



a project of



Sustainable Food  
Trade Association  
*organic leaders for sustainability*

*Commit. Act. Impact.*

# INTRODUCTION TO THE CLIMATE COLLABORATIVE



*“No industry has a bigger impact on climate change than agriculture and food, both as a source of the problem and as a solution.”*

- Paul Hawken, Project Drawdown

**“Agriculture contributes a significant share of the greenhouse gas emissions that cause climate change – 17% directly through agricultural activities and an additional 7-14% through land use changes.” – OECD data**

# Why take action?



## There is urgent need for action:

- 211 million people were affected every year by natural disasters between 2000 and 2013, caused in part by climate change leading to more intense weather events.
- The impacts of global warming could slash as much as 10 percent of the US economy.

<http://unfoundationblog.org/4-statistics-that-show-why-we-need-climate-action-to-achieve-sustainable-development/> and <https://www.nytimes.com/2018/11/23/climate/us-climate-report.html>

# Why take action? There is a movement building

## Oil and gas industry 'listening' to climate activist Greta Thunberg

4 June 2019 506

f     Share

Schools' climate change protests



Greta Thunberg sparked an international movement fighting against climate change



1, Italy, take part in the youth climate strike, also known as the "Fridays for Future" movement, on March 15. | Emanuele Cremaschi/Getty Images

**Photos: kids in 123 countries went on strike to protect the climate**

# Why act on climate?

## Your consumers care:

Seven in ten registered voters in the US want to see companies and industry to do more to address global warming. [\[i\]](#)

70% of millennials say companies' environmental practices impact their purchasing decisions. [\[ii\]](#)

# There is momentum in the industry

**388**

Companies  
Committing to Action

**1484**

Commitments

# There is momentum in the industry

Justin's



gaia  
HERBS

388

Companies  
Committing to Action

1484

Commitments



Community  
FOOD CO OP



Veritable  
Vegetable



REBBL

seventh  
generation



Independent  
Natural Food  
Retailers  
Association



MegaFood  
Fresh From Farm To Tablet™

nutiva  
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*Commit. Act. Impact.*



# COMMIT. ACT. IMPACT.





Sustainable Food  
Trade Association  
*organic leaders for sustainability*

# Climate Collaborative Commitment Areas



Integrate carbon farming into the agricultural supply chains



Increase energy efficiency



Reduce food-waste in the supply chain



Remove commodity-driven deforestation from supply chains



Responsible engagement in climate policy



Reduce the climate impact of packaging



Commit to 100% renewable power



Reduce short-lived climate pollutant emissions



Reduce climate impacts of transportation

pg.

pg.



# How to Commit



TAKE ACTION

BLOG

MEDIA & RESOURCES

EVENTS

ABOUT

DONATE



## TAKE ACTION

More companies are taking action to reverse climate change than ever before. They're tackling this global challenge not only because it's essential to the future of our planet but also because doing so offers tremendous opportunities for growth, job creation, and prosperity.

Companies can help reverse climate change by making a commitment to one or more of these initiatives.

### WHY TAKE ACTION?

Climate change is both the greatest threat our planet has ever faced


**MAKE A COMMITMENT**

**SIGNUP FOR UPDATES**

Add Your Email Address



# How will we help you act



**WELCOME TOOLKIT FOR COMMITTED COMPANIES**

**WELCOME!**

We are so glad that you have made a commitment to climate action through the Climate Collaborative. So what's next?

- 1. Help us tell your story:** Let your stakeholders know about your commitments!
- 2. Develop and implement a climate action plan:** Use our resource base and learn from other committed companies and experts as you work toward implementing your climate commitments.
- 3. Track progress:** Let us know how you are progressing!

- **We will help you on your climate journey through:**
  - Monthly webinars
  - Case studies
  - Action groups
  - Connections to partners and solutions providers
  - Events
  - [Other resources](#)

# Bringing everyone forward together



## MEET THE WINNERS OF THE 2019 NATIONAL CO+OP GROCERS CLIMATE COLLABORATIVE AWARDS

Posted by [Caitlin Oleson](#) on March 06, 2019

**ANAHEIM, Calif. (March 6, 2019)** -The natural products industry has long been home to companies at the forefront of corporate environmentalism. Eight bold companies were honored for their innovative contributions to climate change reduction yesterday during [Climate Day at Expo West](#).

The second annual **National Co+op Grocers Climate Collaborative Awards** were the highlight of the event, designed to inspire the natural and organic products industry to work together to reduce emissions through the Climate Collaborative.

# We tell stories of leadership

## THIS DAIRY FARM COULD HAVE A GLOBAL IMPACT ON REVERSING CLIMATE CHANGE

Posted by [Caitlin Oleson](#) on February 22, 2019

In anticipation of the [2019 National Co+op Grocers Climate Collaborative Awards](#), we're talking with the leaders of our 2018 award-winning companies to learn a little bit more about what drives their climate leadership.

Our seventh interview is with Albert Straus, CEO of Straus Family Creamery, winner of the 2018 Outstanding Influencer Award (View our previous interviews with [Alter Eco](#), [Veritable Vegetable](#), [Guayaki](#), [Organic Valley](#), [Lotus Foods](#) and [Community Food Co-op](#)).



Albert Straus received the Outstanding Influencer Award for his role as an advocate for organic, non-GMO dairy production, environmental stewardship, and family farms. [Straus Family Creamery](#) is celebrating 25 years of commitment to the planet, farmers, and food this year. Read the full interview [here!](#)



*“Businesses can’t solve this critical problem alone. The Climate Collaborative is bringing us together so we can identify and accelerate the solutions to shared challenges and ultimately reverse the impact we’re all having on climate”*

- Britt Lundgren, Stonyfield Organic

# THANK YOU TO OUR DONORS!

Alter Eco  
Annie's  
Associated Labels  
and Packaging  
Aurora Organic Dairy  
California Olive  
Ranch  
Cheer Pack  
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America  
Decker and Jessica  
Rolph  
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General Mills  
Good Earth Natural  
Foods  
GreenSeed Contract  
Packaging  
Griffith Foods  
Guayaki  
Happy Family  
Harmless Harvest  
INFRA  
Justin's  
KeHE  
Lotus Foods  
Lundberg Family  
Farms

