre-registration required; additional fee applies*)

**Buses will begin loading at 11:30am. Buses will depart at 12:00 noon SHARP!**

- **Wetlands Restoration and the Gulf Seafood Industry**

The Gulf Coast seafood industry is engrained in the history, economy, and culture of this region. After Hurricane Katrina, however, much of the ecosystem this industry relied on was severely damaged. Thanks to innovative, collaborative, efforts between NGOs, local government, and the private sector, the Gulf Seafood industry is now back in action. This terrific, hands-on tour is led by Audubon/GULF (Gulf United for Lasting Fisheries), a leading local nonprofit dedicated to helping the regions fisheries advance toward even greater sustainability to protect industry and the environment.

Come tour three seafood facilities located within New Orleans' French Quarter and witness how the industry is directly involved in sustainability and coastal restoration. You will also have the opportunity to sample some of the seafood that makes the Gulf Coast a food destination and a food culture, while hearing directly from a fisherman about what makes his business and this region special.

- **Make it Right Tour**

Founded by Brad Pitt, Make It Right builds Cradle to Cradle-inspired homes for communities in need. We build sustainable and affordable homes and educate others to change the way buildings are designed and built. Make It Right's work began in 2007 in New Orleans to help families struggling to rebuild after Hurricane Katrina. Today we are helping communities in need by building some of the nation's greenest homes and communities in Newark, Kansas City and the Fort Peck Reservation in Montana.

Join Make It Right for a tour of the Lower 9th Ward, the neighborhood most devastated by Hurricane Katrina ten years ago. See beautiful, affordable, LEED Platinum homes designed by internationally renowned architects like Frank Gehry and Shigeru Ban. The tour will highlight the neighborhood's history, rebuilding progress and what makes this neighborhood "the largest, greenest community of single family homes in the world," according to the U.S. Green Building Council.

8:00 AM – 4:00 PM

#### **Pre-Summit Sessions: Seafood** (*pre-registration required; additional fee applies*)

##### **Seafood Traceability Forum 8:00 AM - 11:30 AM**

*Hosted by Trace Register in partnership with the Global Sustainability Summit*

Join us for the 3<sup>rd</sup> annual Traceability Leadership Forum and learn about the latest developments in traceability technology and analytics and how it's helping companies improve their top and bottom line by reducing risk, improving margins, ensuring compliance and sustainability, and enhancing the consumer experience. Through a combination of speakers, panel discussions, audience participation, networking, and information and idea sharing, the forum will discuss root challenges in the seafood and food industry and explore solutions. Join other industry stakeholders working together to make traceability and sustainability a reality in today's global supply chains.

## Lunch 11:30 AM - 12:30 PM

### Seafood Sustainability Forum 12:30 PM - 4:00 PM

*Hosted by FMI and the Seafood Strategy Committee at the Global Sustainability Summit*

FMI and the FMI Seafood Strategy Committee invite you to an afternoon exploration of Seafood Sustainability. We begin with a look at Sustainable Fisheries Partnership's global map of sustainability issues across the planet, which will provide a strategic look at the species at risk, the quantity of seafood catch and sustainable practices in place.

Then, Louisiana Department of Wildlife Fisheries, the Audubon Nature Institute, and representatives from the local seafood industry will discuss working across sectors to create an inclusive and effective approach to ensuring sustainable seafood in the Gulf of Mexico region.

The afternoon will conclude with a variety of seafood suppliers offering an in-depth examination of how seafood sustainability efforts fit within their business plan and impacts their operations.

4:30 PM – 4:35 PM

## Welcome and Conference Overview

4:35 PM – 5:15 PM

### The New Normal: Leadership and Preparedness in the 21st Century

In this rousing speech, Gen. Honoré shares leadership lessons from his command of Joint Task Force-Katrina as well as the benefits of developing a culture of preparedness. The "Category V General" discusses the essential qualities that 21st century leaders need, including "decision superiority," the ability to "see first, understand first, and act first." On preparedness, Gen. Honoré believes waiting until disaster hits and then responding is dealing with problems on the "right side" of disaster, and that we should be dealing with the "left side" of disaster -- before it strikes. Bold and insightful, Honore's strategies are sure to motivate audiences to see local, national, and international leadership issues in a new light.

