

# Welcome to today's webinar: Increasing Donations and Reducing Food Waste

The webinar will begin shortly.

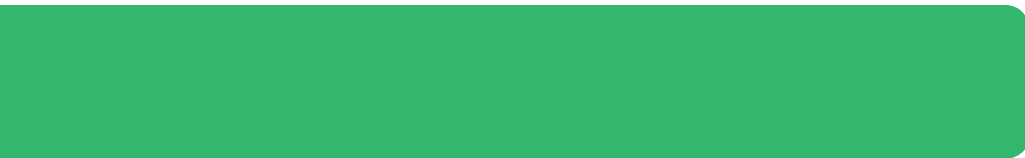
Please join the audio portion of the call by having the system call you.  
We ask that all attendees mute their phone lines.



**THE VOICE OF FOOD RETAIL**

Feeding Families  Enriching Lives

# FMI Antitrust Policy



**THE VOICE OF FOOD RETAIL**

Feeding Families  Enriching Lives



# Store Donation Program

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# Agenda

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- Overview - Eric Davis, Managing Director of Retail Product Sourcing, Feeding America
- What a typical program looks like - Joey Maggard, Logistics and Reclamation Shrink Manager, Kroger Companies
- Benefits to the retailer, external and internal - Maria Brous, Director of Media and Community Relations, Publix Supermarkets
- How to sell in the program to your organization - Jessie Newman, AVP Community Affairs and Communications, BJ's Wholesale Club
- Handling product Safely - Mitzi Baum, Director of Food Safety, Feeding America
- Audience Questions

# Store Donation Program (SDP)

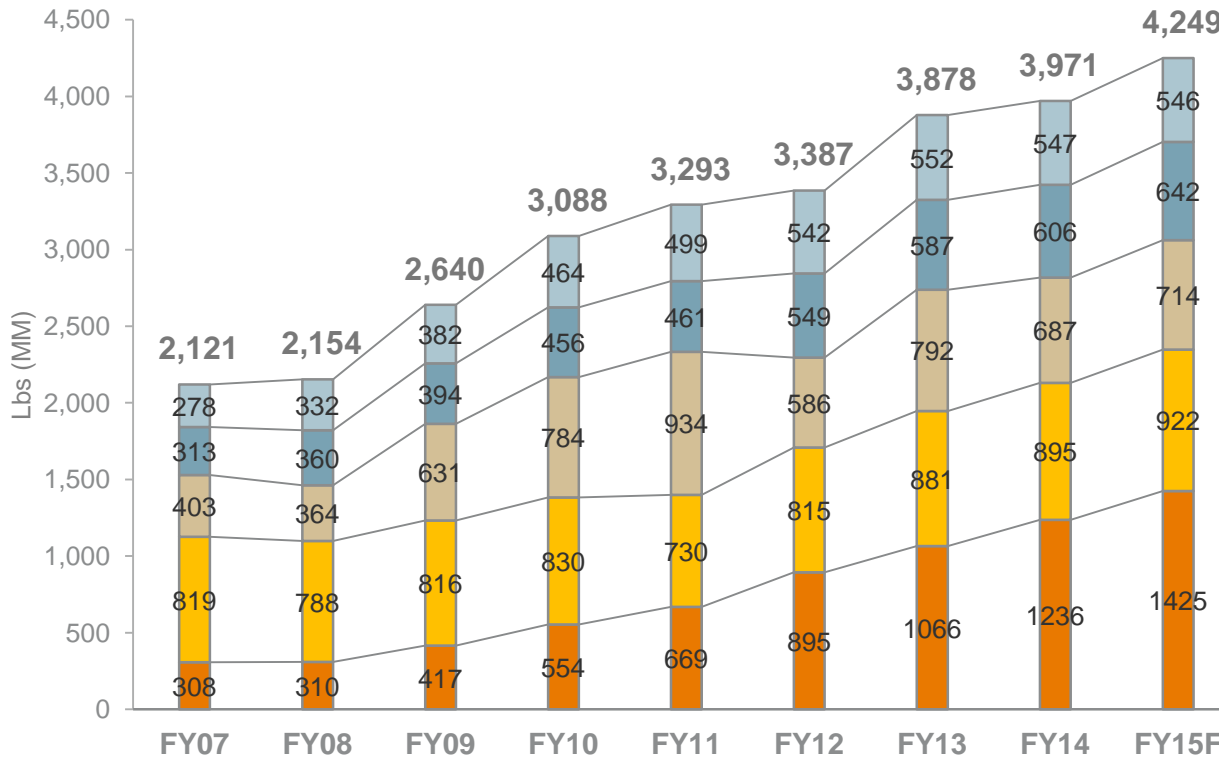
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How does Feeding America Define a Store Donation Program?