MegaFood  
MOM's Organic  
Market  
Mountain Rose Herbs  
National Co+op  
Grocers  
Natural Habitats  
Nature's Path  
New Hope Network  
Numi  
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Organic Valley  
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REBBL  
Rogue Creamery  
Safe Sterilization USA  
West  
Stahlbush Island  
Farms  
Stonyfield  
Straus Family  
Creamery  
Studio Fab  
Sweet Additions  
Traditional Medicinals  
Trayak



# pure|STRATEGIES

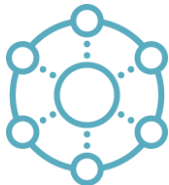


Climate Collaborative  
June 13, 2019

Tim Greiner, Managing Director

*Solutions for a sustainable future*

# Pure Strategies has been providing sustainability expertise to companies for 20 years, working to transform business to create a more sustainable future



## Experience

Highly experienced sustainability consulting team with cross-functional strengths



**pure**  
**ENTERPRISE**  
ACHIEVE DESIRED SUSTAINABILITY POSITIONING



**pure**  
**PRODUCT**  
EVALUATE PRODUCT IMPACTS AND LEVERAGE OPPORTUNITIES



**pure**  
**SUPPLY**  
ENGAGE SUPPLIERS AND DRIVE POSITIVE CHANGE



## Solutions

Custom solutions for sustainability leaders and those looking to get started

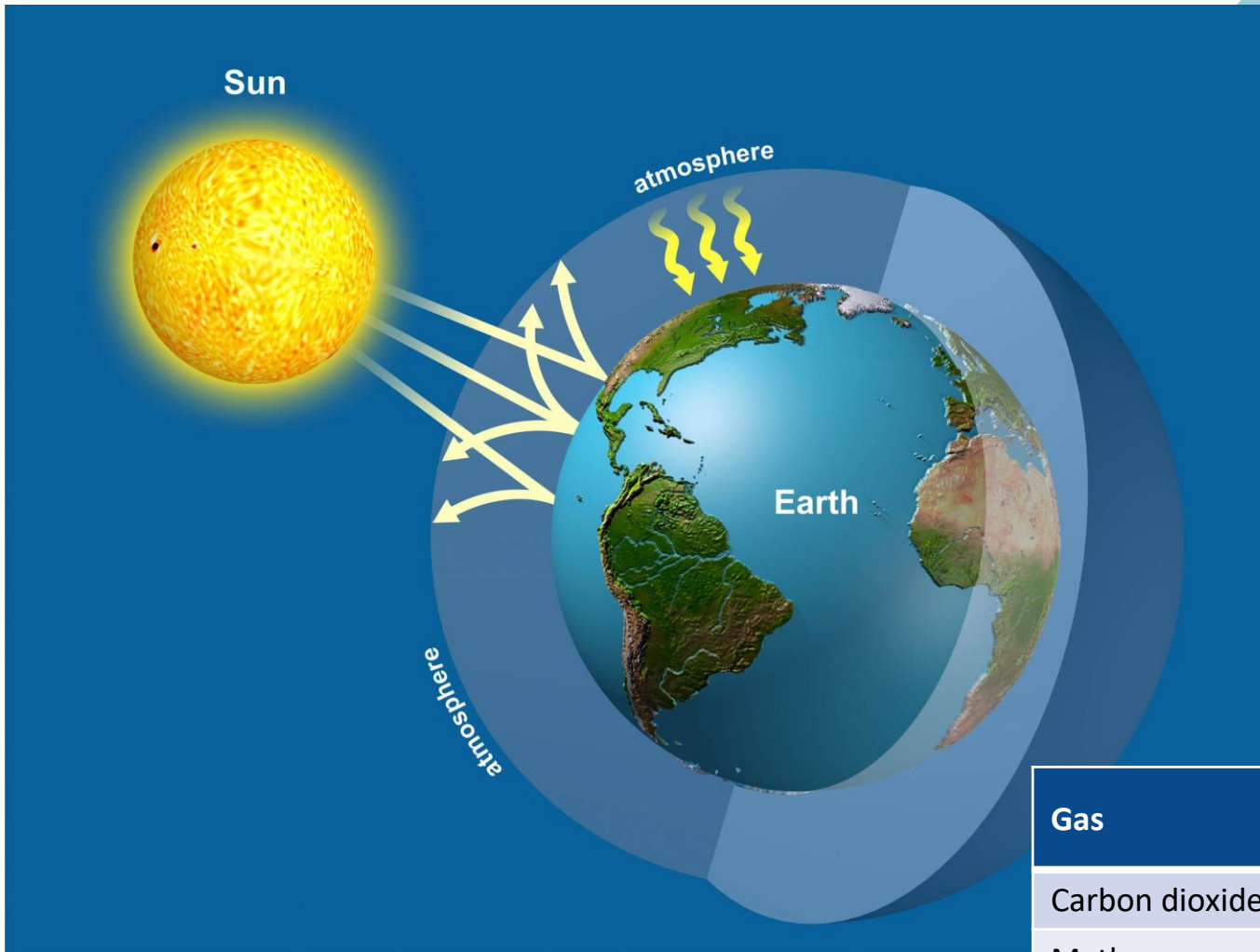


## Insight

Thought leaders with global market research insight; co-founder of the Chemical Footprint Project