***Lt. General Russel L. Honoré (Ret.)***, *Commander of Joint Task Force Katrina and Global Preparedness Authority*

5:15 PM – 5:45 PM

### Food Waste Innovation Start-Up Challenge

Six food waste innovators were selected to compete in the Start-Up Challenge. The top innovators from each category (food waste prevention, food donation, and food waste recycling), will compete in a business plan-pitch style event. Each innovator will be given three minutes to make their pitch to a panel of experts and the full conference audience, followed by a few minutes of questions from the panel. The audience will choose the winning innovation – and bestow bragging rights on the victor.

5:45 PM – 7:30 PM

## Opening Reception in the Sustainability Exhibitor Showcase

## **Thursday, August 11**

7:00 AM – 5:00 PM

**Registration**

7:15 AM – 8:15 AM

**Continental Breakfast in Sustainability Exhibitor Showcase & Innovation Zone**

8:15 AM – 8:30 AM

**Morning Welcome Remarks**

8:30 AM – 9:15 AM

**Greening the Global Supply Chain: From Blind Spots to Hot Sports to Action**

The Sustainability Consortium's first Report on the impact of the supply chains of the consumer goods industry analyzes and demonstrates the importance of identifying and prioritizing a company's supply chain impacts. The Report provides a first time comprehensive and measurable view of the impact of the supply chains for consumer goods on a range of critical issues from deforestation to child labor to water and will illustrate how these insights can be integrated into better management of the supply chain to reduce risk and improve performance. It is based on a unique data set of approximately 2,000 suppliers across the CPG industry through the power of McKinsey analytics. It will include WMT's efforts at changing the conversation between merchants and suppliers using the data to drive change to more sustainable sourcing. The results provide a template for addressing these complex issues in a more simplified manner. It will change the discussion on supply chain transparency and improvement and will be a portent of how these issues will be addressed in the future. Changing behaviors across a global industry takes time and can be accelerated using insights gained through TSC metrics, research, turnkey toolsets and the engagement of over 100 of its members. TSC's work also helps bring visibility to what manufacturers and retailers are doing and can do to improve performance in their supply chains.

**Sheila Bonini**, CEO, *The Sustainability Consortium*

**Laura Phillips**, SVP, *Global Sustainability, Walmart Stores, Inc.*

**Steven Swartz**, Expert Principal, *McKinsey & Company*

9:15 AM – 10:15 AM

**General Session**

10:00 AM – 10:45 AM

**Networking Break in the Sustainability Exhibitor Showcase & Innovation Zone**

10:45 AM – 11:45 AM

## Concurrent Interactive Workshops

- **From Food Waste to Public Health: Enhancing China's Poultry Industry to Meet Future Consumer Demands**

World Wildlife Fund (WWF) and Sealed Air Corporation, with support from China Chain Store & Franchise Association (CCFA), are working together to address the Multi-dimensional global Effects of China's Poultry Industry. In this session we will discuss what we learned and how food retailers and wholesalers, CPG manufacturers and suppliers, and food industry solutions providers can address the issues we have identified to meet future consumer demands. The story of Chinese poultry will serve as a tangible example of how changes in China will have a global ripple effect along grocery value chains. The speakers will use this forum to release new project results illustrating the multi-dimensional effects of China's poultry industry and how it is changing over time. Experts from Sealed Air will present the business case and best practices for taking action on the food security, resource scarcity, food waste, environmental, and food safety issues related to Chinese poultry production and retail consumer demand. Experts from WWF will offer clear and concise guidance on what GMA and FMI stakeholders can do to take action to reduce business risk and improve the poultry value chain. Experts from the Wilson Center will tie these issues to global trends in other energy and environmental challenges.

