



Sustainability
Impacting People, Profits and the Place You Live

presented to the joint meeting of
the Chicago Institute of Food Technologists and
ChemPharma® Professional Association

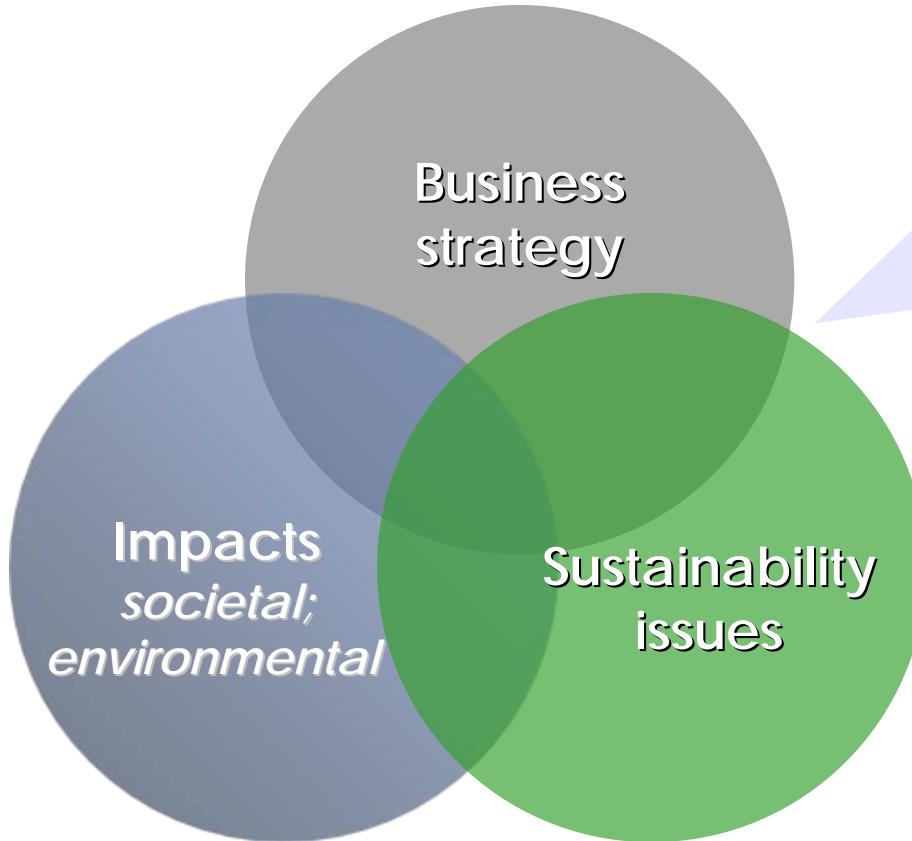
September 13, 2010
by Audra Karalius

What is Sustainability

Progress that meets the needs of the present without compromising the ability of future generations to meet their needs.

- The intersection of the economic, environmental and equitable aspects of business.
- Process that can produce maximum value with minimum resources.

Sustainability requires understanding three different perspectives



How to optimize overlap?

Multiple Competing Stakeholders



Issues we're being asked to consider

- Population growth
- Human health
- Hunger
- Obesity
- Poverty
- Diminishing and changing availability of natural resources
- Security & Safety
- Need for additional societal support
- Current economic health is based on increased consumption

Consumer influence

- [More ↓](#)
- [Food](#)
 - [Baby Food](#)
 - [Breads & Baked Goods](#)
 - [Breakfast](#)
 - [Canned Foods](#)
 - [Condiments, Dips, & Salad Dressings](#)
- [More ↓](#)
- [Household Chemicals](#)
 - [Air Fresheners](#)
 - [Dishwashing](#)
 - [Household Cleaners](#)
 - [Laundry](#)
- [Toys](#)
 - [Action Figures, Dolls, & Stuffed Animals](#)
 - [Arts & Music](#)
 - [Baby & Toddler Toys](#)
 - [Games & Puzzles](#)
 - [Learning](#)
- [More ↓](#)
- [See all categories »](#)
- [Browse issues »](#)
- [Browse brands »](#)
- [Browse ingredients »](#)

The Best Sliced Multigrain



Oroweat 100% Whole Wheat Bread

7.5



Weight Watchers, Traditional Grains Bread

7.5



Arnold Dutch Country Extra Fiber Sliced Bread

7.5

[all good sliced multigrain »](#)

The Worst Sliced Multigrain



Pepperidge Farm, Swirl Bread, Raisin Cinnamon

3.6



ShopRite Maple Cinnamon Bread

4.6



Sara Lee, Whole Grain Country White Bakery Bread

4.7

[all bad sliced multigrain »](#)