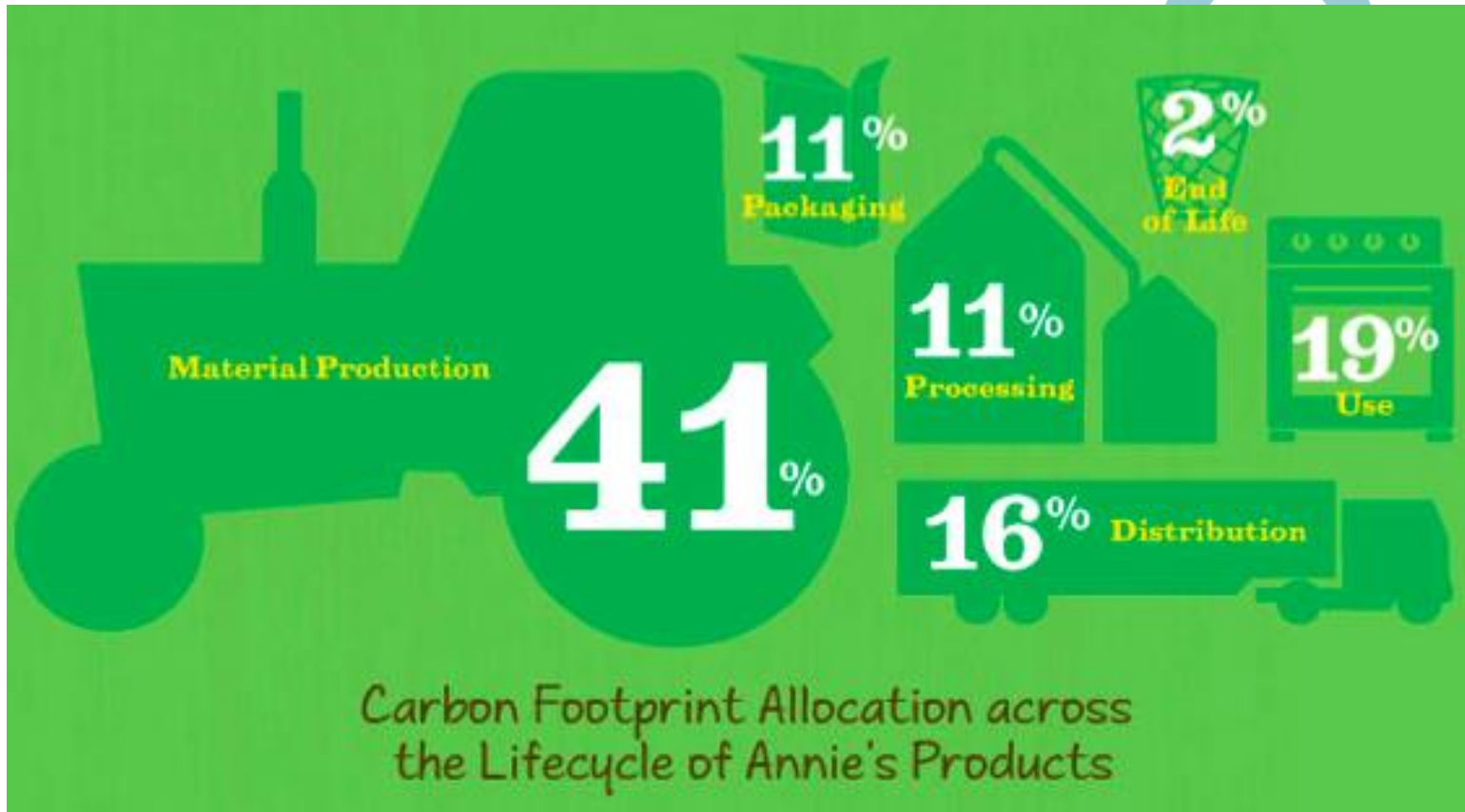


# Climate Change is caused by gases that trap heat in the atmosphere



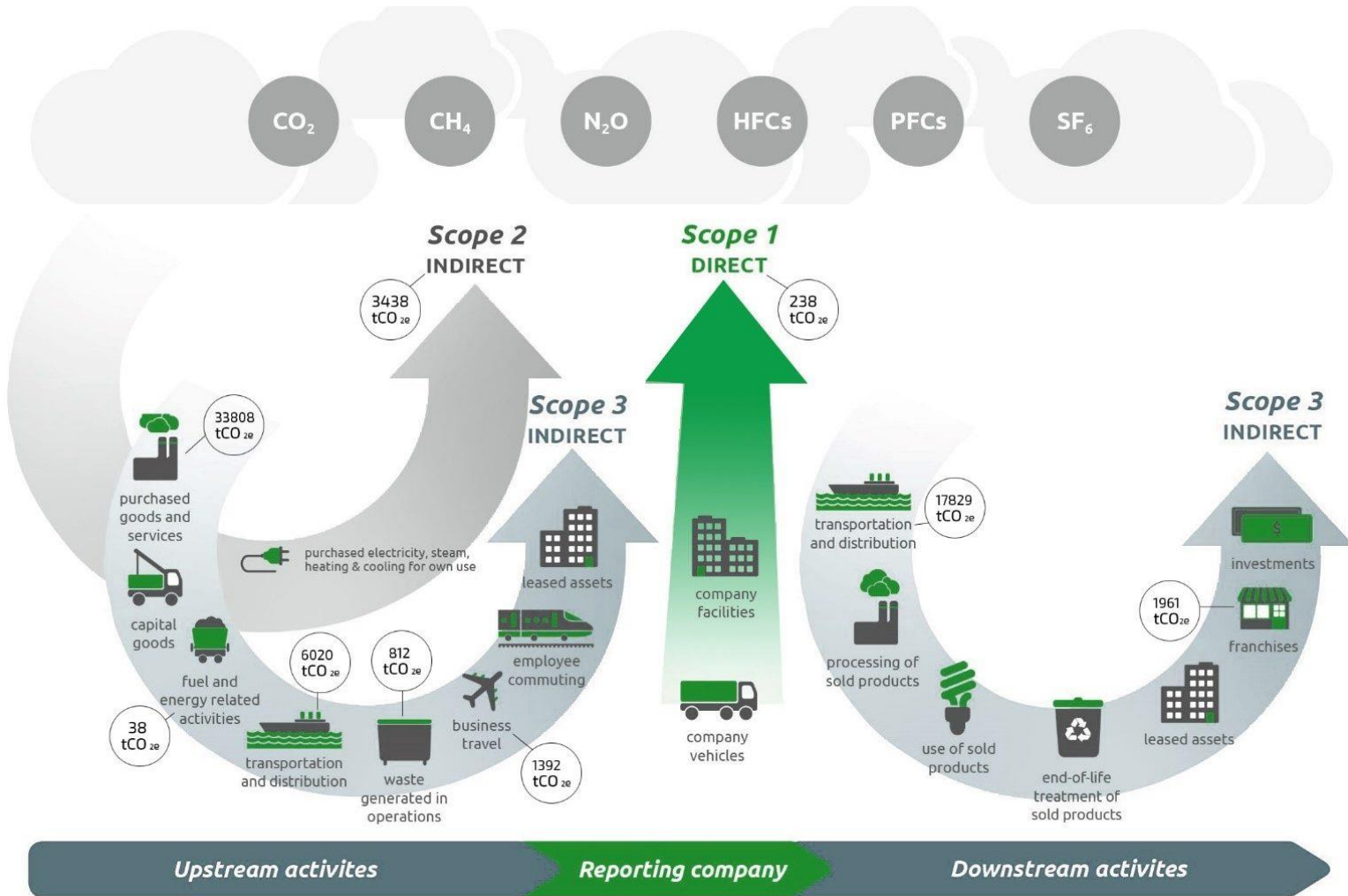
Gas	Formula	GWP value for 100 years
Carbon dioxide	CO <sub>2</sub>	1
Methane	CH <sub>4</sub>	28
Nitrous oxide	N <sub>2</sub> O	265

