



**Food Industry Sustainability Summit
June 16-18, 2008
The Hyatt, Minneapolis, MN**

SUSTAINABILITY = the ability to sustain current needs without compromising future needs

[The food industry must build a plan to address the needs of the environment, society and the bottom line.]

[Retailers and suppliers both share the responsibility of developing sustainable practices.]

The Food Industry Sustainability Summit is an executive conference designed to help you prepare sustainability strategies for your company. Sustainability is an emerging issue that affects all parts of the food industry, from energy to sourcing to store development. The Summit brings together representatives from the food industry, other businesses, government and the sustainability community to address this issue.

[In two days, learn sustainability strategies that took others years to develop.]

In general sessions, interactive forums and workshops, attendees will:

- Learn “who’s doing what” and “how” through new sustainability tools and success stories from other companies.
- Develop sustainable supply chain partnerships and strategies.
- Interact with peers on your sustainability team at the Strategic Breakfast sessions.
- Learn practical guidelines to understand, measure and reduce your carbon footprint.
- Explore innovative marketing strategies to target the needs of shoppers who are highly aware of sustainability, often called “conscious consumers.”

Who should attend: A team of executives from across your company.

Each team will learn key strategies for developing company sustainability programs. We recommend sending representatives from:

- Procurement
- Energy
- Store Design
- Marketing
- Consumer Affairs and Communications

FMI's Sustainability Summit Program

Monday, June 16

Day 1: The Business Case for Sustainability

1:00 PM – 2:00 PM Pre-Summit Events

Sustainability Showcase – Table top displays of sustainability resources from advocacy groups, academic experts, government agencies, research institutes and manufacturers.

2:00 PM – 2:15 PM Welcome and Summit Overview

Learn the role of the FMI Sustainability Task Force in developing sustainability initiatives and how its priorities and goals will help your company and the food industry.

Bob Garrity
FMI Sustainability Task Force Chairman
Senior Vice President
Giant Eagle

2:15 PM – 3:00 PM Is Sustainability an Imperative for Your Business?

For business, conservation is no longer a question of image and reputation – it is an imperative for the long-term survival of industry, society and the environment. Carter Roberts, the leader of the world's largest conservation organization and partner for leading corporations such as Google, Coca-Cola, and Wal-Mart, will discuss harnessing the market to fight climate change and resource exhaustion. Learn how a new era of global threats has changed the way many institutions address conservation.

Carter Roberts
President and CEO
World Wildlife Fund

3:00 PM – 4:15 PM Meet the Conscious Consumer: How Values Are Shaping the New Marketplace

Green. Sustainable. Fair trade. Locally grown. Socially responsible. We know the words, but what do they really mean to America's families and consumers? Who are these emerging "conscious consumers" and how do they live, work, play and shop? How are they struggling to align their actions with their values,

and how can we help? You will not only hear what consumers are *saying*, but also what they are actually *doing*. This presentation will cover what is bubbling up from the internet and include purchasing behavior of more than 100 million households. Reach, inform and inspire values-driven consumers with innovative marketing strategies that improve the world and your bottom line.

Anne Marie Roerink
Senior Director, Research
Food Marketing Institute

Mitch Baranowski
Founding Partner
BBMG

Trish Brynjolfsson
Vice President
Catalina Marketing

4:15 PM – 4:45 PM Networking Break and Sustainability Showcase

Maximize the opportunity to connect with colleagues and browse displays of sustainability resources from advocacy groups, academic experts, government agencies, research institutes and manufacturers.

Open in registration area throughout conference

4:45 PM – 6:00 PM Sustainability Movers, Shakers and Pioneers!

A panel of visionaries who pioneered sustainable business practices throughout their companies will share their stories. Learn why green and socially responsible business practices became a priority, how they developed strategies and action plans, and ideas to advance your own sustainability efforts.

Jeffrey A. Hollender
President and Chief Inspired Protagonist
Seventh Generation

Gene Kahn
Global Sustainability Officer
General Mills Inc.

Roberto Munoz
Director, Neighborhood Affairs and Communications
Fresh & Easy Neighborhood Market

6:00 PM – 8:00 PM Opening Networking Reception

Tuesday, June 17

Day 2: Strategic Resources, Planning and Evaluation

7:30 AM – 8:30 AM Breakfast Idea Exchange (Sustainability Showcase also open)

Join your peers in this interactive breakfast and select your table based on the topics of greatest interest to you. The choices include Energy, Store Design, Packaging, Marketing, Perishables, Wellness and Nutrition.

8:30 AM – 9:30 AM The Business Case for Carbon Footprinting

Understanding carbon issues can provide you with a competitive advantage in the marketplace. Learn about innovations that are enabling reductions in green house gases, and hear examples of what business – both inside and outside our industry are doing to reduce their carbon footprints and increase their bottom-lines. Take away some ideas on how to differentiate your company by reducing your footprint and by helping your suppliers and customers to reduce theirs.