GoodGuide recommends switching your: [?](#)

Toothpaste

Sliced Multigrain

Macaroni and Cheese

[More ↓](#)

You've made **0** switches so far. [Learn more »](#)

Compare Brands



Arnold Bread (46)



Aunt Millie's (17)



Alvarado St. Bakery (13)



Pepperidge Farm (33)



Roman Meal (17)



Vermont Bread Company (13)



Oroweat (22)



Sara Lee (15)



ShopRite (12)

[Switch to healthier, greener products!](#)

Your switches **0**

Shampoo

Household Cleaners

[learn more »](#)

Others are switching to:



X

Consumer influence

GoodGuide BETA

Sign in with Facebook • Sign in • Sign up • About

SEARCH

Refine Your Results reset

Modify Your Search: **bread**

Saved Preferences
Remember your search preferences for next time

[Sign in with Facebook or Sign in](#)

Filter Ratings none

Health: All (0-10)

Env.: All (0-10)

Society: All (0-10)

Only products which are... none

Low in Cholesterol (384) only

Low in Saturated Fat (334) only

Low in Sugar (231) only

Low in Sodium (67) only

Organic (26) only

Vegan (4) only

Most Common Categories all

Sliced Multigrain (245) only

Sliced White Bread (96) only

GoodGuide's Guide to Sliced Multigrain

See best & worst sliced multigrain products, dangerous ingredients, and category tips

Showing 1 - 15 of about 644 results

	Overall	Ratings	Price/Reviews	
	Health	Env.	Society	
	7.6	8.3	7.9	6.7
	7.6	8.3	7.9	6.7
	7.5	10	6.5	5.9
	7.5	10	6.5	5.9
	7.5	10	6.5	5.9

Switch to healthier, greener products! Your switches **0** Shampoo Household Cleaners learn more » Others are switching to:  X

Dow Jones Sustainability Index

- Policy statement on health & nutrition
- Advisory panel on health & nutrition established
- R&D health & nutrition focus
- Measurable "healthy nutrition" criteria defined for product innovations.
- Nutrition reformulation program for existing products
- Health & nutrition product innovations as a % of total product innovations.
- Health & nutrition labeling scheme