Any donation program where grocery products are donated from retail outlets; including grocery stores, supermarkets, club stores, hypermarkets, dollar stores and grocery distribution centers.

# Pounds by channel

Channel lbs by fiscal year



Channel	'07-'15F growth (%)
Purchasing	9
Produce	9
Fed Com	7
Manu	2
Retail	21

Over 16,000 Stores Participating

Note: FY15 pounds are forecasted

Joe Maggard, Logistics and  
Reclamation Shrink Manager, Kroger  
Companies





# Perishable Donations Partnership

- Program Overview
- Store Execution
- Multiple Benefits



**50 Million Pounds of Food**  
Across **Kroger** Nation

Brookings, OR      Washington DC  
Los Angeles      Atlanta  
Houston

Through our Perishable Donation Partnership we donated 50 million pounds of food to our hungry neighbors. That is enough bread, meat, cheese and produce to equal 3,700 miles of our classic deli sandwiches side by side!

**PERISHABLE DONATIONS PARTNERSHIP**

**TOGETHER WE'RE FEEDING AMERICA**



# Publix Community Relations

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Maria Brous, Director of Media and Community Relations, Publix Supermarkets

- Store Donation Program's impact on community relations and employee relations



# BJ's Wholesale Club

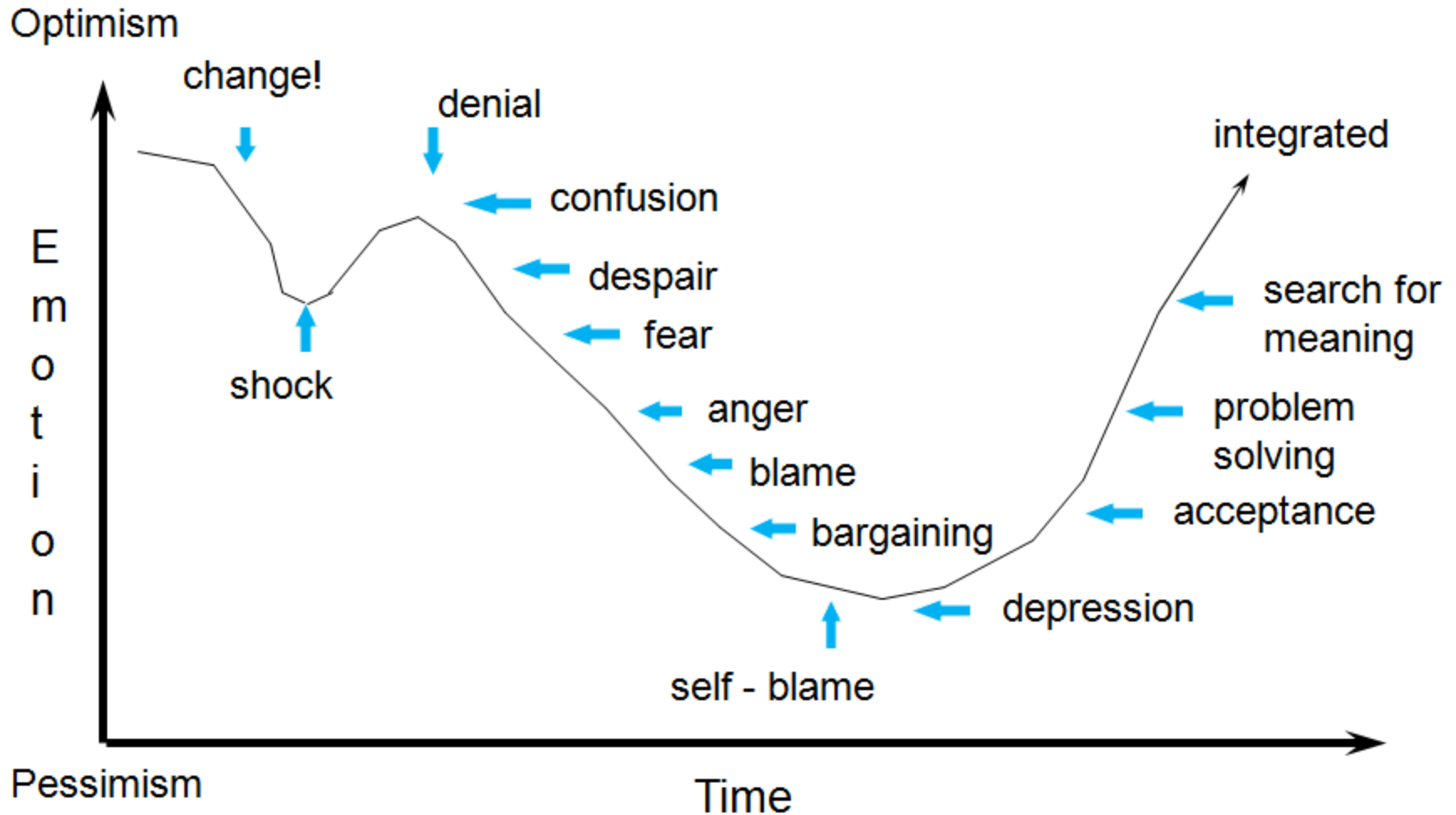
## FMI Webinar - Waste at Retail

### March 26th

3/26/2015



# Change is hard...



# First steps towards success

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- **Advocate** – found a well-regarded advocate in upper levels of organization
- **Educate** – start to think like an operator, understand risks of the business and challenges organizationally that come with change
- **Deliver** – strong project management skills needed to direct training, IT, operations, HR, food safety, merchandising, etc.

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# Slides from our advocacy campaign