Sue Hall
Director
Climate Neutral Business Network

Paul Hepperla
Director, Supply Side Energy
Verisae, Inc.

9:30 - 10:30 AM Get Smarter....Faster!

Universities and business schools around the globe are offering more programs and initiatives on environmental and social sustainability. What does that mean to you? Learn how retailers and wholesalers are saving time and money by optimizing these sustainability programs and drawing upon the expertise of leading universities. Discover how you can tap these resources to “get smarter – faster”.

Moderator,
Tom Gillpatrick, Ph.D
Juan Young Professor of Marketing
Executive Director, Food Industry Leadership Center
School of Business Administration
Portland State University

John Johnson
Executive Director
Applied Sustainability Center
Sam M. Walton College of Business
University of Arkansas

Mellie Pullman
Associate Professor of Supply Chain Management
School of Business Administration
Portland State University

Jean Kinsey, Ph.D
Professor, Applied Economics
Director, The Food Industry Center
University of Minnesota

10:30 AM – 11:00 AM Networking and Sustainability Showcase Break

11:00 AM – 12:30 PM Partnerships and the Sustainable Value Chain

Diminishing natural resources, climate change, globalization and other drivers require foresight, collaboration, and brand new practices along the value chain. What kind of new partnerships can you form to help you respond to these business risks? This panel will present several case studies in innovative value chain partnerships; panelists will share experience, best practices and insight on how they have worked together to drive innovation and create value.

Kai Robertson
Director, Agriculture
World Wildlife Fund

Jennifer Galichon
Director, Marketing Operations, Foods Americas
Unilever

Coca Cola (speaker tbd)

Karen Karp
Director
Sustainable Food Lab

12:30 PM – 2:00 PM Lunch

2:00 PM – 3:15 PM 7 Concurrent Workshop Sessions (repeating, select two)

Sustainability By Design

Sustainable design is revolutionizing retail environments from building design to interior signage, décor and lighting. This session will provide examples and ideas of leading-edge sustainable design concepts and showcase how retailers can best tell their sustainability brand story illustrated by their buildings, décor, products and packaging.

Kevin Foster O'Donnell
Creative Director
Schorleaf Design Group

John Domino
Vice President
Facilities, Energy, Environmental and Engineering
SUPERVALU INC.

Sustainability in the Perishable Aisle

Consumer demand for food grown in a sustainable manner has risen in recent years, as demonstrated by increasing market share of organic produce, fair trade coffee, sustainable seafood, and pastured livestock and poultry. Through best practices and retailers' experiences, we will show how companies are developing and implementing unique awareness strategies and sustainable procurement programs that are having a measurable impact on their organization's business strategies. This session has a specific focus on seafood, produce and other perishable products. The panel will speak to the challenges and successes of meeting the demands of today's more environmentally and socially motivated consumer.

Nadine Bartholomew
Manager, Business Outreach and Development
Seafood Choices Alliance

Jeanne Colleluori
Communications Specialist
Wegmans Food Markets, Inc.

Tobias Agguire
Executive Director
FishWise

Recycling, Composting and Waste Reduction

This session focuses on key issues, trends and success stories surrounding waste reduction. Get the latest update on public concern for packaging waste. Learn about emerging ideas for reusable bags, recycling most everything in-store, and handling plastic bags and bottles. Hear practical, innovative waste management

ideas from proactive retailers, including cutting-edge recycling and “zero waste” expense reduction concepts.

Ted Brown
President
Brown Sustainability Solutions

Michael Hewett
Manager of Environmental Services
Publix Super Markets, Inc.

Michael Smith
Real Estate and Sustainability
Hy-Vee, Inc.

Innovations and The Future in Sustainable Packaging

Over-packaging is one of our consumer’s biggest concerns. Learn about exciting new sustainable packaging innovations available now and in development. Hear how retailers and suppliers are developing voluntary partnerships to reduce and reinvent packaging and obtain new ideas for your company to explore.

Dawn C. Reeves, PE, LEED AP
Manager of Environmental Sustainability
Harris Teeter, Inc.

Anne Johnson
Executive Director
Sustainable Packaging Coalition

Mary Rosenthal
Corporate Communications and Public Affairs
NatureWorks LLC

Local and Fair Trade Trends and Opportunities

Consumers are crazy about local and fair trade products—trends that will escalate with the emergence of conscious consumers. Learn how our speakers are finding sources of supply and helping companies of all sizes create marketing strategies for such products. Discover best practices, innovative approaches, and get specific guidelines and new ideas to develop and enhance your own local and fair trade programs.