Feedback on your sustainability activities

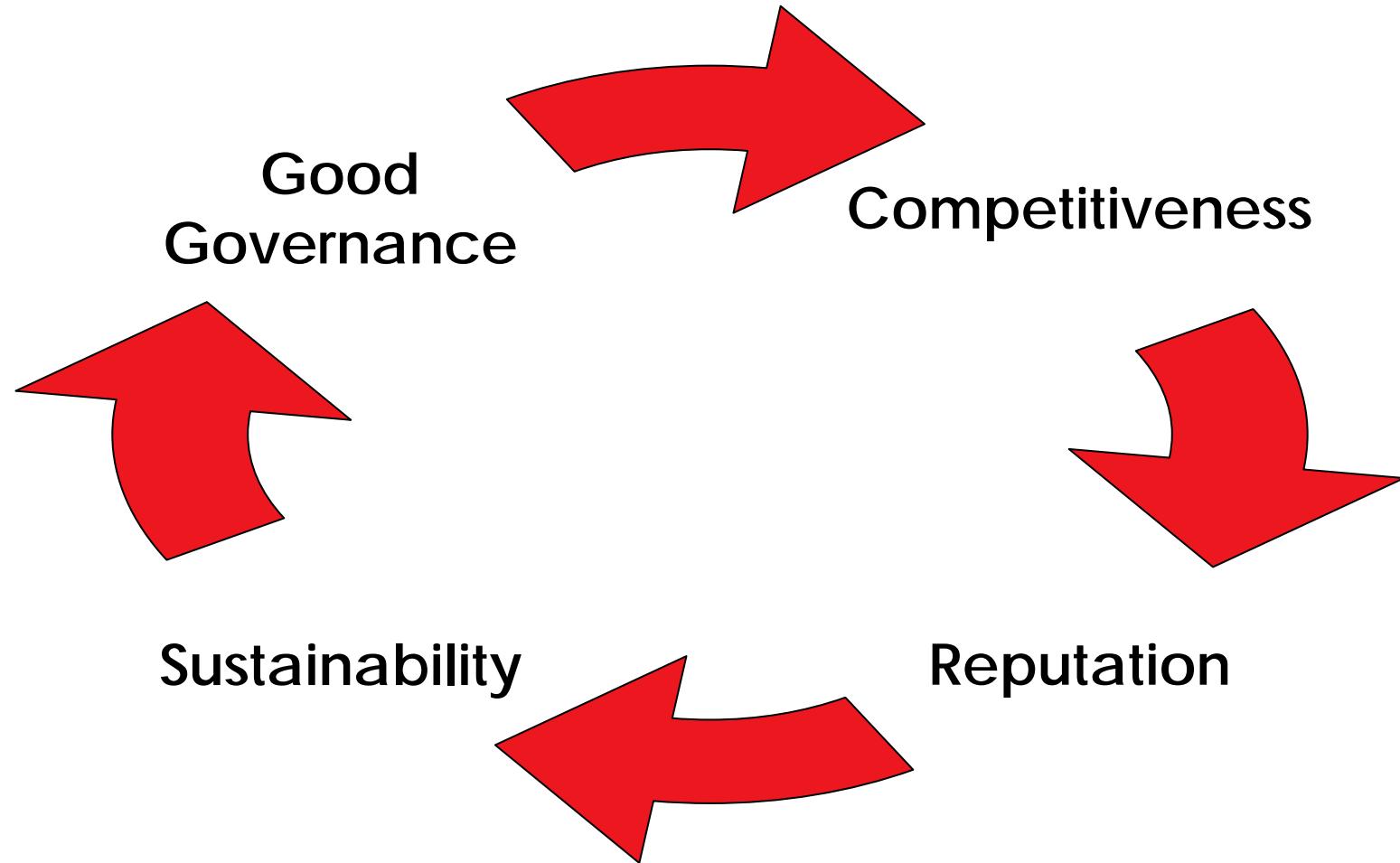
Carbon Disclosure Project



AMI



Why focus on sustainability?



Sara Lee's Global Presence



■ Manufacturing and/or office locations

Corporate Overview

- Global manufacturer and marketer of high-quality, brand-name products for consumers throughout the world
 - *Leader in coffee, meat, bakery and household and body care products*
 - *Started in 1939*
- Sales of \$11 billion in 2010
- Operations in more than 40 countries
 - *Products in 180 nations*
 - *33,000 employees worldwide*
 - *25,000 employees in the United States*



Sara Lee Corporation Sustainability Statement

“Sara Lee is committed to promoting wellness and nutrition, supporting our communities, and protecting our planet, in a manner consistent with our core values.”

Three Pillars of Commitment



Wellness & Nutrition



Environment



Social Responsibility

Wellness & Nutrition



Sara Lee Fresh Bakery Helps Consumers Make Informed Nutritional Choices

Fresh Bakery launched new "Nutritional Spotlight" labels on all Sara Lee branded breads, buns and bagels which help consumers quickly identify Sara Lee products that contain the nutrients most important to them and their families.

Environment

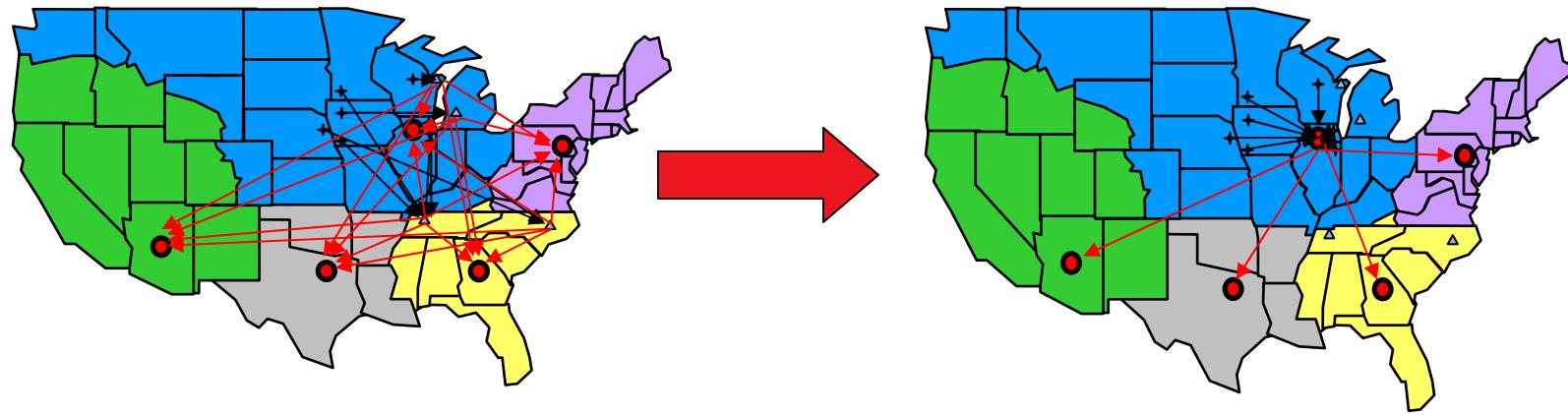


Renewable Energy in the Liquid Coffee Plants

Sara Lee's coffee plants in the Netherlands and Virginia use spent coffee grounds to fire their boilers in a more cost-effective, environment-friendly way that reduces waste and curbs CO2 emissions.

