

From: Natalie Reitman-White <nwhite@organicgrown.com>
Subject: News from Food Trade Sustainability Leadership Association
Date: August 19, 2008 4:35:17 PM PDT
To:
Reply-To: nwhite@organicgrown.com



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

PCC Natural Market Appoints Director of Sustainability

Diana Crane will spearhead the co-op grocer's sustainability program in all 9 Seattle locations. Owned and operated by its more than 40,000 members, PCC has been a longtime leader in sustainable practices. Ms Crane has worked with PCC for 6 years as Community Relations and Communications Manger. She looks forward to her expanding role as Director of Sustainability!

Organic Leaders Meet to Launch the Food Trade Sustainability Leadership Association

Chicago, April 28, 2008: Over thirty organic food business leaders met at the All Things Organic Conference to found the Food Trade Sustainability Leadership Association (FTLSA). The new nonprofit business association will work to build the capacity of the organic and natural food trade to transition to sustainable business models. It will provide a hub for leading businesses to network, learn best practices, and increasingly gain consensus toward shared sustainability benchmarking criteria.

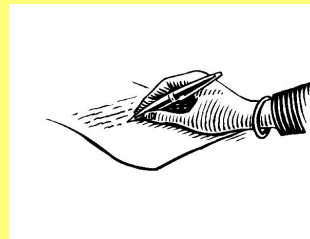


In Chicago the group discussed FTLSA membership criteria, process, and benefits. There will be two main categories of involvement within the Association: "members" and "affiliates". The primary difference is that members are signatories of the "Declaration of Sustainability" pledge and will have a higher level of benefits, including voting privileges. Over the next month the first FTLSA Board of Directors will be elected. If you are interested in serving please contact [Natalie Reitman-White](#).

16 Companies Have Signed-on the "Declaration of Sustainability" Pledge

Since the launch in April, the following companies have signed the pledge:

Adina for Life, Albert's Organics, C F Fresh, Charlie's Produce, Coop Partners, Frontier Natural Products Coop, Heath and Lejeune, LifeSource Natural Foods, Nature's Path Foods, New Harvest Organics, Madison Market, Organically Grown Company, Organic Valley, Oregon Tilth, The Wedge Coop, United Natural Foods Inc.



We encourage your business to sign the pledge and join the new Association!

The 11 point action plan has been vetted with hundreds of organic growers, distributors, processors, retailers, and certifiers at many conferences. The aim of the campaign is to promote education and action toward sustainable business practices in the organic food trade. Companies who sign the pledge commit to transparency around their practices in key areas, continual improvement and receive tools to support their efforts. The expectation is that a common annual reporting framework will provide a useful tool for organic food companies, while also remaining flexible enough to allow for each company to tell their own unique story. The objectives of the pledge are to:

1. 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.
2. to help define what achieving "sustainability" means specifically in the organic food trade, by making it concrete and applicable to our daily operational activities.
3. to provide a reporting framework so that businesses can market their progress.
4. 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.

5. to be inclusive of different levels of proficiency in sustainable practices and to allow for multiple tiers of recognition to businesses who are making gains.

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

GloryBee Foods to Build Green Business Park

The natural foods distributor plans to develop a green business park in Eugene, Oregon. With the growing interest in sustainable building and business practices, GloryBee seeks other companies to join them in a new green business park where each building meets goals, such as sourcing at least 35 percent of its electricity from renewable sources, and exceeds city code requirements for energy and water efficiency by at least 20 percent. GloryBee is committed to making its own facility environmentally sensitive and energy efficient, with such features as maximum natural lighting, operable windows for ventilation, solar panels to generate electricity and to heat water, and a system to use waste heat from coolers in the cold storage area to heat water. GloryBee hopes to begin the sale of lots as early as October 2008. The company is aiming to break ground next year and to complete the project in 2010.



Deadline for Sustainable Agriculture Standards Committee Re-extended

Scientific Certification Systems of Emeryville, Calif. rolled out a Sustainable Agriculture "Draft American National Standard for Trial Use" in April of 2007, and is pushing for its adoption as a U.S. standard for food and other products. Leonardo Academy has decided to re-extend the deadline for Standards Committee and subcommittee applications to July 7, 2008. The decision to re-extend the application deadline was made because a number of appeals have been filed with Leonardo Academy expressing concern that the initial announcement of the draft Sustainable Agriculture Practice Standard did not sufficiently inform all materially affected parties of the process.

Upcoming Sustainability Related Events

June 2-5	Sustainable Brands '08 http://www.sustainablebrands08.com	Monterey, CA
June 5-7	Annual BALLE Conference www.livingeconomies.org	Boston, MA
June 9-10	Greening the Supply Chain http://www.greeningthesupplychain.com	Sacramento, CA
June 17	Climate Change: Positioning Your Business http://www.nbc.org	Portland, OR
June 18-21	Lifestyles of Health and Sustainability Forum http://www.lohas.com/	Boulder, CO

Food Trade Sustainability Leadership Initiative Sponsors

Lead Sponsors:



Cultivating Sponsors:

Albert's Organics/United Natural Foods, CF Fresh, Earl's Organic Produce, Nature's Path Foods, Organics Unlimited, SunOpta, Organic Valley, National Cooperative Grocers Association

Affiliate Sponsors:

Cal Organic, Chris-P Produce, Discovery Organics, New Seasons Market, Heath and LeJeune

Supporting Business Members:
Co-Op Partners, Stemilt Growers

Contact Info

Natalie Reitman-White, Project Manager
541.501.6083 or nwhite@organicdown.com

[Forward email](#)

Email Marketing by



Resource Innovations | 130 Hendricks Hall | 5247 University of Oregon | Eugene | OR | 97403