For many food companies, the greenhouse gas hot spots are in the supply chain



# Start with your direct emissions and electricity

- Scope 1: Direct – fuel combustion**
- Scope 2: Indirect – electricity**
- Scope 3: Everything else**



# Start with energy conservation in buildings you own and operate

1



## Measure and Track Energy Use

The first step in managing energy use is ensuring your manufacturing plant has appointed someone to be accountable for benchmarking energy use and taking measures to meet energy reduction goals.

2

## Assess Plant Systems

Check motors, compressed air, steam, process heating, and other systems for leaks and damage and ensure that all employees are operating systems properly.



3



## Create Shut-Down Procedures

The appointed energy specialist should walk through the plant when closed to identify energy-wasting equipment and create shut-down procedures employees can follow to reduce wasted energy after hours.

4

## Promote Energy Awareness Within

Everyone who works at the plant should be aware of energy use and responsibilities. With a common goal of energy reduction, teams can accomplish a lot together.



5



## Replace Outdated Lighting

Old fluorescent and incandescent lighting costs your plant more than it's worth. Replace outdated, energy-wasting lighting with T-5 or T-8 compact fluorescent lamps (CFLs) or another less wasteful lighting alternative.

**Database of State  
Incentives for Renewables  
& Efficiency**  
[www.dsire.org](http://www.dsire.org)

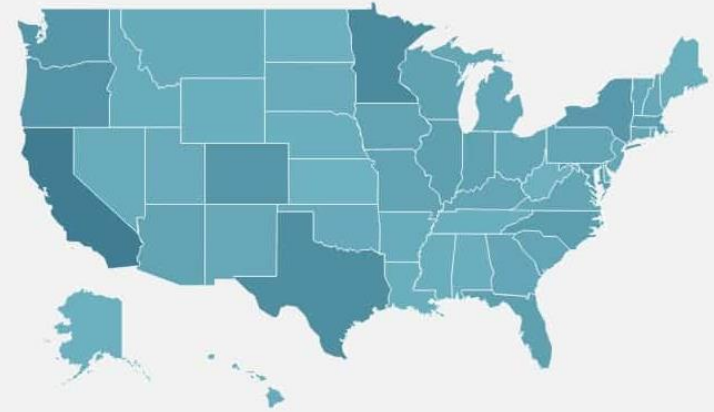


Photo Credit: WarehouseLighting.com.

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# Procure renewable energy

- **Renewable Energy Certificates (RECs)**
  - The environmental “attributes” of electricity generated from renewable resources (1 REC = 1 MWh)
  - Attributes are based on the generation technology type and age, geographic location, and time of generation
  - Does not include the underlying electrons – “unbundled”
- **Green Power Electricity Products**
  - Green power offered by utility suppliers that is generated from renewable sources
  - Is a “bundled” product that includes both the RECs and underlying electrons
- **Power Purchase Agreement (PPA) for Renewables**
  - Usually a long-term contract to procure RECs and underlying electrons from a specific project
  - Can be on- or off-site
- **Owned On-site Generation**
  - Install a renewable system on-site (e.g. solar panels, wind turbine)
  - Produces both electricity and RECs from the on-site source



Renewable Energy Buyers Alliance

<https://rebuyers.org/>

# Reduce transportation emission

## REDUCE FREIGHT TRANSPORT DEMAND



- supply chain restructuring
- Standardized modules/boxes
- 3D printing
- Dematerialization
- Consumer behavior

## OPTIMIZE FREIGHT TRANSPORT MODES



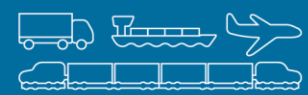
- Modal shift
- Multi-modal optimization
- Synchromodality

## INCREASE ASSET UTILIZATION



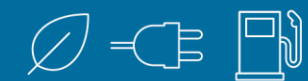
- Load optimization
- Load consolidation and asset sharing
- Logistics centers and warehouse management

## IMPROVE FLEET ENERGY EFFICIENCY



- Cleaner and efficient technologies
- Efficient vehicles and vessels
- Driving behavior
- Fleet operation
- Fleet maintenance

## REDUCE CARBON CONTENT OF ENERGY



- Cleaner and lower-carbon fuels
- Electrification
- Fuel management





# Engage your consumers

WHAT THE WORLD NEEDS

## 9 Sustainable Behaviors

REVERSE CLIMATE CHANGE	PRESERVE RESOURCES FOR LIFE	FOSTER INCLUSIVE & RESILIENT SOCIETIES
<b>#1 Eat More Plants</b> Eat less meat and consume products supporting regenerative agriculture.	<b>#4 Reduce Food Waste</b> Plan meals ahead, prepare smarter portions, use what you have in the fridge and compost.	<b>#7 Support Women and Girls</b> Support causes and products that educate girls, aid better family planning and support women-owned businesses.
<b>#2 Go Renewable</b> Switch to renewable energy sources at home, ride public transportation and purchase products using renewable energy.	<b>#5 Go Circular</b> Choose products made with recycled content and recycle, rent, share and buy used over new products whenever possible.	<b>#8 Expand Equity and Opportunity</b> Buy fair trade as well as brands supporting inclusive and equitable products, policies and causes.
<b>#3 Go Durable</b> Reduce single-use items and purchase durable, reusable products instead of disposable ones.	<b>#6 Go Simple</b> Buy products with simple, clean ingredients that are healthier for you and planet.	<b>#9 Show Up</b> Vote at the ballot box and with your wallet, make your voice heard and volunteer in your community.