**Judith Hochhauser Schneider**, Manager, Private Sector Engagement, World Wildlife Fund

**Ronald Cotterman**, Vice President, Sustainability, Sealed Air Corporation  
**Jennifer Turner**, Director China Environment Forum, Woodrow Wilson Center

- **Sustainable Agriculture: A Collaborative, Metrics Driven Approach to Tackling Supply Chain Issues**

Sustainability in supply chains is front and center for consumer packaged goods companies, retailers and consumers. Yet the issues involved are often geographically broad and supply chains are complex. Food company peers see that there is opportunity in collaboration to tackle these challenging issues. Even traditional competitors like General Mills and Campbell Soup Company can work together – and with environmental organizations like Environmental Defense Fund (EDF) – to affect change in key sourcing regions. Campbell, EDF, and General Mills will share best practices from collaboration. This session will also describe how science-based agriculture metrics are leveraged by each organization.

**Dr. Daniel Sonke**, Manager, Agriculture Sustainability, Campbell Soup Company

**Katie Anderson**, Sustainable Sourcing Specialist, Environmental Defense Fund

**Jeff Hanratty**, Applied Sustainability Manager, General Mills

- **Getting Back to the Source: Reconnecting Sustainable Seafood and Responsible Fisheries Management**

It sounds easy—sustainable seafood comes from responsibly managed fisheries. However, there is a lot more to the story than is commonly presented. Based on their expertise and experience, Louisiana fisheries managers, seafood suppliers and retailers, and NGO stakeholders will provide session attendees with easily digestible information on the relationship between responsible fisheries management and market demands for sustainable seafood, and perspectives on creating and enhancing constructive multi-stakeholder partnerships. Case studies will highlight what has worked, what has not, and areas for further exploration. With this information and opportunities for in-depth discussion of these issues, session attendees will leave this session with a clearer understanding of how they can enhance their firms' capacity to more effectively source sustainable seafood.

***Damon Morris**, Program Director, Sustainable Fisheries and Seafood, Louisiana Department of Wildlife and Fisheries*

***Kristen Baumer**, President, Paul Piazza & Son, Inc.*

***John Fallon**, Assistant Director-G.U.L.F., Audubon Nature Institute*

- **Water Champions: Bold Strategies for Addressing Water Risk through Employee Empowerment, Community Engagement and Action**

Is your water safe? Will it flood again? Is the drought over? Will we have enough water to meet our business needs? These and other questions are top-of-mind as water- and environment-related calamities befall people around the world. In this climate, forward-thinking businesses are taking water seriously by investing heavily in robust water management programs to manage risks, not only for the company, but for the good of communities and watersheds. Learn how two major global players in the food, beverage and food safety industries—one primarily B2C and the other B2B—have partnered with a nonprofit water education organization to tell their company's water story and demonstrate their commitment to sustainability by putting their employees at the forefront. By creating "water champions," these companies have energized their employees while producing tangible results and eliciting a positive response from key stakeholders. The panelists will discuss impacts as well as challenges, opportunities and scalability to diverse audiences and regions of the world.

***Dennis Nelson**, President and CEO, Project WET Foundation*

***Tom Ford**, Vice President Food Safety, Ecolab Food Retail Services*

***Nelson Switzer**, Chief Sustainability Officer, Nestlé Waters North America*

- **The Sustainability Imperative – Insights on Consumer Expectations and Behaviors**

Sustainability is a worldwide concern that continues to gain momentum—especially in countries where growing populations are putting additional stress on the environment. As a result, many consumers have adopted more sustainable behaviors and are trying to be responsible citizens of the world, and they expect the same from corporations. Consumers are looking for products that are both good for them and good for society. With that expectation and demand, sustainability is increasingly becoming a business imperative rather than a costly value-add. Join Nielsen for a look into how manufacturers and retailers can leverage sustainability for business growth and brand building.

***Erica Parker**, Client Director and Consultant, Nielsen*

11:45 PM – 1:15 PM

## Lunch & Volunteer Opportunity

Spend your lunch hour by networking with colleagues or participating in the volunteer service project. Carry out lunches will be provided in the Sustainability Showcase.

