

Real
food
that
matters
for life's
moments

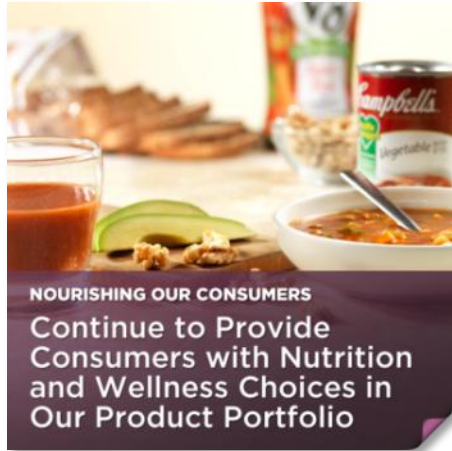
Dave Stangis
*Vice President, Public Affairs
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Campbell's



CSR Corporate Imperative 2020

Destination Goals



Selected Sub-goals

- Reduce energy use by 35% and source 40% of the energy used from renewable or alternative energy sources
- Recycle 95% of waste generated globally
- Eliminate 100 million pounds of packaging from Campbell products
- Make a positive impact in the lives of 100 million youth through our volunteer, community and signature programs



Food Waste Reduction Alliance

<http://www.foodwastealliance.org/>



OUR PRIMARY OBJECTIVES

Initially, the FWRA set two primary objectives: reduce food waste to landfills and increase food donation. As the Alliance has evolved, those objectives still ring true, although the objective to reduce food to landfills has expanded. Our current goals are to:

GOAL #1:

Reduce the amount of food waste generated

GOAL #2:

Increase the amount of safe, nutritious food donated to those in need

GOAL #3:

Recycle unavoidable food waste, diverting it from landfills

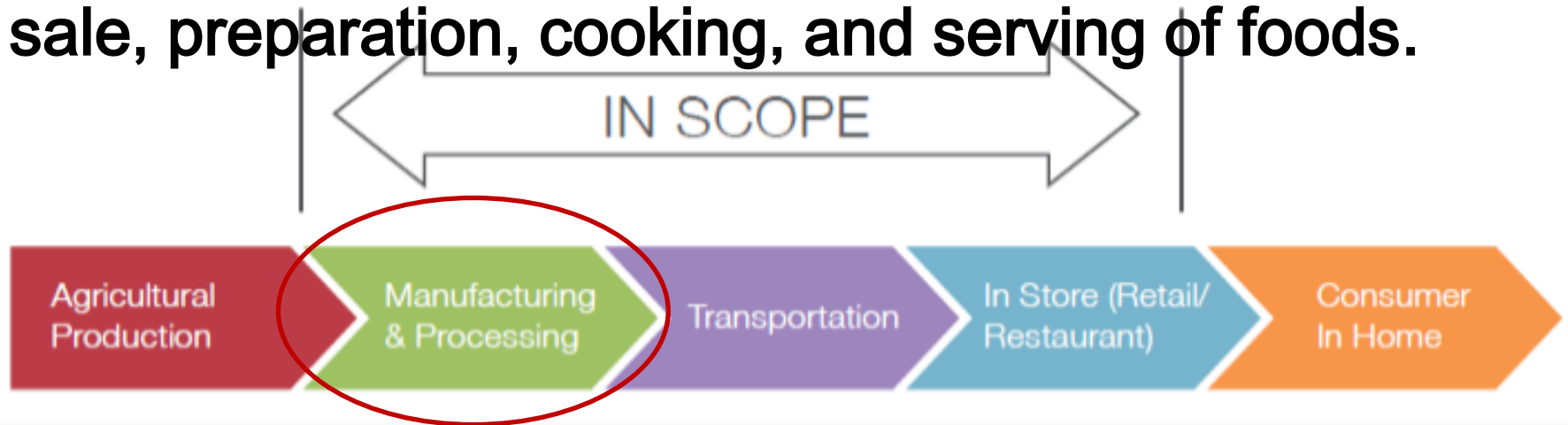


INTRODUCTION TO THE FOOD WASTE CHALLENGE



FWRA Definition of Food Waste:

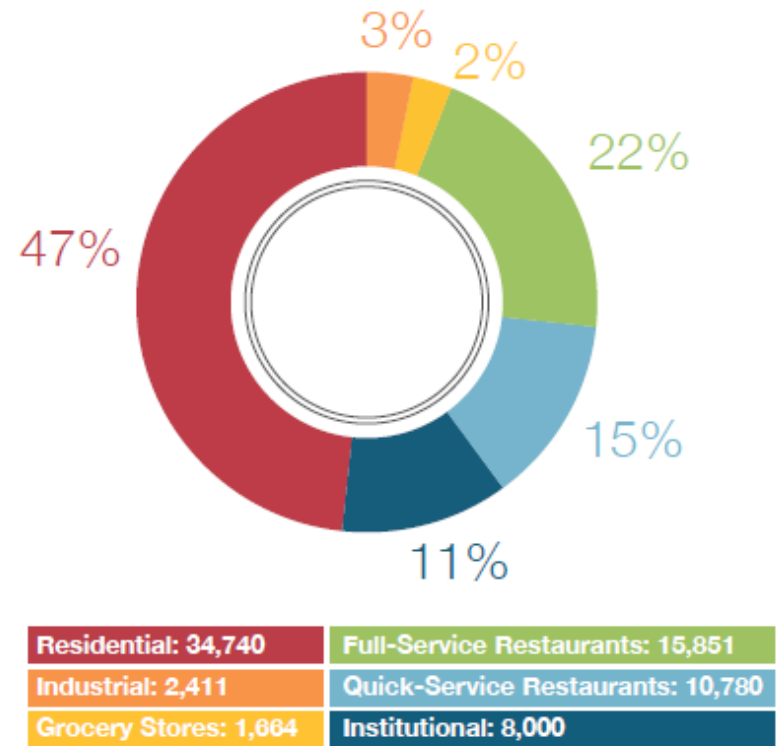
Any solid or liquid food substance, raw or cooked, which is discarded, or intended or required to be discarded. Food waste is the organic residue generated by the processing, handling, storage, sale, preparation, cooking, and serving of foods.



INTRODUCTION TO THE FOOD WASTE CHALLENGE

FWRA commissioned a study by Business for Social Responsibility (BSR) to help us understand the landscape of the problem. Approximately 80 billion pounds of food is discarded in US landfills each year. The pie chart to the right is an estimate of where those food losses are occurring.

BSR | FOOD WASTE STUDY—
TIER 1 ASSESSMENT (GMA/FMI)



Food Manufacturers and Food Waste



**7.1
billion
pounds**
of food waste
generated

106 million pounds
of food donated

Manufacturers donate discontinued, mislabeled, bulk or otherwise safe but unsellable product to help feed hungry families



93.4%
of food waste from
manufacturing
is recycled

Recycled material includes fruit and vegetable trimmings, peels and semi-finished products, such as sauces or leftover ingredients



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How are Manufacturers Recycling Food Waste?



What are Manufacturers Doing to Continue to Reduce Food Waste?

Industry Collaboration



Policy Change

Working with state and federal policymakers to make food donation and recycling easier.



Logistics

Working with partners to overcome transportation and food storage limitations.



The Grocery Manufacturers Association, the leading voice of more than 300 food, beverage and consumer product companies, is part of the Food Waste Reduction Alliance, working with the Food Marketing Institute and National Restaurant Association to reduce food waste generated; increase food donation; and recycle unavoidable food waste.

Source: 2014 Analysis of U.S. Food Waste Among Manufacturers, Retailers and Restaurants, prepared by BSR for the Food Waste Reduction Alliance.

Based on a survey of 16 large food manufacturers, sample not representative of entire industry.