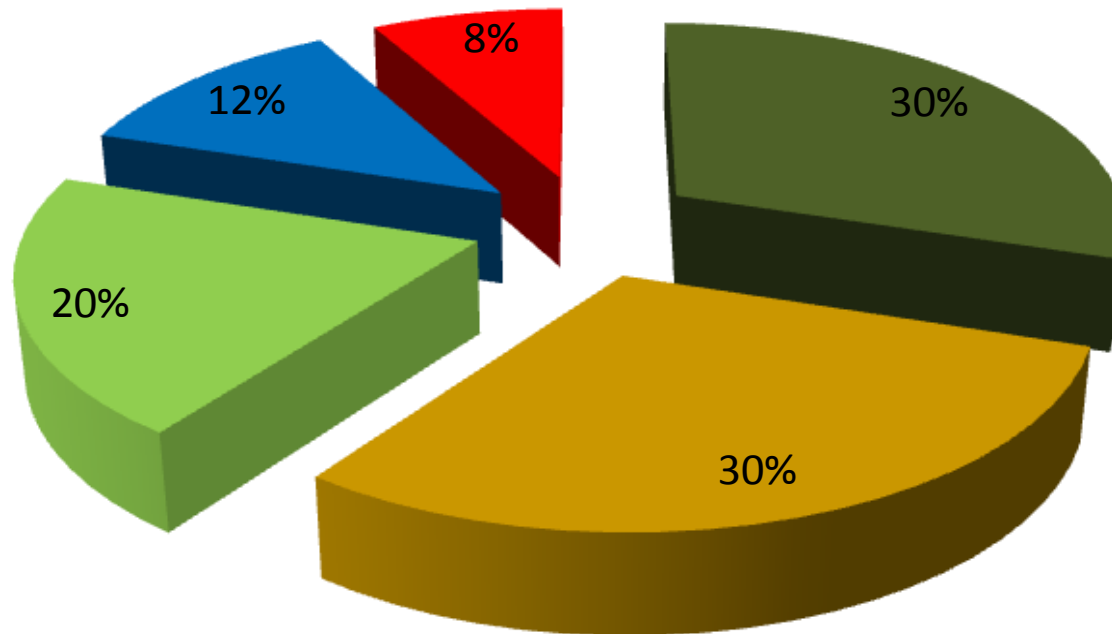


## Store Donation Programs ...

- Useable perishable products are gleaned and held for donation at Club level
- Clubs hold the product in a proper temperature controlled environment (freezer, cooler, dry storage, etc.) until pickup.
- Partnering food banks pick up the product from Clubs
  - Clubs will minimize dock congestion and storage constraints