Onsite wastewater treatment generates biogas (approximately 300,000 cubic meters per year) which is now being also used for steam generation.

Environment



Reducing “Food Miles”

The logistics teams are working on reducing “Food Miles,” the distance our products travel before they reach our customers.

Social Responsibility



Sara Lee Solidifies Leadership in Sustainable Coffee

For 2010, Sara Lee will source more coffee from sustainable sources, 40,000 tons, than in any previous year. Sara Lee's 2010 target is 33% greater than its previous commitment (30,000 tons in 2009). It also represents a sixteen-fold increase from a target of 2,500 tons in 2004.

Social Responsibility



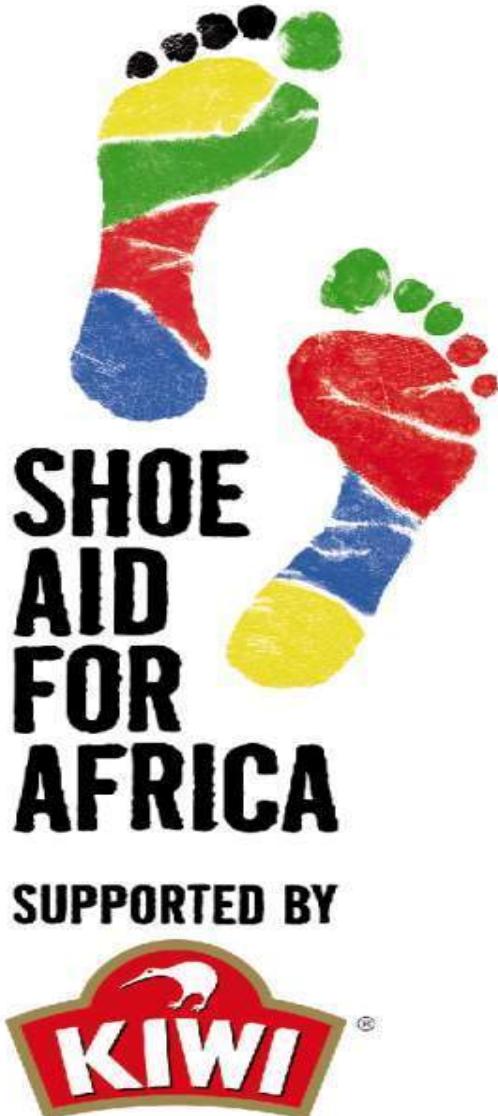
Children learning about coffee as part of the school agricultural outreach activities component in this project.

Better quality, more efficiency and direct market access for small-scale coffee producers in Luwero, Uganda

The DE Foundation has been working with coffee farmers in Luwero to increase coffee production through quality improvement and better agricultural practices which will result in better market access for participating producer groups.