<https://sustainablebrands.com/read/leadership/brands-for-good-collaboratory-on-mission-to-bring-good-life-to-life-for-consumers>



# Building a greenhouse gas management strategy involves identifying hot spots, setting goals, and communicating results



## Develop inventory & identify hot spots

Start with scopes 1 and 2 and then move on to the rest of the value chain



## Engage leadership, gain commitment

Build alliances inside the company to achieve results; Set goals and get commitments for reductions



## Measure and communicate your success

Capture the financial savings and the energy and GHG savings

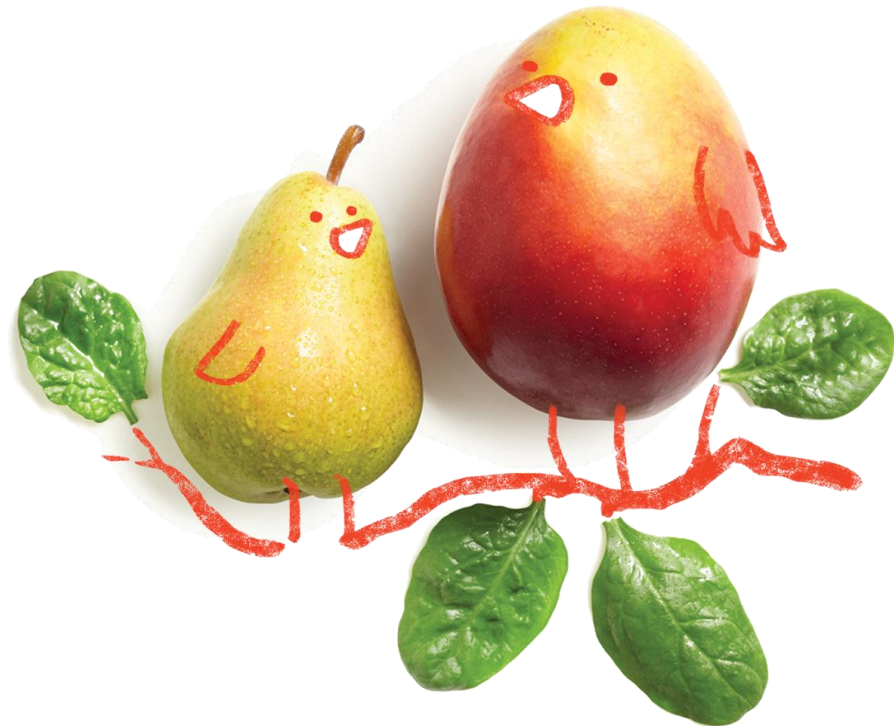




ORGANICS  
**HappyFAMILY**<sup>®</sup>

Journey to Climate Action

# About Happy Family



THIS IS  
RHYS

OUR MISSION  
*is to change*  
THE TRAJECTORY OF  
CHILDREN'S HEALTH  
*through nutrition*



# HOW OUR HAPPY BABY WAS BORN

Happy Family is a **mom-founded** and operated premium organic food company that's **changed the way we feed our children.**



When Founder and CEO Shazi Visram saw her friend, a new mom, struggle to find healthy food options for her baby, she found her purpose: give babies their healthiest, happiest beginning by offering parents organic, thoughtfully-made food.