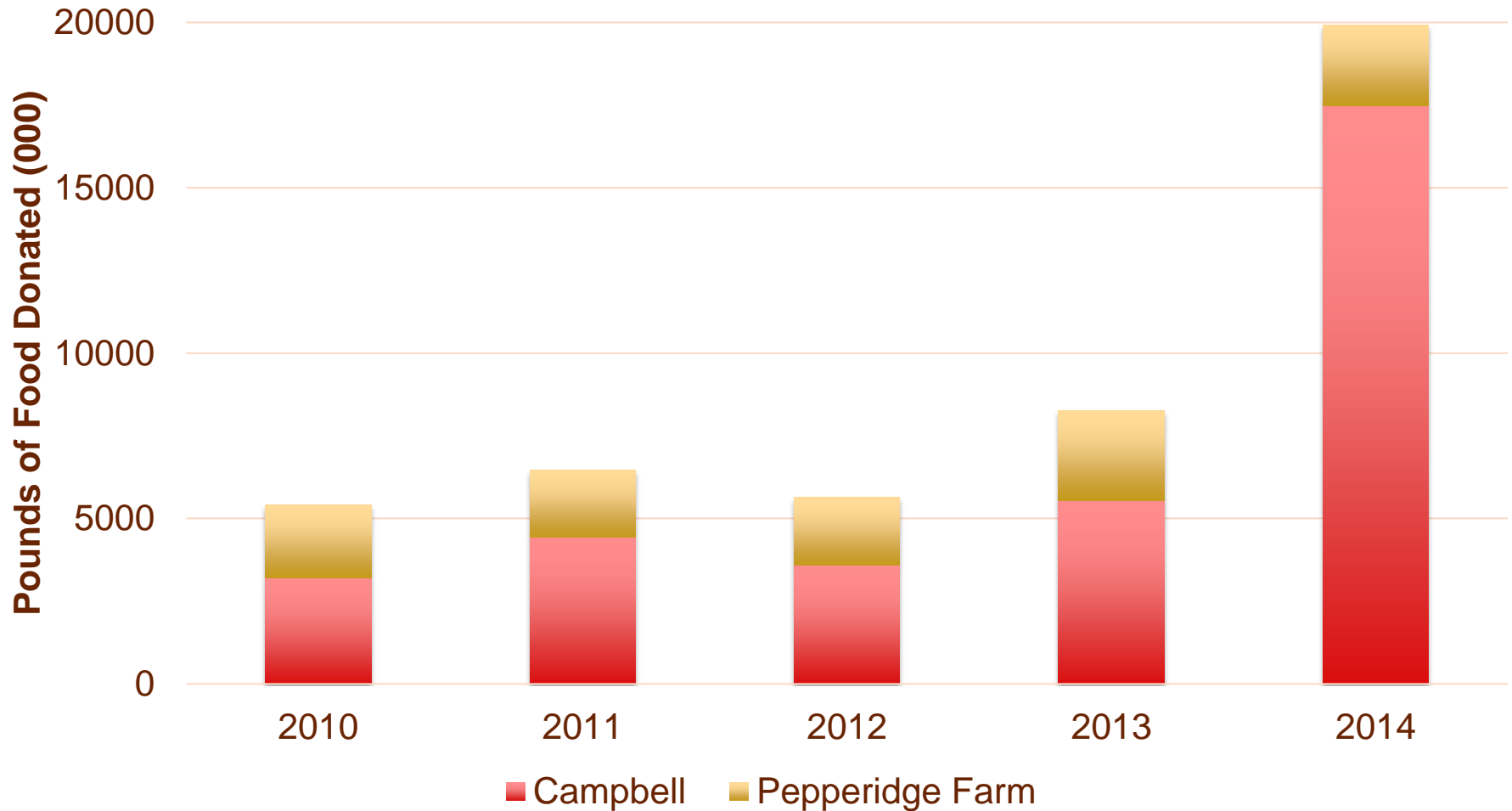


Plant Waste Stream Management

- Waste Minimization
- Local food donations via Feeding America Network
- Non-saleable product/packaging separation
- Animal feed
- Composting/Anaerobic Digestion



Food Donations to Feeding America Foodbanks in the U.S.



