

Market Pressures for Water Conservation

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Current State

- * Increased consumer awareness
- * Growing retailer demands (Whole Foods, Wal-Mart, Costco, etc.)
- * Focus on supply chain



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TARGET



Retailer Sustainability Reporting

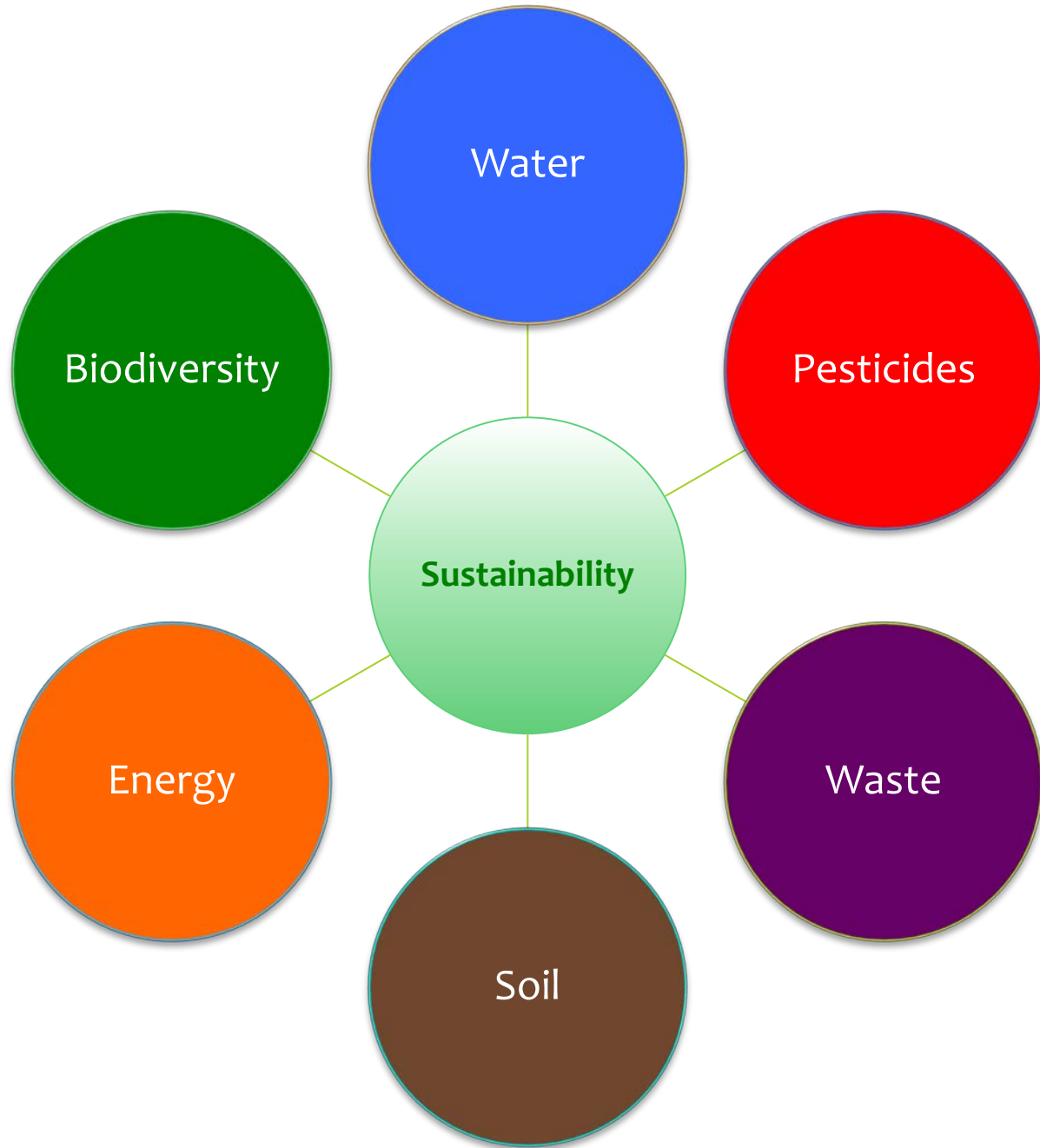


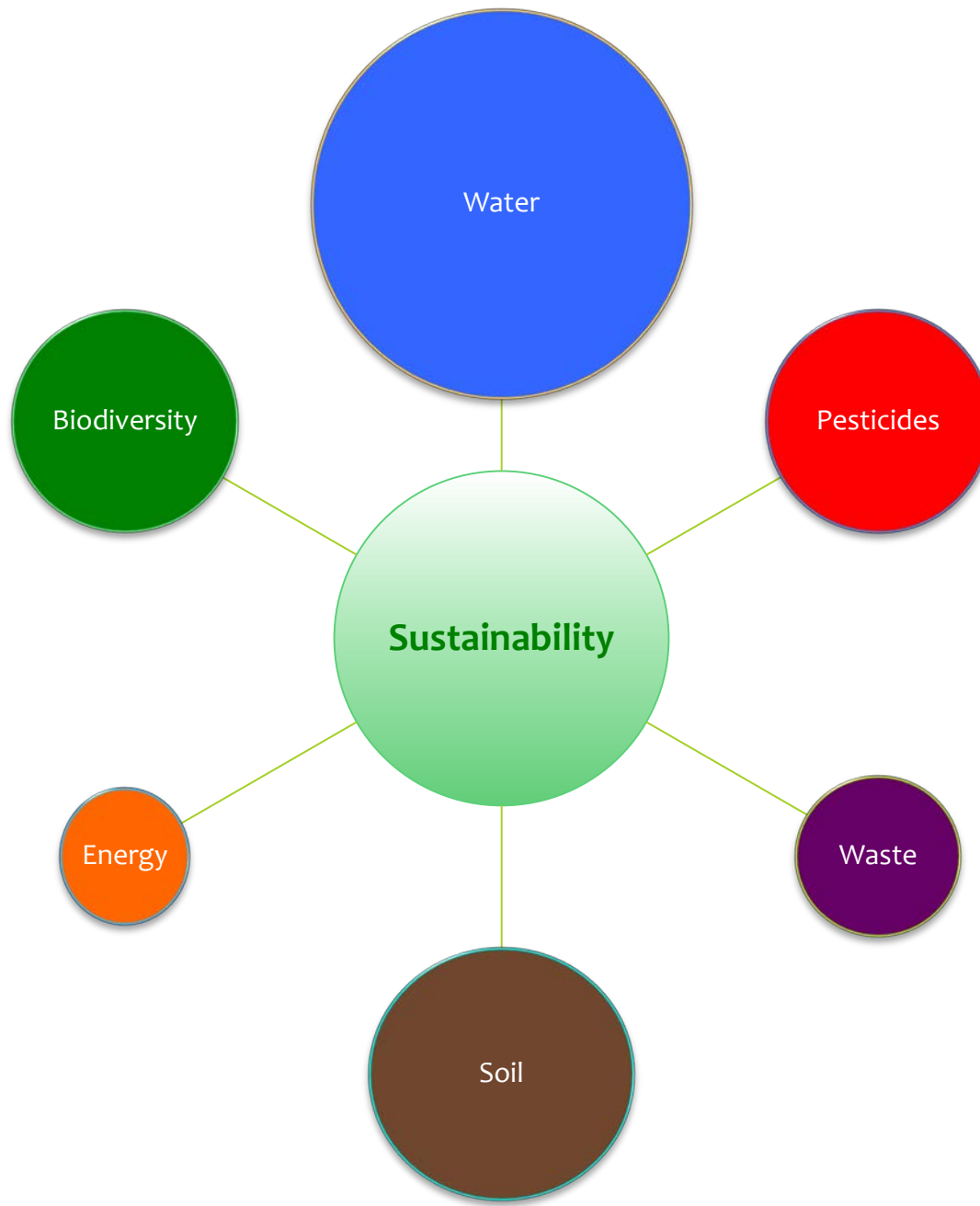
- * Wal-Mart Sustainability Index:
- * Reporting system
- * 70% of the supply chain by 2017
- * The Sustainability Consortium