- Product is transported, stored and distributed in temperature controlled units, under proper temperature requirements by food safe certified individuals
- Product is inspected by partnering food banks prior to distribution.

# Retail Store Donations - Products

## The Perishable Product Mix ...



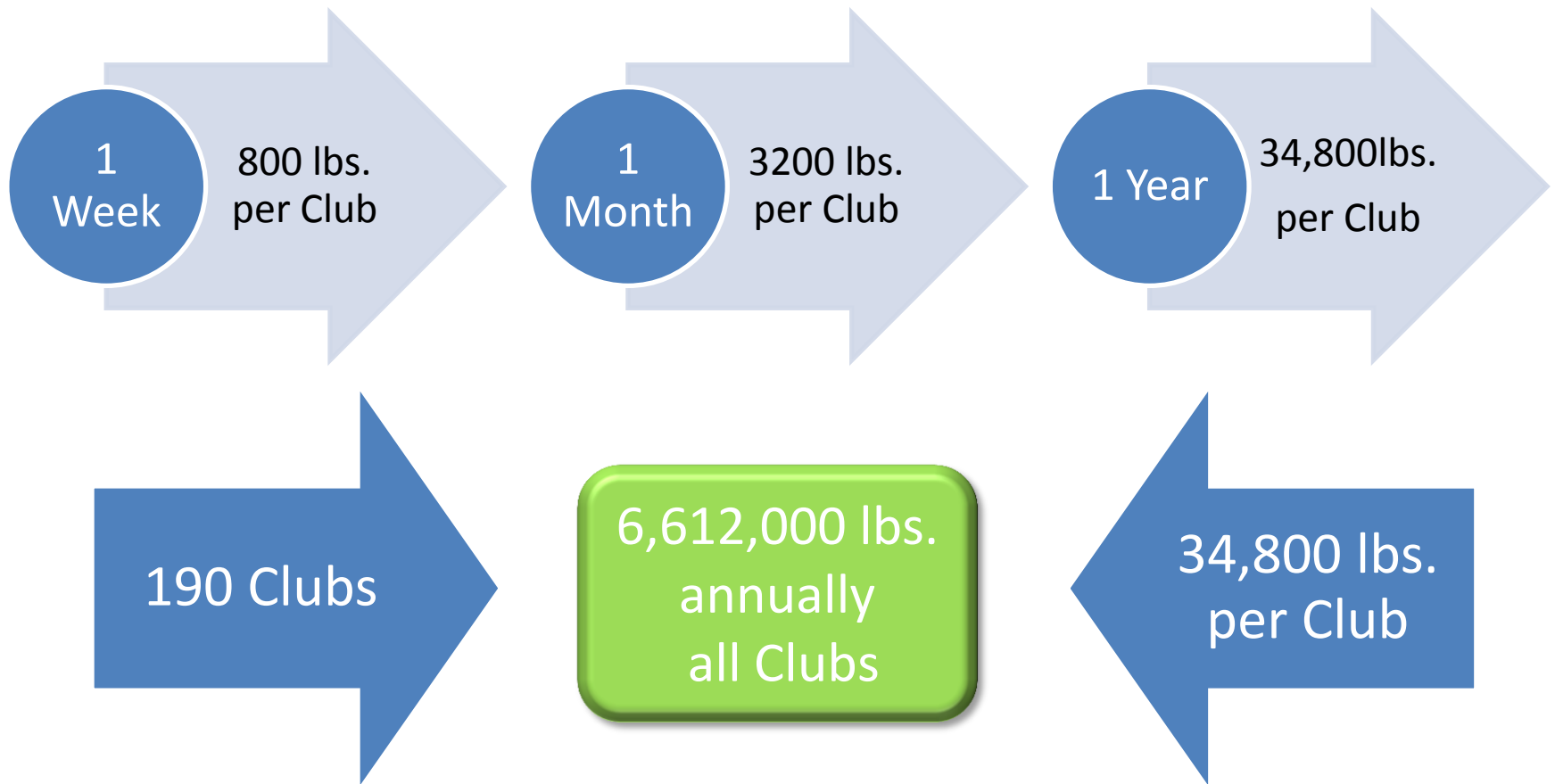
■ Meat   ■ Bakery   ■ Produce   ■ Dairy   ■ Misc.



