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Subject: News from Food Trade Sustainability Leadership
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eNews

Greetings!

Our monthly E-Newsletter will provide you with

- news
- tools
- resources...

to help you be successful as a business leader in the growing sustainability movement.

Feel free to send us news, success stories, case studies, questions for other members and upcoming events.

Food Trade Sustainability in the News

Heath and LeJeune Hire Sustainability Coordinator

Katie Ricketts will spearhead the organic produce wholesaler's sustainability projects in Southern California. Ms. Ricketts has worked on several pioneering projects with local farms and food access issues; she will be a wonderful addition to H & L's team!

Announcing the Launch of the Declaration of Sustainability Sign-On Campaign!

April marks the launch of the sign-on campaign, we encourage your business sign the pledge!

Over the last two years members of the Food Trade Sustainability Leadership (FTSL) networking group have been working to develop the "*Declaration of Sustainability in the Organic Food Trade*".

The 11 point action plan has been vetted with hundreds of organic growers, distributors, processors, and retailers at many conferences and trade shows. The aim of the campaign is to promote education and action toward more sustainable practices in the organic food trade. The objectives are to:

- to inspire action by providing a framework for companies to make a public pledge of commitment to work towards sustainable practices and tools for benchmarking progress.
- to help define what achieving "sustainability" means specifically in the organic food trade, by making it concrete and applicable to our daily operational activities.
- to provide a reporting framework so that businesses can market their progress.
- to give some "teeth" to sustainability marketing claims by encouraging participants to have a level of transparency around practices, report progress using common metrics and explicit benchmarks.
- to be inclusive of different levels of competency in sustainable practices and to allow for multiple tiers of recognition to businesses who are making gains toward sustainable practices.



Announcing the Formation of a Nonprofit Business Association!

With the launch of the Declaration of Sustainability Sign-On Campaign we are also pleased to announce that we have officially formed the Food Trade Sustainability Leadership Association. Our new status as a nonprofit business association will allow us to help companies with the sign-on process and provide members with hands on technical assistance to begin to measure and make progress towards the goals laid out in the pledge.

By signing the pledge and becoming a member of the Association your company will benefit in the following ways:

- Learn about the best sustainable business practices within our trade and share with likeminded companies.
- Attend annual meetings and receive summaries of members self-audits; learn what others are working on and benchmark progress.
- Receive monthly newsletters on sustainability in the organic food trade.
- Receive in depth resource guides on specific topics that are of common concern such as packaging, energy use, transportation, climate change; synthesizing experts in the field.
- Receive technical assistance for implementation of sustainability projects and planning.
- Receive facilitation services to help solve common challenges, avoid reinventing the wheel, saving your business time and money .
- More effectively advocate on sustainability related issues.
- Marketing benefits including demonstrating to your customers your commitment to sustainability, begin to quantify and then market your achievements.

Contact [Natalie Reitman-White](#) for more information about signing on!

Putting Sustainability Practices Into Action

Join the discussion at the **All Things Organic Conference, April 26-29, 2008**

In Chicago April 26-28, 2008 business members of the Food Trade Sustainability Leadership group will be participating in and helping to organize four sustainability practices focused meetings at the All Things Organic Conference.



On **April 26, 12:30pm-2pm**, there will be a conference session on "**Documenting the Triple Bottom Line**" as part of the Organic Trade Association Member day. Session topics will include how to move beyond the soft marketing of your sustainability initiatives and on to the hard metrics of sustainability reporting. Speakers will share how organic businesses have created Corporate Social Responsibility reports that include alternative measures, assessment, and information that expands upon the standard notion of a single bottom line. Speakers will include Kathy Larson, VP Sustainability, Frontier Natural Products Co-op and Nathan Morr, Director, Social and Environmental Responsibility, SunOpta Fruit Group. Location: S102A

On **April 28, 10:30am-12pm**, there will be a session on "**Sustainability How-To for the Organic Industry: Creating your business plan**". This session will review the elements of a successful plan including clarifying sustainability values and vision, identifying high priority projects, coordinating efforts company-wide, and measuring progress. Speakers will include Jyoti Stephens, Nature's Path Foods; Vaughan Lazar, Pizza Fusion; Graham Mitchell, Sustainable Innovations Inc; and Natalie Reitman-White, Organically Grown Company. Location: S102A

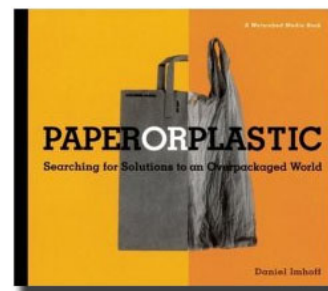
On **April 28, 1pm-2pm**, the **Food Trade Sustainability Leadership Advisory Group** will be meeting to launch the official sign-on campaign to the "Declaration of Sustainability" and formalize the new Food Trade Sustainability Leadership Association. In addition between 12:15pm-1pm, there will be the first gathering of the OTA Sustainability Practices Forum. Location: S104B

Contact [Natalie Reitman-White](#) for more information on these educational sessions, and together we'll put these practices into action.

Responsible Food Packaging Solutions

March 13, 2008--Over 150 people gathered for our Responsible Packaging Forum at the 2008 Natural Products Expo-West in Anaheim, CA where expert speakers presented resources for organic producers, manufacturers, and retailers on ways to transition toward more sustainable packaging strategies. The Forum provided an overview of the design principles of sustainability, summarized the changing context of national/international packaging trends and regulation, examined the environmental and health impacts of particular materials, and presented the latest packaging being developed.

Over the next few months the Food Trade Sustainability Leadership Association will be partnering with Green Harvest Technologies and Seventh Generation on an **Aggregated Demand Initiative for Sustainable Packaging Materials**. This initiative will work to bring businesses together to



generate interest in, and then pool demand for, sustainable biomaterials for packaging across the organic food industry sector. This aggregated demand will be used as a lever to shift the production of both existing and new manufacturers of sustainable materials. Together these efforts will enable a competitive and viable market shift towards sustainable biomaterials and biobased products production.

If you are interested in learning more about the Aggregated Demand Initiative for Sustainable Packaging Materials please contact [David Levine](#)

Upcoming Events

All Things Organic Conference: Sustainability focused sessions Chicago, McCormick Place

4/26/2008, 12:30pm- 2:00pm, Documenting the Triple Bottom Line

4/28/2008, 10:30am-12:00pm, Sustainability How-To for the Organic Industry:

Creating your business plan

4/28/2008, 12:15pm- 1:00pm, Sustainability Practices Forum Gathering

4/28/2008, 1:00pm- 2:00pm, Food Trade Sustainability Leadership Advisory Group Meeting

Food Trade Sustainability Leadership Initiative Sponsors

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