

# FMI Sustainability Initiative

Preserving the Planet Through Programs That Make Business Sense



Food Marketing Institute offers a compendium of strategic resources, consumer research and educational events to help the industry implement sustainability programs.

## Strategic Guidance for the Industry

- *The Sustainability Opportunity for Retail and Wholesale Executives* — a customizable PowerPoint presentation that explains the concept of sustainability and its importance to food retailers and wholesalers. **(Available free on the FMI website)**
- *The Sustainability Starter Kit* — a resource to help retailers and wholesalers craft a baseline sustainability strategy, recognizing that companies will take different paths. It features practical tips, advice on how to get started, examples, best practices and a list of key resources in the sustainability arena for companies to contact. **(Available January 2008)**

## Consumer Research

- *Sustainability and Recycling in the Food Industry* — a report that explores shopper practices and attitudes about sustainability and recycling and how the industry is responding. **(Available free on the FMI website)**
- *Shades of Green: Understanding the Green Consumer* — new research performed by Catalina Marketing exclusively for FMI. It shows the market-basket value and loyalty of the green consumer using actual purchasing behavior, demographics and share-of-wallet data for 52 weeks across 100 million shoppers and 22,000 U.S. retail outlets. **(Available free on the FMI website)**
- *The Sustainable Consumer* — new research by The Hartman Group into consumer attitudes about sustainability and how it affects their shopping behavior. This report can help retailers better market products and services to this emerging consumer. **(Available free on the FMI website)**

## Industry Education

- Store tours and presentations featuring innovative sustainability practices at FMI educational events, including the Energy & Technical Services Conference; Consumer Affairs, Communications and Community Relations Seminar; and Retail Store Development Conference.
- Major presentations on sustainability at the **2008 FMI Midwinter Executive Conference:**
  - ◆ PepsiCo, Inc., Chairman and CEO Indra Nooyi will keynote this event, presenting her broad vision of sustainability, encompassing healthful products, the environment and a supportive workplace.
  - ◆ Sustainability Tools You Can Use, a panel showcasing specific ideas, strategies and best practices by retailers, wholesalers and suppliers.
- A keynote presentation at the **2008 FMI Show**, May 4-7 in Las Vegas, NV, by renowned business sustainability advocate Andrew Winston, author of the bestseller *Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value and Build Competitive Advantage*.
- The first **FMI Food Industry Sustainability Summit**, June 15-17, 2008, in Minneapolis, MN. This event will bring together all parts of the food industry, other businesses, the government and the most innovative thinkers on the topic. They will focus on business practices and strategies that promote the long-term well-being of the environment, society and the bottom line. *(See reverse for more details.)*