



Responsible Sourcing for Healthy Eating

## **RESPONSIBLE SOURCING IS A KEY PILLAR OF CORPORATE RESPONSIBILITY**

Sustainable Solutions Group guides you to Control and Communicate the Origin Experience for your customers. Transparency is a reality that can happen to you OR you can take advantage of it.

### **Responsible Leadership Training**

Sustainable Solutions Group is bringing together curious, motivated leaders to develop leadership skills in Responsible Sourcing using an awareness-building empowerment approach including exposure to prominent industry leaders such as Dr. Temple Grandin and a series of book and video selections.

[Contact us](#) to schedule an initial call to discuss.

#### **Building Awareness and Collaboration**

The Forum consists of 4 full days once a month across 4 months. It is a participant-led discussion for 5 to 15 people combining leadership components with speakers and relevant media to build awareness and collaboration. Topics include product quality, food safety, concentrated animal feeding operations, farmer impact, antibiotics in farmed animals, sustainable farming, animal welfare certifications, etc.

#### **Leadership Building – Change Management**

Organizations don't adapt to change, their people do. Changing human behavior is complex so we introduce the importance of the human side of change and equip participants with the leadership actions necessary to become change agents. Change Readiness Assessment, Risk Avoidance, Stakeholder Management and Next Steps for becoming Responsible Sourcing leaders will be addressed.

#### **Forum Facilitators**

##### **Janice Neitzel , Principal and Founder**

Ms. Neitzel brings awareness of animal welfare supply chain issues to top food industry decision-makers to attract the lucrative and loyal LOHAS market and minimize risk of becoming an NGO target. In addition to her Fortune 500 experience in project management, strategic planning, and business process streamlining, Ms. Neitzel is a stakeholder advisor for CERES companies, serves on the FamilyFarmed EXPO advisory board, and published "Facilitating Sustainability Strategy" on GreenBiz.com. She has an MBA in Sustainable Management and is a Certified Group Facilitator.

##### **Alma Triplett, Principal**

Ms. Triplett has 26 years experience at a \$24B global restaurant company managing global and multi-cultural organizational change through identification and management of stakeholders, organizational design, leadership development, training, talent management, workforce strategies, and planning and executing key communications. With a deep breadth and depth of experience Ms. Triplett is able to assess impact from multiple business dimensions and provide a balanced perspective.

## **Recent News**

### **2011 Responsible Sourcing Trends**

*The Supermarket Guru*, Phil Lempert's 2011 Food Trends says, "In 2011, consumers will expand recognition of and commitment to social responsibilities, including [the humane treatment of animals.](#)"

Technomic 2011 Restaurant trend says more attention will be paid to producers on menus, as ["celebrity farmers" provide the traceability consumers are looking for.](#)

According to the UN Special Rapporteur on the Right to Food, Prof Olivier de Schutter, competition law should be geared towards protecting suppliers up the food chain, not just end consumers. De Schutter says it should be remembered that the right to adequate food is not only about poor people being able to buy food. It is also about [ensuring people who make their livelihoods through farming](#) make enough to allow them to purchase food.

### **Corporate Responsible Sourcing**

#### **Pork:**

The [Australian pork industry](#) voted to pursue the [voluntary phasing out of gestation stalls by 2017](#). According to Meatingplace, "The vote demonstrates that the industry recognizes the issue of gestation stalls has moved beyond the scientific argument of whether or not they are better for pigs. It also provides the marketing opportunity for Australian pork to differentiate itself against its global competitors who continue to use gestation stalls."

[The Albert Heijn supermarket \(part of the Royal Ahold group\) in the Netherlands has agreed to source all its pork from "animal-friendly produced" pork](#). According to Meatingplace, "This higher welfare standard meat is supplied through Vion – one of the largest meat processors in the world. 'The pigs have more living space than other rearing systems. They have play materials in the housing area and the animals are not castrated. For one million pigs on 150 pig farms there is an improvement in living conditions,' said Vion Food Group Director Ties Pronk.

#### **Eggs:**

[Unilever is converting all of its products to 100% cage-free eggs](#), [Kraft announced it will begin sourcing 1 million cage-free eggs](#) in 2011, and pasta firm [Barilla has pledged that 45% of its eggs](#) will come from cage-free sources by end of the year.

PF Chang's is doubling its volume of cage-free eggs, [Krispy Kreme and Whataburger are beginning to source some cage-free eggs](#) in 2011.

### **Risk Management: Supplier Undercover Investigations**

**Pork:** In late 2010, an undercover investigation documents inhumane treatment of female breeding pigs and piglets at a [mega-farm in Waverly that's owned by a subsidiary of Smithfield Foods](#). The Humane Society of the United States is calling on pork producer Smithfield Foods to make good on its pledge to end the practice of breeding pigs in gestation crates. Smithfield responded with its own investigation and [recent commitment to increase crate-free breeding pigs from 6.6% in 2010 to nearly 30% by the end of 2011](#).

**Eggs:** In late 2010, undercover video showing extreme animal welfare and food safety problems at a [Cal-Maine Foods battery-cage facility](#) documented dead and rotting birds stuck inside cages with live birds, hens entangled in cage wires, and feces-covered animals throughout the facility.

### **Sustainable Palm Oil Markets**

The Roundtable on Sustainable Palm Oil (RSPO) says that [market uptake of sustainable palm oil](#) will need to accelerate in 2011 to keep up with rapidly growing production.

### **Food Safety: Antibiotics in Food Animals**

[The U.S. FDA published a summary report detailing antimicrobial use for food animals](#). The Union of Concerned Scientists analyzed the data stating that the volume of antimicrobials used for farm animals is about 8x more than the 3 million lbs. doctors prescribed the same year for human medical purposes.

The U.S. FDA is concerned that [antibiotics might be contaminating the milk of non-organic American dairy cows](#). Each year, federal inspectors find illegal levels of antibiotics in hundreds of dairy cows headed for slaughter.

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