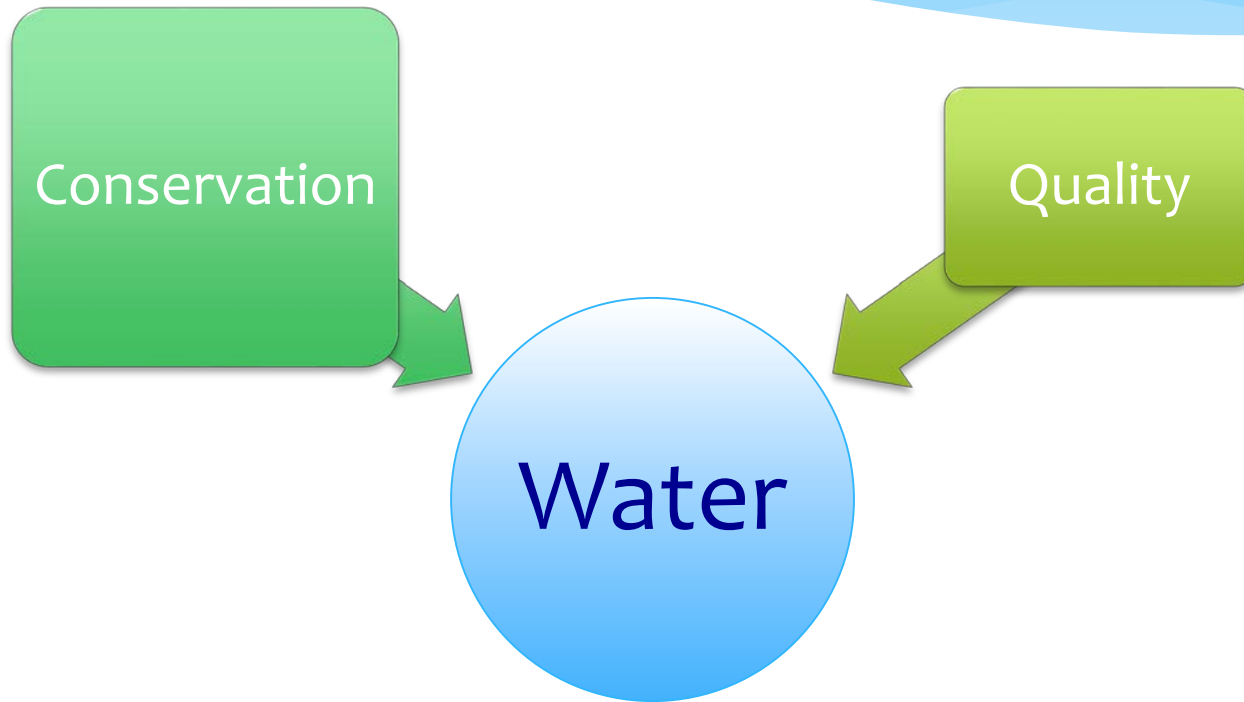
- * Sustainability Rating
- * 60% of produce suppliers by September 2014
- * The IPM Institute

Sustainability Categories





Water Resources Management



Sustainable Agriculture Programs

The bottom of the slide features a decorative graphic consisting of several overlapping, wavy lines in various shades of light blue, creating a sense of movement and depth.



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Sustainable Agriculture Programs and Certifications

- * Food Alliance
- * LEO 4000
- * Rainforest Alliance
- * Sustainability in Practice (SIP)
- * United Fresh
- * Global GAP
- * Protected Harvest Strawberry Standards
- * Etc.

Food Safety, Sustainability and Water

- * Responsible Water Management
- * In cooperation with retailers

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Water Use and Management

“Transparency is the new Green”

- * **63% of consumers would like companies sustainability practices to be more visible to the public (Hartman Group, Sustainability 2013)**

Market Expectations

- * Transparency
- * Less numbers, more stories
- * Tell what you're doing, you don't have to be perfect

Thank you!

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