Napoleon, OH Biogas



➤ Waste to energy biogas digester

- Shredded food waste from loose product containers from plant floor (diverted from landfill)
- Spoiled/rejected vegetables (diverted from landfill)
- Plant floor drain food waste
- Other organic streams
- Regional farm and food producer organic waste



Just Peachy Salsa



➤ Problem:

- 800,000 lbs of fresh NJ peaches sent to landfill
- Cost to farmers to dispose of good fruit
- Food Bank of South Jersey struggling to feed 175K residents

➤ Solution: Campbell ingenuity + Culinary expertise + sustainability mindset + volunteer commitment = Just Peachy Salsa

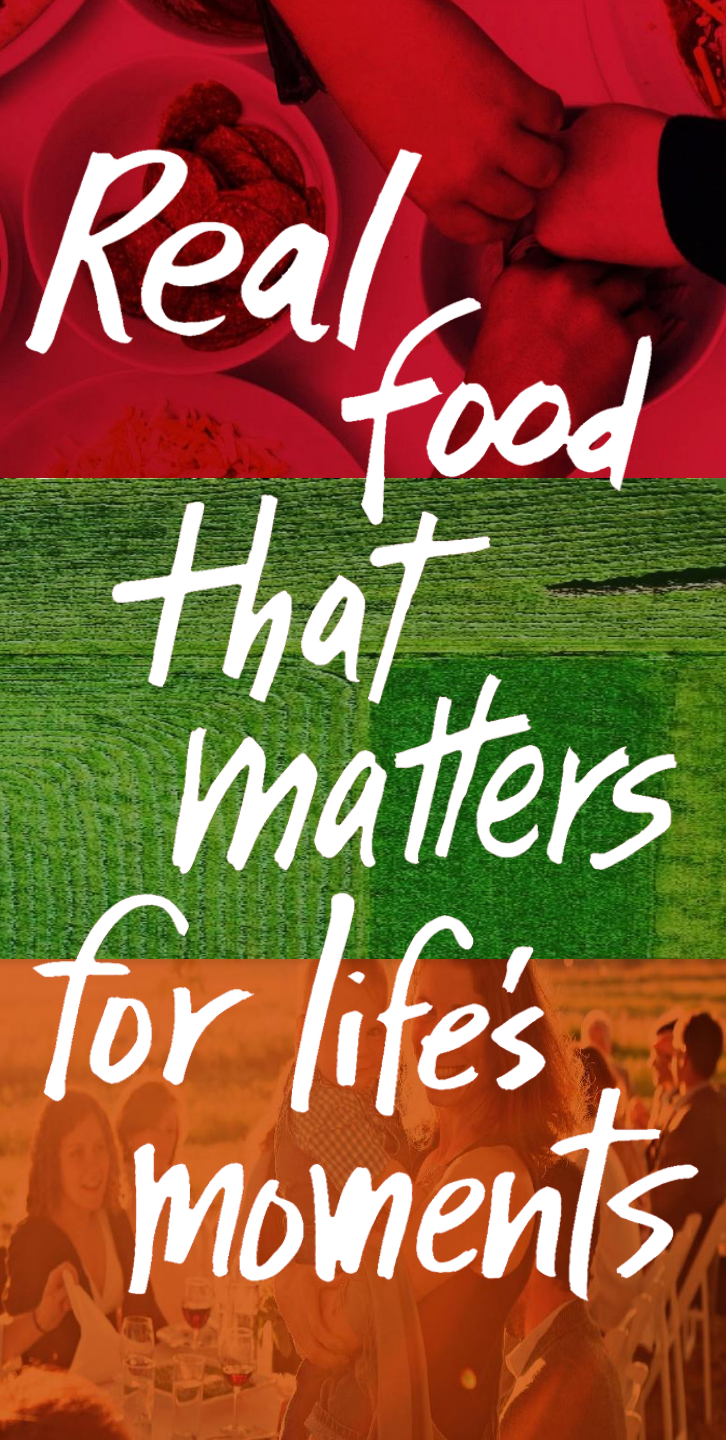
- **60,000+ jars** of *Just Peachy* salsa produced over 4 manufacturing days – 3rd year for the project
- **200+ employees** volunteered to hand-label the jars
- Media coverage - **27 print articles** and **nationwide coverage** by the AP. National recognition
- **Available at 20+ locations locally**, including farmer's markets, restaurants and select ShopRite stores.
- Potential to **save farmers \$50,000** and **generate \$100,000 annually** for the Food Bank



Tremendous Opportunity Remains

- Food waste audits
- Breaking down barriers
 - Regional disposal options
 - Transportation challenges
 - Balancing donation and diversion
 - Regulatory constraints
 - Volumes to support additional biogas capacity





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