# BJ's Wholesale Club Inc. - Volume



## Your Pound Potential ...



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# Addressed critical issues head on



# Store Donation Critical Issues

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- Liability
  - All donations made in good faith are covered on the Good Samaritan Act
    - Became Federal law in 1996
    - To date, there have been no legal challenges to the Good Samaritan Act
  - Feeding America's standards are aimed at preventing use of Good Samaritan Act
- Food Safety
  - In 2000 the Conference for Food Protection created donation guidelines for recovering perishable products safely
    - Guidelines mirror Grocery Industry handling and storage guidelines
  - Non-perishable sorting guidelines created with assistance from GMA/FMI
  - Feeding America members and their agencies are contractually bound and audited for compliance
  - State regulations around the redistribution of donated product



# Store Donation Critical Issues

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- Additional labor cost to donate
  - Retailers tell us that there is little or no additional labor involve with setting product aside to donate vs. trash
  - Loose produce that is donated does need to go into produce of food grade boxes
    - These boxes may have gone toward a cardboard recycling program
- Additional storage to hold temperature control product
  - The donation of perishable product requires the use of a small area in freezer and coolers to hold product safely while awaiting pick up
- Dock time congestion
  - Each food banks will work with their Clubs on pick up schedules that minimize dock congestion and storage constraints
- Impact to order management
  - Retailers tell us that stores are not in the business of over-ordering



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**And pushed program  
benefits**



# Store Donation Benefits

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- Tax deductible
- Landfill cost reduction...fits sustainability efforts
  - Landfill reduction & organic waste bans
  - Reduction of waste disposal cost
- Product is helping those in need
  - Positive community involvement, positive message to community
- Employee Morale
  - #1 comments from employees “I hated to see useable product going in the dumpster”



# Store Donation Benefits

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- Donation tracking and consolidated reports
  - Monthly reporting in pounds by Feeding America categories
  - Reporting provides visibility to current waste stream
  - Reports provide via Excel or PDF
- Recall tracking and reporting
  - Network wide recall system
- Exempt from Bio-Terrorism reporting requirements





# Common Questions

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- Product dating
  - When to donate, on or before the date(s)
    - Based on each Corporations standards
- Pick up schedules
  - Feeding America encourages each food bank to work directly with their Clubs
    - The local partnership will find the right number of pick ups per week to minimize impact on Clubs and maximize number of pounds per pickup
- What are typical pilot program hurdles
  - Top down company buy in
  - Creating new habits to set aside for donation



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# Drumroll...



# The results...



OVER **27** MILLION  
**POUNDS**  
OF FOOD DONATED IN 4 YEARS



**206 CLUBS**



**forty-five**  
**FOOD BANKS**



**22,635,378**  **MEALS**

BECAUSE 1 IN 6 AMERICANS GOES HUNGRY EVERY DAY.

- Almost 30M pounds of food
- Benefits for Trash Savings & Tax
- Cross functional (food safety, operations, community) team to manage program
- Team Member buy in is key to success
- Quickly address Club/Food Bank concerns

# How we got to where we are today...

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- Learning from others
- Selling the program to Executive Team
  - Became familiar with the program through GBFB
  - Reached out to Feeding America
  - Got Food Safety team on board to develop handling procedures
  - Got our GC, who happened to be on a FB board, to champion
  - The three of us wore down the COO – started with a test in two markets
  - Brought Feeding America in to help close the deal
- Getting a program started
- Manage through change



# Feeding America Food Safety

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Mitzi Baum, Managing Director of Food Safety  
Feeding America

