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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.

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Strategies for Achieving Zero Waste

Aiming for zero waste to landfill is a great goal to rally co-workers around, it can give visibility to your sustainability effort and provide something tangible to achieve. [Zero Waste Alliance](#) and the [Oregon DEQ](#) have tips on implementation strategies on their websites.



Here are some steps for organizing a successful zero-waste effort:

1. *Get help with a waste audit from a 3rd party and/or conduct a self audit.* Your local government Department of Environmental Quality (DEQ) or waste hauler may be able to offer an audit to evaluate your waste stream and assess opportunities for diverting additional items from the landfill. Alternatively, have your employee team monitor the trash for a series of weeks, measure and document what you are throwing away. From this data you will know where to focus.

2. *Form a cross functional "zero waste" team of people from different departments who can champion the effort and generate ideas.*

You might start by holding a brainstorming session. Ask "How might we reduce waste?" "What is stopping us?" Through this you can identify some clear changes that can be made right way.

3. *Reconfigure your systems.*

Ask: "Are our systems set up for achieving less waste?" Can you work with departments to switch out purchasing things that cause waste in your facilities. For example, switch paper cups in the break room for ceramic? Can you make it easier on employees to compost or recycle? For example, make picture signs that show what item goes in which bin.

4. *Set a clear waste reduction goal, visibly measure and reinforce it.*

Launch a company wide campaign with high visibility to generate buy-in. For example, post charts of your waste volume in facilities with a red line indicating your goal and reinforce the goal at staff

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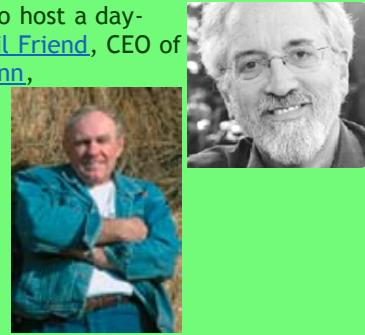
meetings. Simply by measuring and monitoring waste, people will be more likely to change behavior, staff may have no idea how much you are throwing away!

5. Examine incoming and outgoing resource flows.

In order to achieve zero waste you will need to work with your vendors/suppliers to not ship you anything that can't be recycled or composted. You must also take responsibility for everything sent to your customers (i.e. product packaging, mailings, etc). Consider creating purchasing policies that reflect your waste reduction goals; create zero-waste partnerships across the supply chain.

Register now for the Organic Industry Sustainability Intensive

February 26, 2009 FTSLA is pleased to host a day-long "Sustainability Intensive" with [Gil Friend](#), CEO of Natural Logic, Inc.; [Fred Kirschenmann](#), Distinguished Fellow at the Leopold Center for Sustainable Agriculture together with a panel including [Clif Bar](#), [PCC Natural Markets](#) and other organic industry leaders. Attendees will learn the foundational frameworks to help understand and communicate the basics of "sustainability". Find out about ways food and agriculture is likely to be impacted by climate change, increasing energy prices and other trends. Revisit the values and practices of sustainability, come away with tools to evaluate your business practices and improve your systems. Be inspired by success stories from industry leaders.



Don't miss this special educational event!

To register online go to the [Organicology Web Site](#).

Sustainable Packaging Presentations Now Available Online

October 15, 2008 - Organic producers, manufacturers and retailers attended the Responsible Packaging Forum co-hosted by FTSLA and Whole Foods Green Mission at the Natural Products Expo East in Boston, MA. The focus of the meeting was on problem solving and collaboration across the organic food supply chain to transition toward sustainable packaging solutions. Speakers provided an overview of the design principles of sustainability, examined the environmental and health impacts of particular materials, and presented the latest packaging being developed. [To download the presentations from the web site click here.](#)



The day concluded with discussion of the *Aggregated Demand Initiative for Sustainable Packaging Materials* to bring businesses together to generate interest in, and then pool demand for, sustainable biomaterials for packaging. The goal of the initiative is to generate the critical mass within the organic product sector that will enable a competitive market shift towards non-

gmo biomaterials production and viable recovery systems. If you are interested in learning more about the Aggregated Demand Initiative please contact [David Levine](#)

How Organic Agriculture Can Address Climate Change and Food Security

October 24, 2008 - The Oakland Institute, released a report that makes the case that modern agriculture needs to undergo a radical overhaul to become more sustainable. The challenges facing agriculture today are immense. Of immediate concern is the global increase in food prices, brought home by reports of food riots and food shortages in many countries. The challenges of climate change are increasingly urgent. Agriculture is thus at a crossroads, it has to find ways to feed the world while being environmentally, socially, and economically sustainable.



The report finds that greater emphasis is needed on safeguarding natural resources, it stresses that sustainable agriculture that is biodiversity-based, including agroecology and organic farming, is resilient, productive, beneficial to poor farmers and will allow adaptation to climate change.

The authors make the case that:

- * Sustainable agriculture is productive and could produce enough food on a global per capita basis to sustain the current human population, without putting more farmland into production.
- * Sustainable agriculture can raise incomes
- * Sustainable agriculture mitigates climate change and has climate adaptation challenges

[To read the full report click here.](#)

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