### Volunteer Service Project

Join fellow conference attendees to pack hurricane preparedness kits for low income communities in New Orleans. This year we are teaming up with *HandsOn New Orleans*, an organization which provides service opportunities in the New Orleans community. These helpful packets include hand-crank flashlights, gloves, first aid kits, blankets as well as evaluation route maps. This is an open session, so come when you can and stay for 10 minutes or the full hour!

1:15 PM – 2:15 PM

## Concurrent Interactive Workshops

- **Recover Flexible Packaging! Optimizing Materials Recover Facilities to Sort & Recover Flexible Packaging**

The waste stream continues to evolve as consumer packaging trends towards lighter, more innovative formats. The Materials Recovery for the Future collaborative includes leading companies and trade associations from across the consumer goods industry to research the abilities of Materials Recover Facilities to sort and recover flexible packaging, like pouches, bags, and films. This leading collaborative, the first of its kind in the U.S., evaluated the effectiveness of existing MRF operations with specific equipment configurations to understand the baseline and upper performance bounds of existing equipment to sort flexible packaging. Using an applied research methodology, the collaborative and its MRF and technology partners analyzed the best technologies and conditions needed to successfully sort flexible packaging without compromising the quality of other systems, and provided insights as MRF operators look to upgrade systems in order to consider accepting a more diverse mix of material. Goals and conclusions of the material testing will be shared.

*Diane Herndon, Manager, Sustainability, Nestle Purina PetCare Company*

*Vince Herran, Global Recycling Director, Sealed Air*

*Jeff Wooster, The Dow Chemical Company*

- **Place Based Sustainability Collaborations Between Companies, Governments and NGOs: Climate Smart Agriculture and Water**

Increasingly the leading companies in sustainable sourcing are acknowledging that many sustainability challenges can't be solved with supply chain programs or commodity certifications alone. They also require effective partnerships among diverse players in key agricultural regions. We believe that this will be one of the primary strategic entrée points for thinking about and communicating impact in sustainable procurement. Chronic poverty, water shortages or deforestation, for example, need not only business and NGO engagement but also governments. Two premier examples of this type of collaboration that the panel will discuss are around implementing Climate Smart Agricultural practices for both mitigation and adaptation and working collaboratively in a watershed. Together with USAID's Feed the Future program, CCAFS and Root Capital, SFL is creating a learning community on CSA that has interesting learning for the retail and grocery worlds trying to understand the business case and model for engaging. With SAI, TNC and several food and beverage companies we are engaged in collaborations around water scarcity, conservation, policy and agricultural innovation. Panelists will speak to their experiences with both types of collaboration and

engage the audience in ideas for greater acceleration of progress.

**Moderator: Margaret Henry**, Program Director, Strategy

*Sustainable Food Lab*

**Ezgi Barcenas**,

**Amy Braun**, Senior Sustainability Manager, Kellogg Company

- **Water Reclamation Opportunities in Food Markets**

From January to May 2016, Ryan is leading a team of engineering students and faculty members from the University of Kansas in a feasibility study of water reclamation opportunities for the nation's second-largest grocery store retailer. The study looks closely at several common water sources currently going to drain (condensate, rainwater, RO blowdown) and how they might be used for secondary uses at the store. In particular, the research seeks to qualify the water streams in terms of quality and public safety, and where applicable, understand the economic opportunity of water reclamation projects throughout the U.S. Audience members will be treated to the study findings, conclusions, as well as some discussion on next steps.