# OUR RANGE

0-6 MONTHS



6-12 MONTHS



1-3 YEARS



3-7 YEARS



# Journey to Climate Action

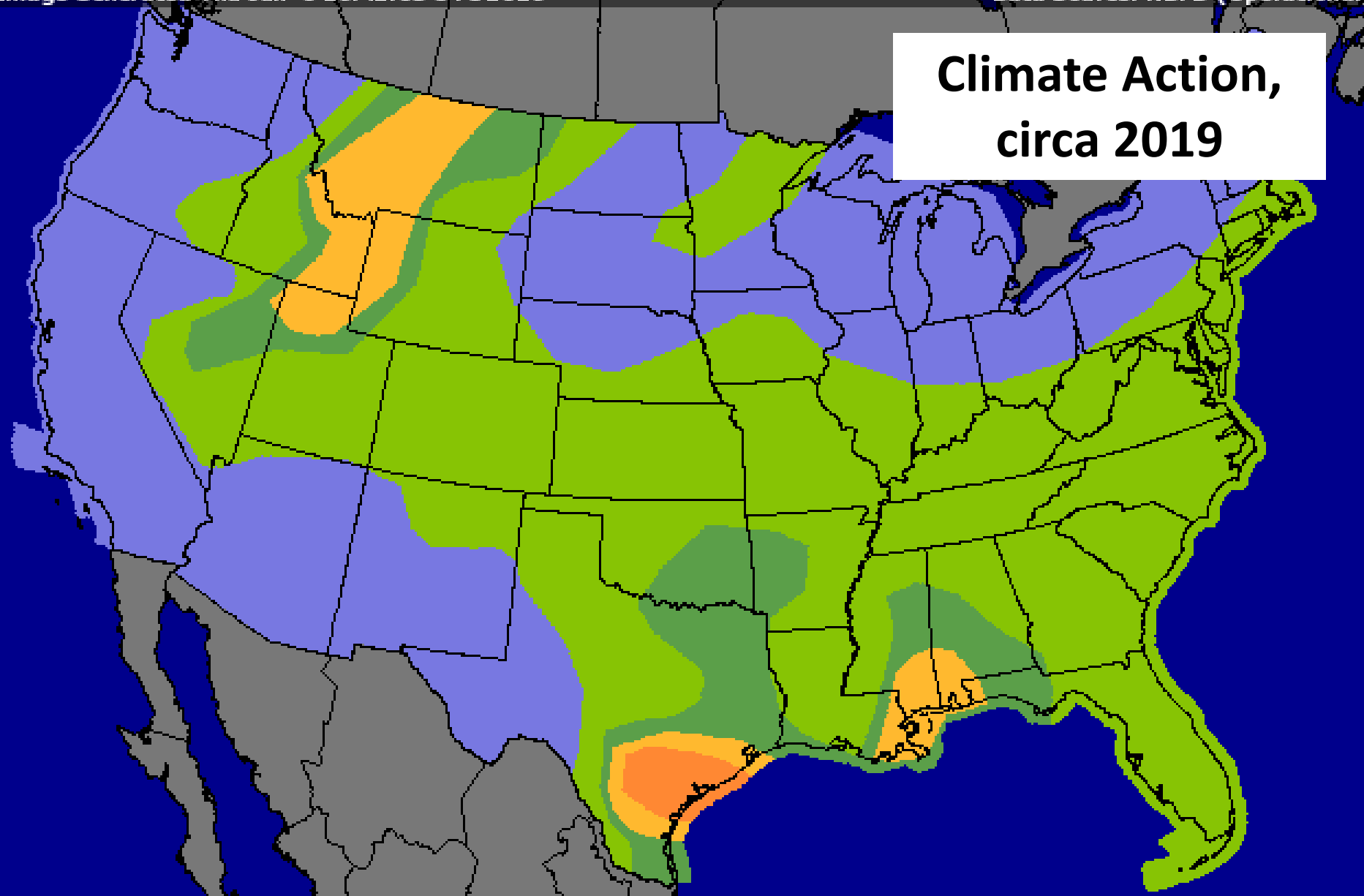




**Climate Action,  
circa 2015**



# Climate Action, circa 2019



## US Convective Outlook

For 24 hours ending Jun 07, 2019 12PM UTC

none    general    marginal    slight    enhanced    moderate    high



Thunderstorms / risk of severe thunderstorms



# How we got from there to here

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- 1 Internal collaboration to develop vision for how we bring our mission to life
- 2 Full-scope carbon footprint
- 3 Materiality assessment
- 4 Consideration of 9 Climate Collaborative commitment areas
- 5 Development of sustainability framework



# Strategic Planning Goals

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#1

**Create sustainability strategy** that seamlessly supports Happy's reason for being 

#2

**Prioritize opportunities** for action

#3

**Support marketing and communications**   
with compelling stories & initiatives



# Our Mission

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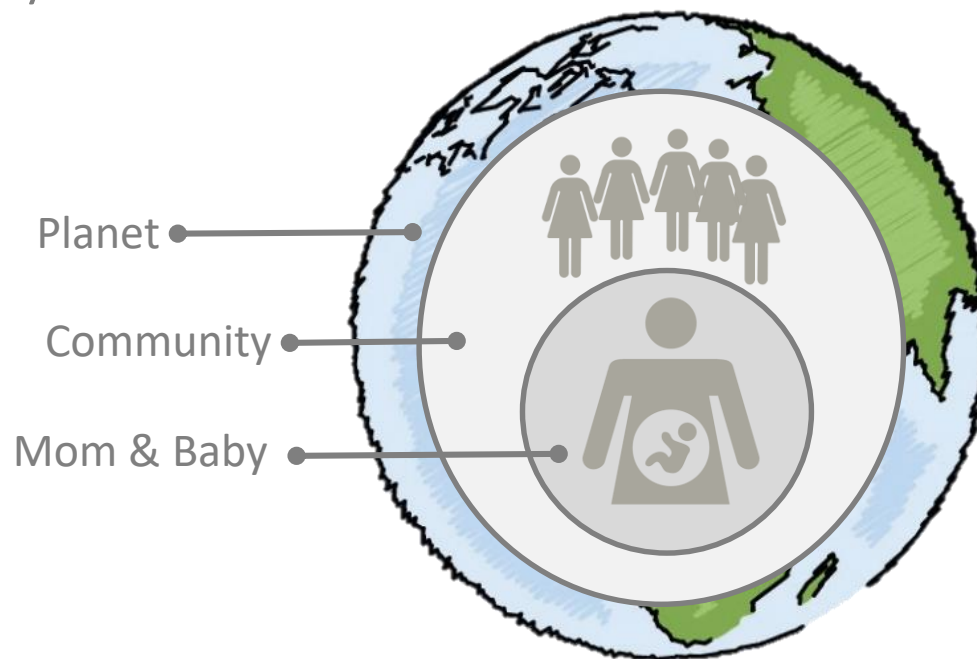


# Our Vision

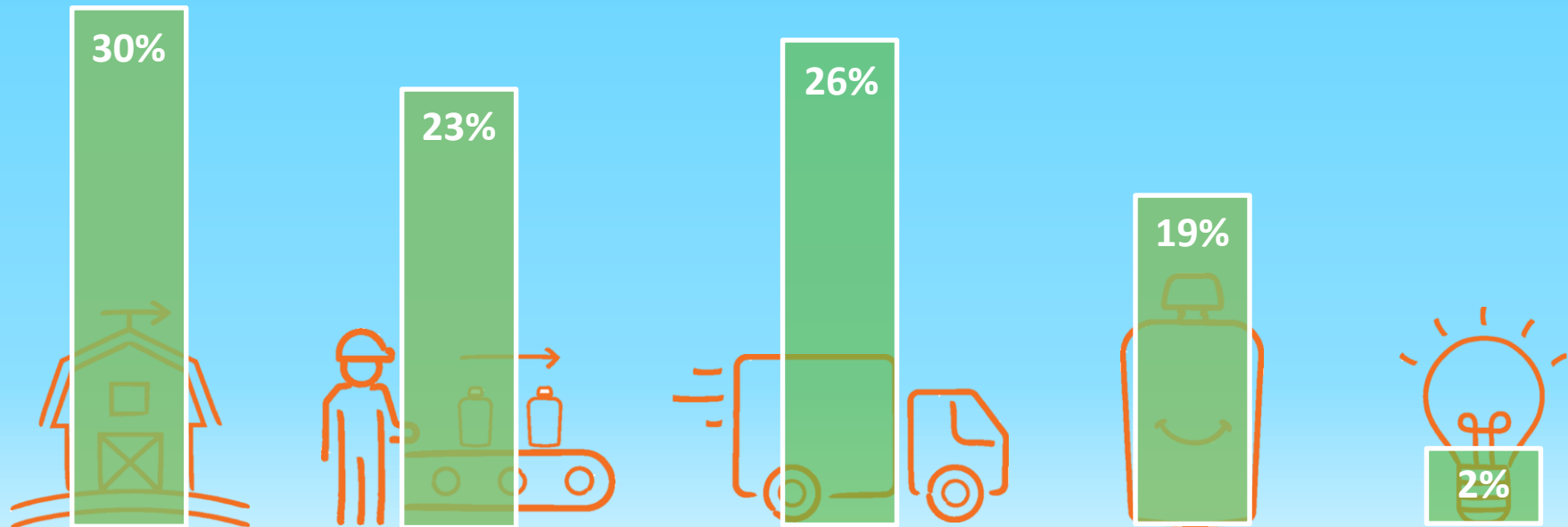
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Babies are the center of our universe.

