

# FOOD INDUSTRY SUSTAINABILITY SUMMIT

Innovative Green Business  
and Government Partnerships

June 17, 2008  
Minneapolis, MN



# Conscious Capitalism

---

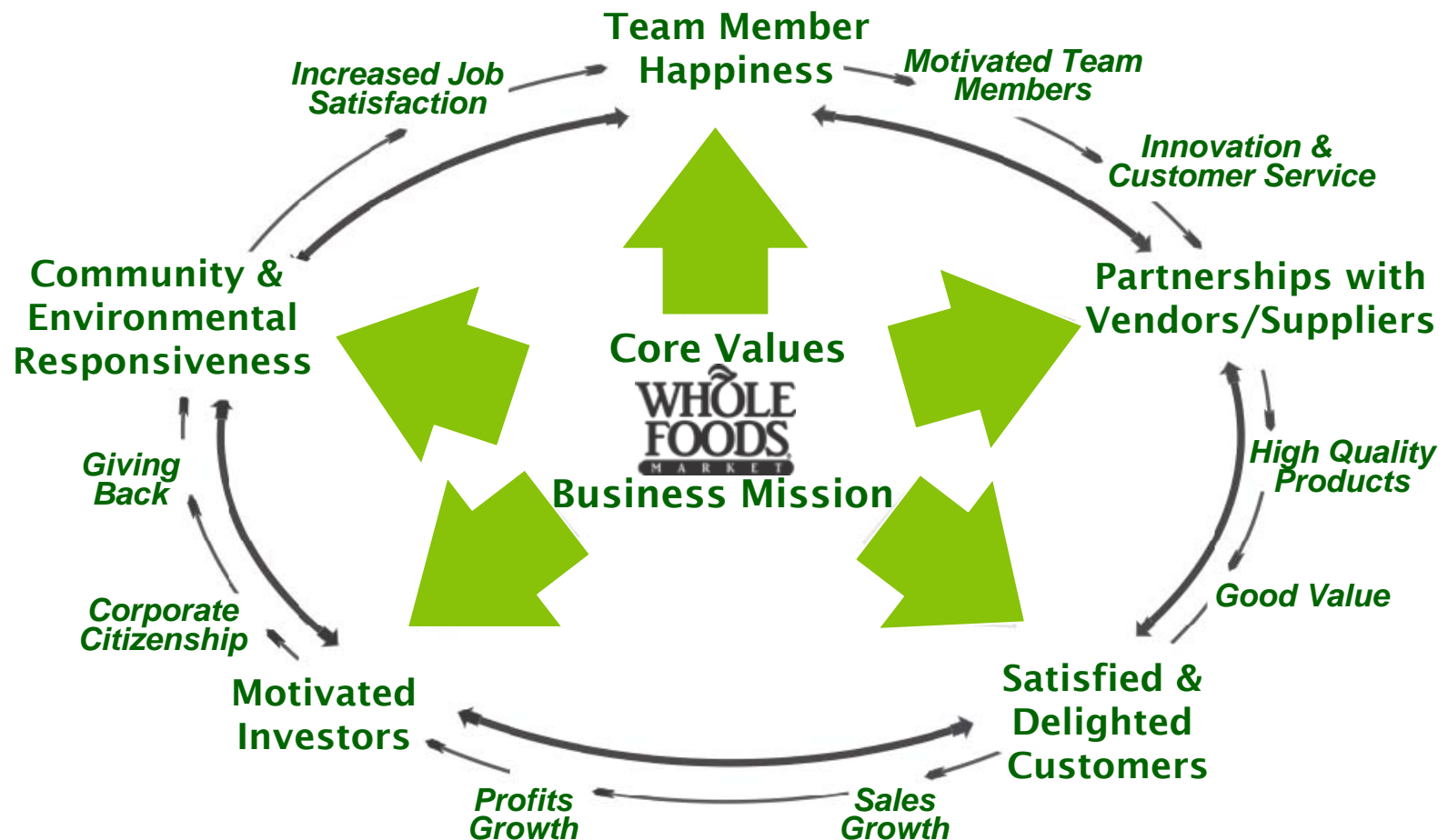


Conscious Capitalism is a presentation that Whole Foods Market Co-Founder and CEO John Mackey created that describes a more complete way of doing business, with a long-term focus