**Ryan Evans**, PE, LEED AP BD+C, Director of Research and Sustainability, Henderson Engineers, Inc.

**Thomas DeAgostino**, Associate Professor of the Practice  
University of Kansas Mechanical Engineering Department

**Blake Hampton**, Student Researcher, University of Kansas, Department of Mechanical Engineering

**Mike Monthey**, PE, CPD, GPD, Technical Lead: Sustainable Water Technologies Henderson Engineers, Inc.

**Ryan McAfee**, PE, LEED AP, Owner, Mac Water Technologies, Inc.

**Aaron Leow**, Corporate Energy/Utility Engineer, The Kroger Co.

2:30 PM – 3:30 PM

## Concurrent Interactive Workshops

- **Taking ACTION on the U.S. 2030 Food Loss and Waste Reduction Goal**

How are you going to reduce food loss and waste in your organization? In your community? In your household? How do we minimize wasted food while also feeding hungry people and convert what cannot be eaten into nutrients for the soil? These questions are why the federal government initiated the Food Loss and Waste Reduction goal, to reduce the amount of food waste by 50 percent by 2030. But these questions cannot be answered or solved in isolation – we all must think beyond “the normal way of doing business” and work together to come up with solutions.

**Cheryl Coleman**, Director, Resource Conservation and Sustainability Division, US Environmental Protection Agency

- **Cheers to Sustainability - Communicating to Stakeholders and Consumers**

For 15 years, the California wine industry has had a robust grapes to glass sustainability initiative that has garnered broad participation and wide adoption by the state's vineyards and wineries. While the program initially focused on education and outreach to growers and vintners, with a 3rd party certification option added in 2010, sustainability is now an important component of communications to stakeholders and consumers. Through story-telling from industry-wide, regional, and company-specific perspectives, the 3 panelists will cover the following topics and more: How to make sustainability meaningful to the C-Suite, stakeholders and consumers, the role of certification in communicating sustainability and advancing sustainable

agriculture, other tools for communicating to C-Suite, customers & stakeholders (e.g., reports, social media, events, cost/benefit tools, as well as benefits of communicating sustainability in the public policy arena.

**Allison Jordan**, Executive Director, California Sustainable Winegrowing Alliance

**Julien Gervreau**, Director of Sustainability, Jackson Family Wines

**Karissa Kruse**, President of the Sonoma Winegrape Growers

- **Supply Chain Risks and Solutions in Seafood Industry**

Companies need help navigating their supply chain and making progress on key sustainability issues across their supply chains and they are looking for that help. They need partners and guidance on how to establish high quality sustainability programs and they need partners to help them verify the activities taking place in their supply chains so that they can better manage risk. Many companies are choosing to use certification and rating systems as a way to evaluate the practices implemented to address key sustainability challenges within their supply chains. This is especially evident in the seafood supply chains for both wild caught and aquaculture products. During this panel discussion, we'll hear from industry initiatives that have worked to help companies make practical and effective decisions about the approaches they can take and the partners with which they can work.

**Moderator: Sheila Bonini**, Chief Executive Officer, The Sustainability Consortium

**Patrick Mallet**, Director of Innovations, ISEAL Alliance

**Patrick Beary**, Senior Advisor, Corporate Engagement, The Nature Conservancy

**Herman Wisse**, MSc., Program Director, GSSI

- **The Bottom Line: Sustainable Sourcing Strategies That Will Help You Mitigate Water Risk**

From farm to factory, producing food is the most water-intensive business on earth. Irrigating crops and raising animals consumes roughly 70 percent of the world's freshwater. And yet, one third of the world's agricultural production is grown in areas of high or extremely high "water stress." The impacts of climate change combined with an exploding population, weak regulations to manage ground and surface water and pollution from agricultural runoff worsen this trend of diminishing water resources.

Increasingly, food sector companies are getting ahead of these risks through innovative solutions that protect freshwater and strengthen their bottom line. Leveraging a range of emerging data tools and on-the-ground partnerships, companies are increasingly evaluating water risks in their agricultural supply chain, developing sustainable sourcing policies and goals to guide supplier agricultural practices, and providing agronomic assistance and financial incentives to growers to drive smarter water use.

This session will begin with an overview of how water scarcity challenges are impacting the agricultural supply chain and key strategies for risk mitigation. Attendees will hear from 2 food sector companies and an investor on their own efforts and will leave with a clear understanding of the risks the sector faces, tools to guide them in evaluating water risks in their agricultural supply chain, and a number of case studies and best in class examples that can be adapted to address water scarcity challenges within their own company.