We focus our mission work on all of the environments that affect children's health – **the food** they and their mother eat, **the community** they live in, and **the planet** that this community lives on.



# 2016 Full Scope Carbon Footprint



Farmers

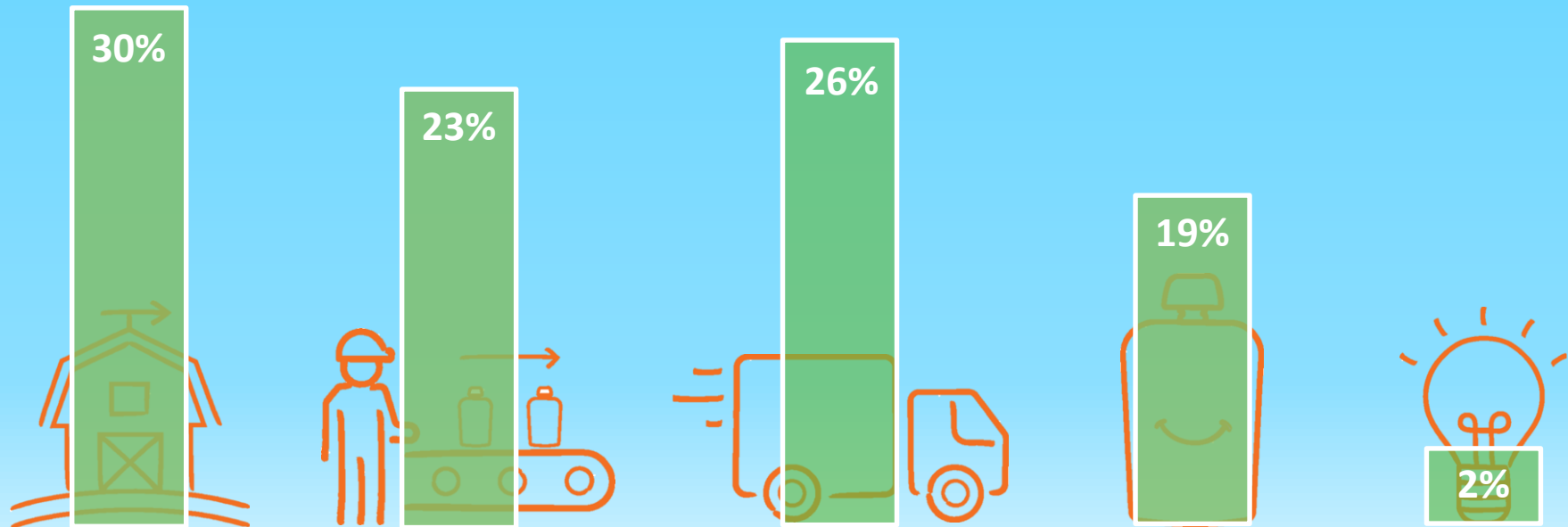
Manufacturers

Logistics

Packaging

Happy

# 2016 Full Scope Carbon Footprint



Farmers

Manufacturers

Logistics

Packaging

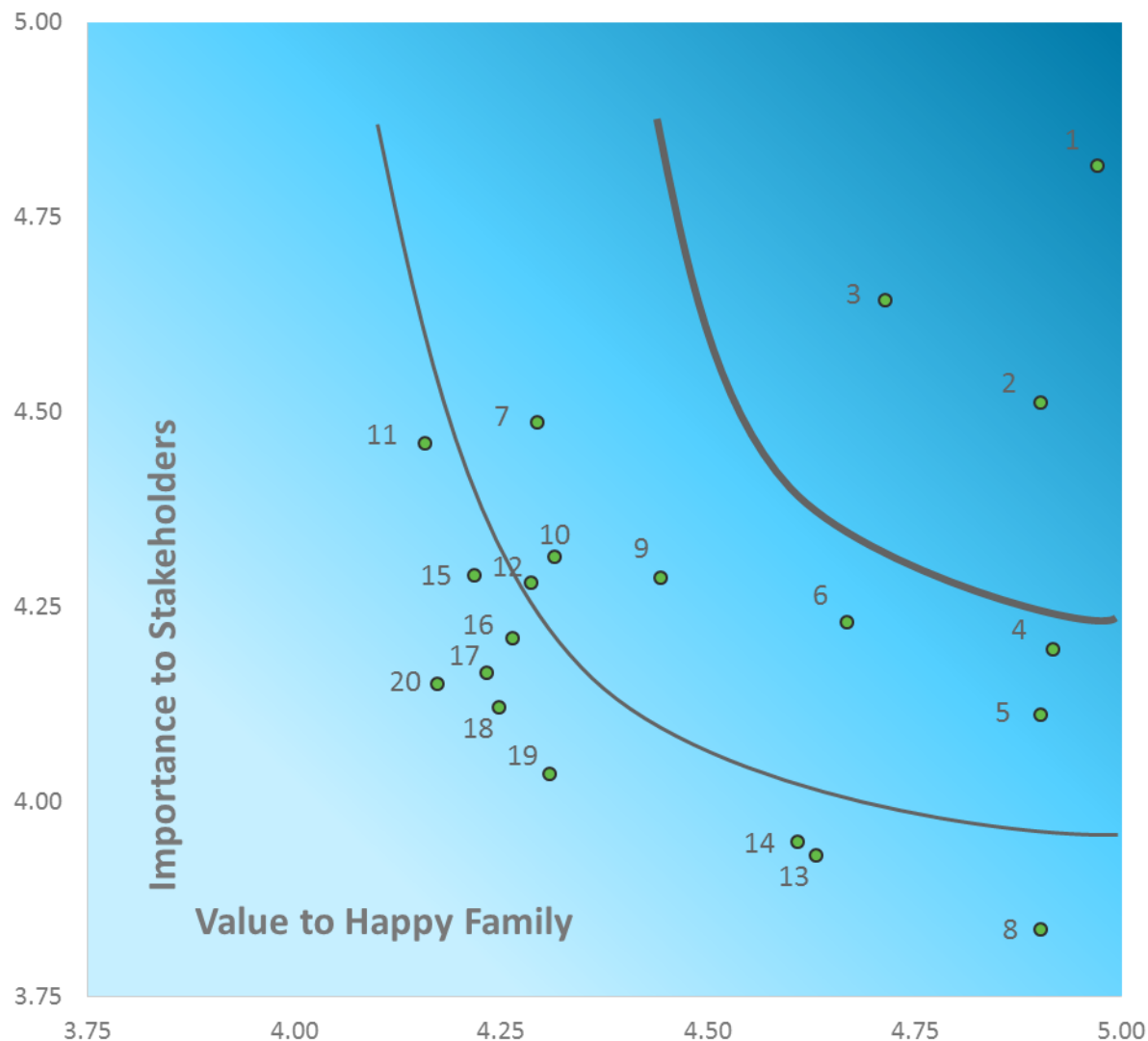
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Inspire  
Change

