

“Defining Sustainability Through an Organic Lens”

June 18th, 2009 1:30-3:30pm
Room # E256
McCormick Place Chicago



Undoubtedly “sustainability” is one of the most popular buzz words of the last few years. With increasing consumer demand for products that are “sustainable”, many businesses are looking to brand their practices as the “greenest” the most “socially responsible” and “local”. It is critical for organic business leaders to have a solid foundation to understand and communicate the sustainability values of their product and services in an authentic way.

Come to this thought provoking discussion on how to define and talk about sustainability through the “organic lens”. Speakers will discuss foundational frameworks and how they relate to organics and sustainable business leadership.

1:30pm Introductions

1:35pm OTA’s resources for sustainable practices ~Tessa Young
FTSLA’s resources for sustainability innovation
~ Natalie Reitman-White

1:45pm “Defining Sustainability Through an Organic Lens”
~ Tom Wright & Natalie Reitman-White

Get schooled in Organicology™. Frameworks for action: *Cradle to Cradle Design, The Natural Step, Natural Capitalism, and Triple bottom Line* and how they relate to organics and sustainable business leadership.

2:30pm Group Collaboration & Report Back: Small group collaboration will center around the questions “What does 2040’s sustainable food system look like? What are the impediments moving forward? What needs re-definition or re-educating?”

3:15pm OTA Sustainability Practices Forum What is it? What topics would you like to see discussed?

This meeting is open to members of the Organic Trade Association and the Food Trade Sustainability Leadership Association.

Please RSVP to Natalie Reitman-White nwhite@organicgrown.com
541-852-0745

Benefits of embracing sustainability leadership:

1. There is significant money to be saved.
2. There is significant money to be made.
3. You can provide your customers with a competitive edge.
4. Sustainability is a point of differentiation.
5. You can shape the future of your industry.
6. You can become a preferred supplier.
7. You can change your image and your brand.

The Necessary Revolution,
Peter Senge 2008.