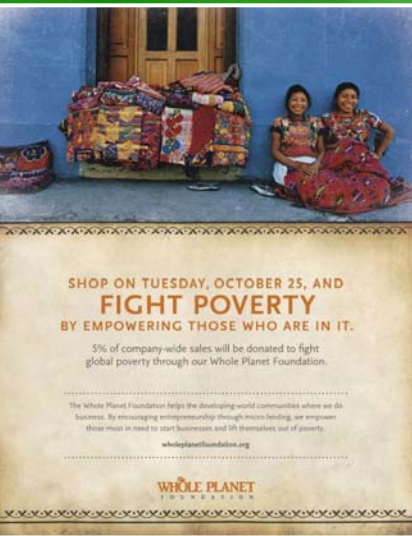


# The Whole Foods Market Business Model: Holistic Interdependence

---



# Global, Community and Team Member Commitments



- Whole Planet Foundation
- Animal Compassion
- Quality Organics Standards; MSC/FSC/NRDC
- Community 5% Days
- Benefits vote; gainsharing; stock options for all team members—93% to non-executives





# Caring About our Environment

---

- We *strongly* support organic, local, & sustainable agriculture: national Organic Standards Board
- Sustainable seafood—Marine Stewardship Council
- Animal Welfare: free range and grass-fed better for the animal, better for the environment
- Commitment to recycling and alternative energy: 100% Wind Energy Credits
- Green Building leadership
- Green Mission Teams



# Waste Streams: Packaging & Composting

**Industry Forum on Responsible Packaging**

**When:** Wednesday, October 4th 8:30 AM to 12:30 PM  
All organic buffet breakfast starts at 8:00 AM  
Lunch at 12:30 PM  
\* Catered by Whole Foods Market, Inner Harbor, Baltimore

**Where:** Baltimore Convention Center  
Natural Products Expo East  
\* Special thanks to New Hope Communications for the room.

**Who:** Key Manufacturers, Key Wholesalers, Key Retailers  
(Limited to 100 participants. If you wish to attend, please e-mail Tom Wright at [tom@sustainablebizness.com](mailto:tom@sustainablebizness.com))

**What:** An Educational Event  
Presenting the best ideas and practices for packaging and recycling. (Presentations with break-outs into small groups.)

What is recyclable?  
What gets recycled?  
Should there be recycled content in packaging material?  
What is compostable?  
What gets composted?  
What might be the package of choice in a certain category, and why?  
How do the principles of organic agriculture relate to responsible packaging?  
Can we reach a consensus or working definition on responsible packaging? (Such as: where and what are the common variables and outcomes?)

To attend contact Tom Wright: [tom@sustainablebizness.com](mailto:tom@sustainablebizness.com)

**Our Co-Sponsors:**  
WHOLE FOODS MARKET  
UNITED  
ORGANIC VALLEY  
NEWMAN'S OWN  
AMALOR NATURAL PRODUCTS  
Earthbound Farms



- Working with Private Label vendors on sustainable packaging
- Experimenting with compostable food containers for our prepared foods venues
- No more plastic bags!
- Zero Waste ultimate goal...





# Strategy

---

- Energy conservation through technology
- Conservation through behavior
- Employ on site distributed energy (combined heating and power)
- Employ on site renewable sources (fuel cell, waste cooking oil generators, solar, wind)
- Offset usage with RECs and by investing in new renewable power generation

# WFM and LEED?



- Sarasota, Florida, received LEED Silver Certification by the USGBC, the first supermarket designed in accordance with the LEED Green Building Rating System®.
- Flagship Lamar store (Austin) LEED certified.
- The Southern Pacific region is building LEED in all new/relocating stores.
- Working with the USGBC on pilot program to help them understand grocery stores and make the certification process less cumbersome.
- WFM has over 20 stores registered with LEED (many in development)



# Partnerships

---

- EPA Green Chill
- EPA Green Power Partners
- EPA Energy Star
- EPA Climate Leaders
- EPA NAPEE



# What is our future?

---

- Green Mission Congress May 2008
  - Brought together 65 team members from around the country – all levels
  - Brought many external experts
  - Ground-up long range planning
- Loftier Goals around the following:
  - Energy/GHG/Water
  - Packaging
  - Waste
  - Transportation
  - Education/Outreach