**Brooke Barton**, Ceres

4:15 PM – 5:30 PM

## **The Future of Food: Food Tribes and Changing Consumer Values**

Like so many industries before us, food and retail are being disrupted and food businesses are being forced to adapt or face declining sales and relevance. Leadership, differentiation and success in this dynamic market require a deep and clear understanding of consumer values. Join Eric J. Pierce, Director of Business Insights at New Hope Network to:

- Learn how Food Tribes are shaping the future of food
- Understand how Food Tribes can help make sense out of what feels like a confusing and uncertain consumer values landscape
- Identify what your organization needs to do to remain relevant
- Inspire innovation and marketing efforts through understanding the intersection of Food Tribes and Mainstream Consumer values

**Eric Pierce**, Director of Business Insights, NEXT Data & Insights, New Hope Network

6:15 PM – 9:00 PM

## **An Evening at Muriel's, Jackson Square (Off-Site Reception)**

Join your colleagues for an evening of fun, food, and music at Muriel's, Jackson Square. With balcony views overlooking Jackson Square, Muriel's is the epitome of decadence, opulence, and mystery that surrounds the French Quarter. Guests are immersed in a world of refinement and revelry that reflects the rich historical, cultural, and culinary character of the Crescent City. *\*Please meet in the lobby. We will be walking from the Marriott New Orleans at 6:00 PM.*

## **Friday, August 12**

7:00 AM – 11:00 AM

### **Registration**

7:00 AM – 8:00 AM

### **Continental Breakfast in Sustainability Exhibitor Showcase & Innovation Zone**

8:00 AM – 8:10 AM

### **Morning Welcome Remarks**

8:10 AM – 9:00 AM

### **Is Your Supply Chain Legal?**

#### **Grand Ballroom, Tower Building**

The Markets Institute at WWF is committed to identifying and addressing global issues and emerging trends around the most pressing challenge of our time: where and how we produce food. WWF research suggests that between 5 and 50 percent of globally traded food commodities are not produced legally in the country of origin. The issue is not about what should be legal. Rather, the research suggests that whatever laws and regulations already exist in a producer country are not enforced.

This main stage session explores illegality in the production and trade of global food products and how to understand illegality as the systemic worldwide problem that it is. The interactive panel will discuss the current state of the types of illegality in production, highlight brand and retailer risk, and will outline ways to 'think' about the issue and potential mitigation strategies.

**Jason Clay**, Senior Vice President, World Wildlife Fund

9:15 AM – 10:15 AM

### **Concurrent Interactive Workshops**

- **Serving up Sustainability: Restaurant Perspectives on Sustainability From Farm to Fork**

Restaurant and foodservice companies are increasingly becoming leaders in sustainability. Come learn what some of the biggest names in the foodservice industry are doing to increase sustainability in their own operations. From sourcing and waste reduction to technology and consumer marketing, join us for a candid conversation about the progress being made in the foodservice industry to reduce their environmental impact for the benefit of their consumers, shareholders and the planet.

**Moderator: Laura Abshire**, Director of Sustainability, National Restaurant Association

**Kristine Young**, Sustainability Manager, Darden Restaurants

**Ian Olson**, Director, Sustainability Strategy and Restaurants, McDonald's USA

**Jessica Rosen**, Associate Manager, Sustainability, Yum! Brands

**Kathy Cacciola**, Senior Director, Environmental Sustainability, Aramark

- **Beyond Diversion: Creating Value-Add Products and Operational Intelligence from Food Waste**

A growing percentage of operators understand the financial benefits associated with improved waste diversion and recycling. Recycling revenue and waste reduction success typically leads to an increased focus on expanding food bank donation programs. But what happens next? How do the leaders of today continue to push the envelope? How do we improve the efficiency of food waste management to generate cost savings and new revenue?