Design for  
Sustainability



# Determining our focus areas

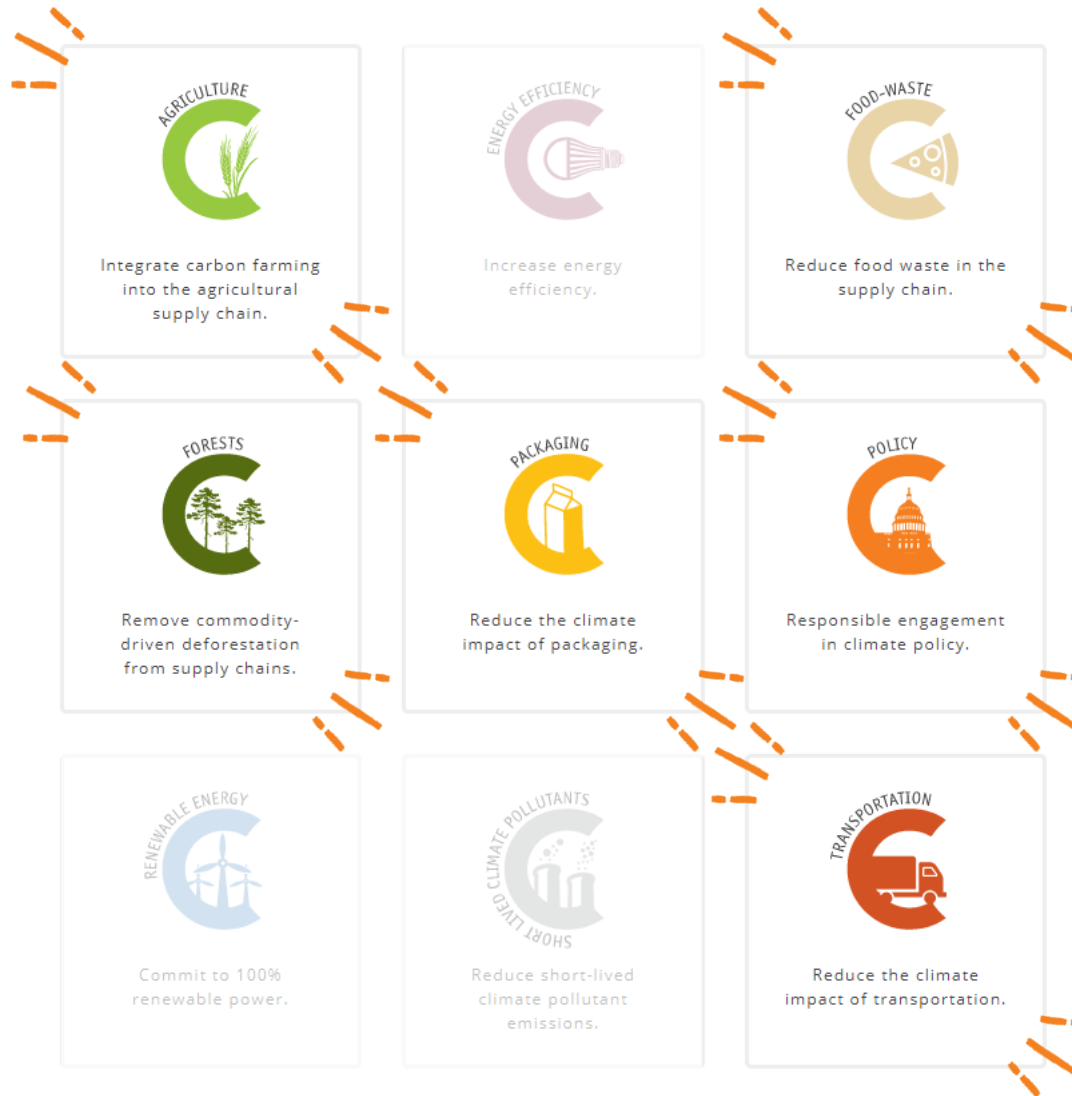


Issues that fall into the sustainability framework in **bold**

1. Product Safety & Quality
2. Organic
3. Product Health & Nutrition
4. Business Ethics
5. Employee Benefits
6. Non-GMO
- 7. Traceability & Transparency**
8. Employee Engagement
9. Allergen Management
- 10. Local, Family & Smallholder Farms**
- 11. Sustainable Agriculture**
- 12. Working Conditions in the Supply Chain**
13. Diversity & Inclusion
14. Employee Wellness
- 15. Animal Welfare**
- 16. Growing Organic Market**
17. Nutrition Education
18. Food Access
- 19. Pollution**
- 20. Packaging Footprint**



# Determining our focus areas



# Putting it all together

Our mission is to **change the trajectory of children's health** through nutrition

We're guided by our ultimate purpose – to **keep toxins out of babies' bodies**

## Design for a Healthy Planet

- #1 Sustainable **Product** Design
- #2 Eco-Friendly **Packaging**
- #3 Thoughtful **Office** Spaces

## Advocate for a Cleaner World

- #1 Sustainable **Agriculture**
- #2 **Supplier** Engagement
- #3 Government **Policy**



# Putting the framework to action

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- Focus on pilots and MVP program development over metrics and data collection
- Prioritizing projects that make marketing excited to communicate and align with key decisionmaker priorities

1



2



# Discussion



**Erin Callahan**  
*Director,*  
Climate Collaborative



**Tim Greiner**  
*Co-Founder & Managing Director,*  
Pure Strategies



**Katie Clark**  
*Director of Sustainability,*  
Happy Family Organics



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