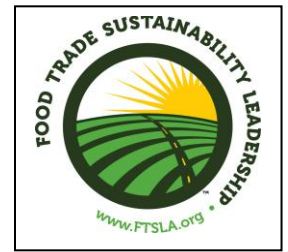


# Food Trade Sustainability Leadership Association 2009 Annual Report



The Food Trade Sustainability Leadership Association (FTSLA) is a nonprofit business association launched by prominent businesses from the organic supply chain including farms, processors, distributors and retailers. We seek to provide a hub for “early-adopter” businesses to improve sustainability performance and communicate our impact through common metrics, networking, best practice sharing, consultation, education and more. Our member companies sign on to an 11-point action pledge committing to annually benchmarking their sustainability performance in key areas; in return they receive the tools and consultation needed to support their efforts.

The sustainable business movement continued to gain traction in 2009, an explosion of businesses branding their practices and products as “green,” “low carbon footprint,” and “ethically traded.” The FTSLA experienced 30% growth in membership, as companies in the organic trade recognized FTSLA’s value as the *go-to resource* for information, support, and authentic communication to advance sustainable practices.

## NEW STAFF

In August, FTSLA was pleased to welcome Melissa Schweisguth as Director of Membership Development and Education. She is focusing on growing membership, providing on-call consult to members, developing educational resources to drive performance measurement and continuous improvement, and educating the broader organic food trade to catalyze wider change.

## EDUCATION

FTSLA made twenty-two presentations at major conferences, including EcoFarm, Organicology, Midwest Organic and Sustainable Education Service Conference, Natural Products Expo West, All Things Organic, The Organic Summit, Natural Products Expo East and the Provender Alliance Conference. Through these, we are informing our members and raising visibility for FTSLA, our sponsors and our mission across our trade. A highlight was the day long *Sustainable Business Intensive* with over 100 participants, featuring Gil Friend and Fred Kirschenmann.

## MEMBER RESOURCES

**Enhanced Member Resources Online** In May, FTSLA launched a members-only portion of the website, a self-service platform where members can access the *Member Tool Kit*, templates for annual reporting and tracking metrics and resource guides, and learn about other members' sustainability programs and progress.

**E-Newsletter & Twitter** With over 400 subscribers, members rated the monthly newsletter one of the most valuable resources of membership. In October, FTSLA launched a *twitter feed with news updates*, posted on the website for easy access and visibility for FTSLA's mission and members. These news forums provide member updates, news and resources on sustainability in the organic trade.

**Webinar Learning Series** In December, FTSLA launched a web-based seminars series that focuses on timely, relevant sustainability issues with a focus on practical information and tools organic food businesses can apply to sustainability goals. Expert speakers and experienced companies provide informative presentations, followed by interactive dialogue to share questions, challenges and best practices.

## FTSLA VALUES

Ecological and Social Sustainability  
Continual Improvement  
Partnerships  
Transparency & Integrity

## FTSLA STRATEGY STATEMENT

To be the foremost organization in North America for early adopter organic food businesses transitioning towards more environmentally sound socially just practices, by offering vital support for skill building and creating opportunities for cross-supply chain innovation. By 2013 we will document significant measurable progress across the supply chain.

## WHO WE ARE

### STAFF

Natalie Reitman-White  
*Executive Director*  
Melissa Schweisguth  
*Director of Membership Development & Education*

### BOARD

**PRESIDENT**  
Nathan Morr, *SunOpta*  
**VICE PRESIDENT**  
David Lively, *Organically Grown Co.*  
**TREASURER**  
Prudence Ferreira, *Integral Impact*  
Marla Carlson  
*Farmer Direct Coop*  
Diana Crane  
*PCC Natural Markets*  
Diane Dempster  
*Charlie's Produce*  
Kathy Larson  
*Frontier Natural Products Cooperative*  
Melody Meyer  
*UNFI/Albert's Organics*  
Jim Pierce  
*Oregon Tilth*  
Jyoti Stephens  
*Nature's Path Foods*  
Rick Lejeune  
*Heath and Lejeune*  
Maureen Royal  
*Bridges Produce*  
Cecil Wright  
*Organic Valley/CROPP*

## MEASUREMENT, PERFORMANCE IMPROVEMENT & COMMUNICATION

**Annual Reporting** FTSLA members have begun to achieve and report real results as a result of implementing sustainability programs and reporting, and many have been recognized locally and nationally for their leadership in this area. We are excited to compile the first round of 10 member reports, and work with the organic food trade to measure and document all the inspiring, essential progress being made to advance sustainability. At the January 23, 2010 *Leadership Retreat*, Members will present results of their self-audits, including progress, key practices, goals, needs and learnings.