Karen Karp
President
Karp Resources

David Ward
Co-Chairman

Association of Family Farms

Shawn Horton
Director of National Accounts
Transfair USA

Rex Stewart
General Manager
New Leaf Community Markets

Innovative Green Business + Government Partnerships

Welcome to a new age of government and business collaboration. The green revolution has spawned numerous voluntary partnerships that can help you reduce energy and waste, save money and be a role model for customers and government agencies. Learn about the opportunities and hear retail success stories from retailers and government representatives from EPA and other programs, including Green Chill, Waste Wise, Smart Way, Climate Savers and LEED building certification.

Kathy Loftus
Global Leader,
Sustainable Engineering, Maintenance and Energy Management
Whole Foods Market

Wayne Rosa
Strategic Sourcing Manager for Energy & Maintenance
Food Lion, LLC

Keilly Witman
Communications Specialist
U.S. Environmental Protection Agency
Stratospheric Protection Division

Anna Stark
Commercial Properties
U.S. Environmental Protection Agency
Climate Protection Partnerships Division

Green Communication Strategies

More companies are exploring ways to engage their customers and community on environmental issues. As the green wave becomes mainstream, consumers are more skeptical about green claims and the potential for “greenwashing.” This panel will present examples of, meaningful green communications and rules of thumb on how to engage consumers on sustainability issues, position your products and efforts and avoid classic “greenwashing” pitfalls.

Patti Council

Communications Manager
The Great A & P Tea Company

Fred Haberman
CEO and Co-founder
Haberman & Associates
Modern Storytellers for Media +

Andrea Moffat
Director, Corporate Program
Ceres

3:15 PM – 3:45 PM Break and Refreshments at the Sustainability Showcase

3:45 PM – 5:00 PM Concurrent Workshop Sessions (repeat from above)

5:30 PM – 7:00 PM Reception overlooking the city of Minneapolis

**7:00 PM – 10:00 PM Evening free for dinner and strategy development with your team
See “team guidelines” in your packet**

Wednesday, June 18

Day 3: Implementation for Bottom-Line Returns

7:30 AM – 8:30 AM Strategic Breakfast

With Your Sustainability Team – or Non Competing Companies

Hosted by FMI Sustainability Task Force Members – An opportunity to work on strategies to implement in your companies.

8:30 AM – 9:30 AM Navigating the New World of Stakeholders

The world has changed. Outside groups – including consumers, advocacy groups, to your local Chamber of Commerce, the University downtown, law enforcement or others – are increasingly important potential business partners as you develop your sustainability strategy. Advocacy groups (NGO’s) are currently the most trusted source of information by consumers and are rated far higher than business and government, according to the World Economic Forum. How do you begin to understand this new world and identify which groups may be strategically important to your business? How do you map this new world? What are the rules of engagement? Hear success and horror stories, and gain sound strategic guidelines to use as models to start your sustainability efforts.

Katharine Maroney
Partner
ECOS Corporation

Hank Cauley
Senior Officer
The Pew Environment Group

9:30 AM – 9:45 AM Break

9:45 AM – 11:30 AM Sustainability in Action

Initiating a sustainability program requires senior-level commitment and organizational change to work because it encompasses almost every department within your company. There is no cookie cutter approach; each company must develop a strategy according to its unique niche, corporate culture, consumers and marketplace. This session offers you examples of how different companies have developed and implemented specific sustainability strategies. Speakers will provide firsthand advice and tools to help you save time and money. Find out what worked, what failed, and how they are moving forward. Your sustainability team will go home with a suitcase full of ideas to implement.

Jeanne von Zastrow
Senior Director
Food Marketing Institute

Mary McMillen
Director of Consumer Affairs
Buehler Food Markets, Inc.

Becky Foster
Director of Construction & Maintenance
Buehler Food Markets, Inc.

Michael Hewett
Manager of Environmental Services
Publix Super Markets, Inc.

Tom J. McIntyre
Senior Manager Resource Conservation
And Environmental Stewardship
SUPERVALU INC.

Megan Hellstedt
Manager, Environmental Sustainability

Hannaford Bros. Co.

Caren Epstein
Director of External Communications
Hannaford Bros. Co.

11:30 AM – 1:00 PM Sustainability and the Future – Tipping Point or Tidal Wave?

Are food retailers ready to lead a green revolution? One of the U.K.'s leading experts on sustainability in the retail food industry will close our Summit by taking you on an exciting tour of the future. How will the changing tide driving environmental stewardship and social responsibility affect society, education, individuals, government and business? This presentation offers a vision of what the retail experience of 2022. Through four radically different and intriguing scenarios, Tom will explore the many issues the food industry will have to face in the years to come. Do not miss this chance to see our industry through a crystal ball and develop strategies to participate in the sustainability revolution.

Tom Berry
Principal Sustainability Advisor
Business Programme
Forum for the Future

1:00 PM

Conference Adjourns