FUTURE food waste reduction strategies will focus on waste PREVENTION and the creation of VALUE ADD products from inefficient, edible food supply chains that lead to too much wasted food. A small program in Philadelphia is showing big results. A public-private partnership between EPA, Drexel Food Labs, Brown's Super Stores, and Ahold USA is showing glimpses of what can be possible when grocery stores and food service providers measure what matters and begin sharing that data with community partners and food entrepreneurs. Over the course of two years, they have turned operational data into ""operational intelligence \_IT"" and provided raw materials that can feed the creation of value-add products. These products can eventually lead to the creation of new food entrepreneurs and new products on the shelf; all from surplus food. Come see what is possible when organizations loosen the grip of confidential surplus food information and explore a new opportunity for feeding people, increasing profitability potential, while not forsaking the environment from which our food is grown.

**Thomas O'Donnel**, PhD (N.A.H.E.), Sustainability Partnership, USEPA  
**Dominic D'Agostino**, Senior Manager Waste Management, Ahold USA  
**Johathan Deutsch**, Professor Center for Hospitality & Sport Management  
Department of Culinary Arts and Food Science, Drexel University  
**Pete Pearson**, Director of Food Waste, World Wildlife Fund

- **A Clear View on Transparency: And How it Builds Consumer Trust**

It's simple: If you increase transparency, you will increase trust. Earning consumer trust is critical for those involved in today's food system. The reality that our food is safer and more sustainable than ever before - and remarkably affordable - can be overshadowed by a lack of trust. So, how do producers, food companies, restaurants and retailers earn trust? What do consumers want from them? The answer, in part, is transparency. The Center for Food Integrity's (CFI) 2015 consumer trust research proves that as those in the food system increase transparency, they will also increase consumer trust. Come learn how you can apply these findings to increase transparency and trust in your organization.

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

- **Farm to Fridge: Connecting Buyers and Farmers to Enable Sustainable Sourcing**

As sustainability and purchasing become more closely intertwined, buyers need to be empowered with information to better understand the products and supply chains within their portfolio. At the same time, farmers need to work harder to educate customers and consumers about their on-farm practices. This session will challenge the audience to understand diverse perspectives ranging from working farmers to global retailers and CPG representatives. Panelists will share key insights from their varied experiences including dairy farmer Brad Scott's work with Menchie's Frozen Yogurt and the CBS TV show Undercover Boss, Kellogg's grower engagement and communication efforts through their Open for Breakfast campaign and Walmart's experience bringing their buyers out to farms to learn how their raw materials are grown and produced. Participants will leave the session inspired to find creative ways to work collaboratively across the supply chain to advance their organizations' sustainable sourcing goals.

**Moderator: John Monaghan**, Business Development Manager, Sustainability  
Innovation Center for U.S. Dairy

**Cheryl Baldwin**, Vice President, Pure Strategies

**Brad Scott**, Partner, Scott Bros Dairy Farms

**Amy Braun**, Senior Sustainability Manager, Kellogg Company

- 10:15 AM – 10:30 AM **Networking Break in the Sustainability Exhibitor Showcase & Innovation Zone**
- 10:30 AM – 11:15 AM **Industry and Consumer Education Efforts on Food Waste- Update from the Food Waste Reduction Alliance and the NRDC/Ad Council**  
The cross-industry Food Waste Reduction Alliance (FWRA) has been working to reduce food waste in the supply chain, increase food donation, and increase food waste diversion in the U.S. During this update, leaders of the FWRA will share the results of new research, identify policy priorities, and highlight best practices to help all companies work toward this important goal. Also, the Natural Resource Defense Council (NRDC) has teamed up with the Ad Council to launch a national campaign to educate consumers about the challenge of food waste. Hear from experts about the campaign and initial results.  
**Michael Hewett**, Director, Environmental and Sustainability Programs  
*Publix Super Markets, Inc.*  
**Dana Gunders**, Staff Scientist, Natural Resources Defense Council
- 11:15 AM – 12:00 PM **Closing Session: Inspiration from Exploration: Notes from the Field**  
Explorer Céline Cousteau tells stories from her many explorations forging her own trail on unique solo expeditions. Sharing her unique personal photographs, she captivates audiences with her incredible voyages into the deep.  
**Céline Cousteau**, Explorer and Film Maker