**Industry Initiatives** Jim Pierce continued to serve as FTSLA's representative on the *ANSI Sustainable Agriculture Standards Committee*, providing valuable input on the structure, process and content of the proposed national standard for sustainable agriculture. In November, Melissa Schwiesguth attended the *Metrics in Action Retreat*, convened by the Sustainable Food Lab and SAI Platform, to stay updated on the various metrics systems under development across the food industry and how these intersect.

### COLLABORATIONS

**Rodale Institute** FTSLA co-hosted a forum with Rodale Institute at Expo East on *Organics Systems & the Value Proposition for Long Term Sustainability* featuring Dr. Tim LaSalle.

**Whole Foods Green Mission** For a third year, FTSLA co-hosted Responsible Packaging Forums with Whole Foods at the Natural Products Expos featuring engaging industry experts and dialogue to help businesses create concrete action plans to close the loop on packaging waste, improve resource efficiency and source responsible bio-based materials.

**Organic Trade Association** FTSLA collaborated with the Organic Trade Association to co-host two special educational forums, launch a webinar series, and Natalie Reitman-White continues to facilitate the *OTA Sustainability Practices Forum*.

**Global Climate Change Legislation** FTSLA worked with Climate Neutral Business Network & OTA to submit recommendations to the U.S. Congress on the *Clean Energy Jobs and American Power Act* - seeking recognition and reward for the value of organic farming systems and sustainable business practices as powerful tools combating climate change.

### THE NUMBERS

**FTSLA Staff: 2**

**FTSLA Board: 12**

**FTSLA Volunteers: 4**

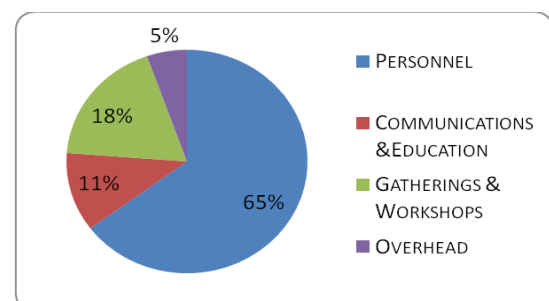
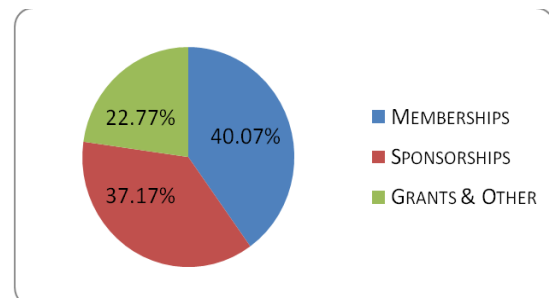
**FTSLA Members & Affiliates: 40**

**Association Growth Rate: 30%**

**Number of Public Presentations: 22**

**Number of unique visitors to website 5,215**

<b>Total Income</b>	<b>\$76,683</b>
<b>Memberships</b>	<b>\$30,725</b>
<b>Sponsorships</b>	<b>\$28,500</b>
<b>Grants &amp; Other</b>	<b>\$17,458</b>
<b>Total Expenses</b>	<b>\$59,238</b>
<b>Personnel</b>	<b>\$38,382</b>
<b>Communications &amp; Education</b>	<b>\$6,764</b>
<b>Gatherings &amp; Workshops</b>	<b>\$10,903</b>
<b>Overhead</b>	<b>\$3,189</b>



### WHO WE ARE

#### MEMBERS

Adina for Life  
 Albert's Organics  
 Annie's Inc  
 Ashland Food Cooperative  
 Big Tree Farms  
 Bridges Produce  
 CF Fresh  
 Charlie's Produce  
 Clif Bar  
 Cris-P Produce  
 Farmer Direct Coop  
 Frontier Natural Products Coop  
 GloryBee Foods  
 Heath and Lejeune  
 Hummingbird Wholesale  
 LifeSource Natural Foods  
 Lundberg Family Farms  
 Mountain Rose Herbs  
 Nature's Path Foods  
 Organic Valley/CROPP  
 Organically Grown Company  
 Organics Unlimited  
 PCC Natural Markets  
 The Food Co-op Port Townsend  
 Seeds of Change  
 Straus Creamery  
 SunOpta  
 The Wedge Coop  
 United Natural Foods Inc

#### AFFILIATES

Big Tree Climate Fund  
 Coop Partners  
 California Certified Organic Farmers  
 Driscolls  
 Earl's Organics  
 Homegrown Organics  
 National Cooperative Grocers Assoc.  
 Oregon Tilth  
 Organic Trade Association  
 Quality Assurance International  
 Scientific Certification Systems