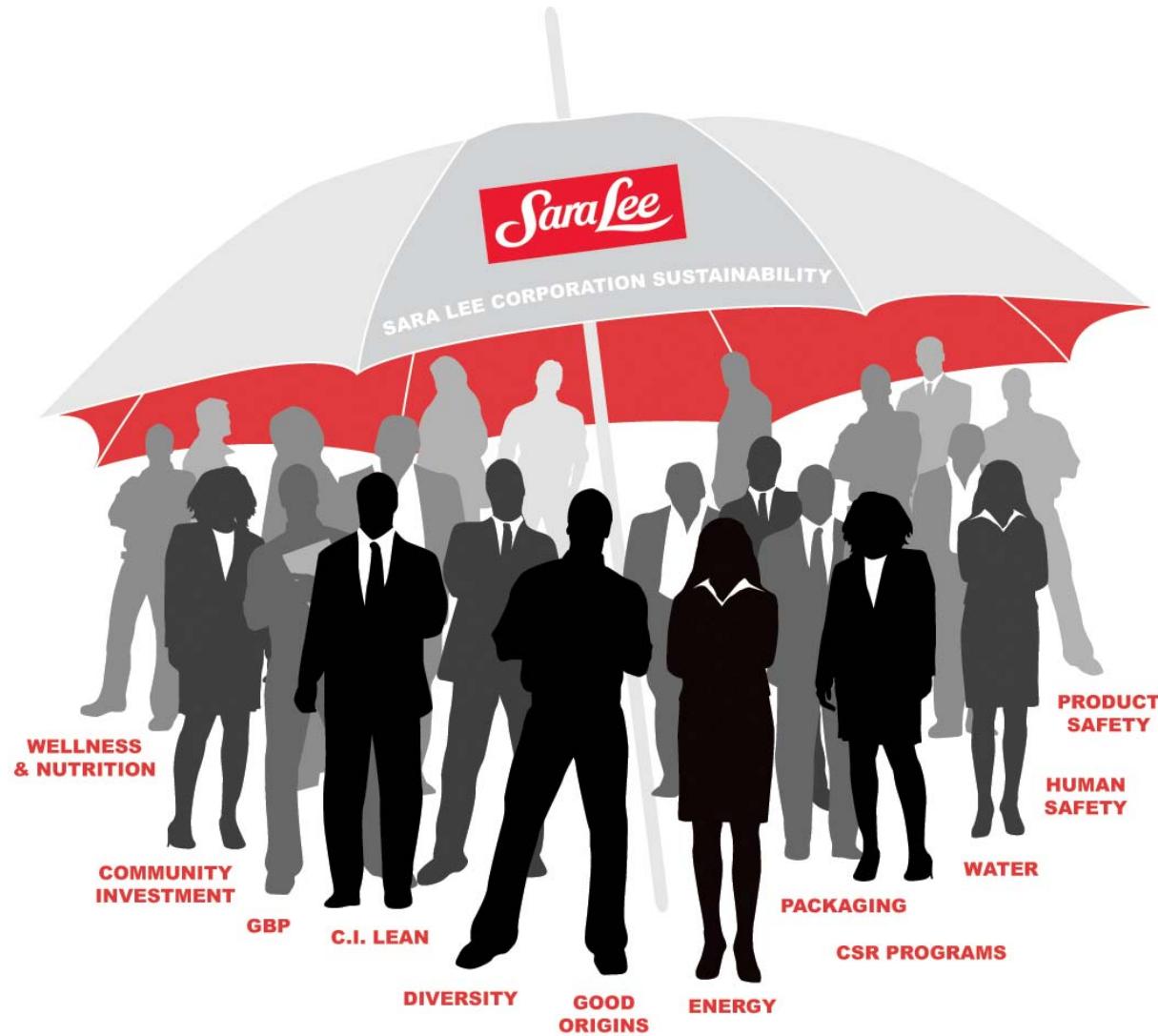
Project farmers obtained about 20 percent higher prices for their coffee than non-project farmers, because of higher quality coffee, certification and bulking in depot committees.

Community Investment



- 50,000 volunteer hours from 2,400 employees in 15 countries
- \$12.4M donations globally
- 14 tons fresh produce
- 2.7M servings of protein
- 500,000 pairs of shoes

It's how we deliver on our core values!



Sustainable Consumption

“Current global consumption patterns are unsustainable...it is becoming apparent that efficiency gains and tech advances alone will not be sufficient to bring global consumption to a sustainable level; changes will also be required to consumer lifestyles, including the ways in which consumers choose and use products and services”

- World Business Council on Sustainable Development

Food revolution?

"Food is the new tobacco; everyone loves to hate food; food is killing our children, bankrupting our healthcare system, destroying our land and water and endangering our planet."

- *Carol Brookins, managing director, Public Capital Advisors, LLC*

Nutrition related changes in 2010



Dietary Guidelines for Americans

- Anticipated Release Fall 2010



- Nutrition Facts Panel Makeover
- Front of Pack Nutrition Criteria and Symbol
- Food Group Recommendations for use on Label



- Health Care Reform
- Child Nutrition Reauthorization
- FTC Food Marketing to Children Report to Congress



INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

(IOM)

- School Meal Report
- IOM Sodium Committee Report
- IOM Childhood Obesity Committee
- IOM Front of Pack (FOP) Committee
- IOM Committee on Vitamin D and Calcium

WHITE HOUSE



The First Lady's Obesity
Initiative: "Let's Move!"

Sara Lee

Food industry opportunities

- Obesity
- Nutritional content
- Ingredient sustainable sourcing
- Local foods
- Consumer stated preference for pure, fresh natural foods as opposed to processed foods
- Lifecycle analysis of products
- Packaging improvement
- Customer waste

Sustainability is a multifaceted opportunity

Together we can:

- Influence food choices
- Encourage consumers to change their lifestyles
- Change the way business is done
- Enable global population to consume more sustainably
- Achieve economic prosperity within a resource constrained world

Questions?

Thank You

*Let's work together to drive sustainability
in our industry!*