



**Sustainability Makes Your Business  
Strong**



# ***Sustainability = Strong Business***

- **More Efficient = saves \$\$**
- **Engaged Associates = productive, committed employees**
- **Strengthens Your Brand = loyal customers**



# The “Moving to Zero Waste” Story

- **How is it saving money?**
  - Approximately \$1 million
- **How is it engaging associates?**
  - All 25,000 of them!
- **How is it strengthening our brand?**
  - Increasing customer awareness



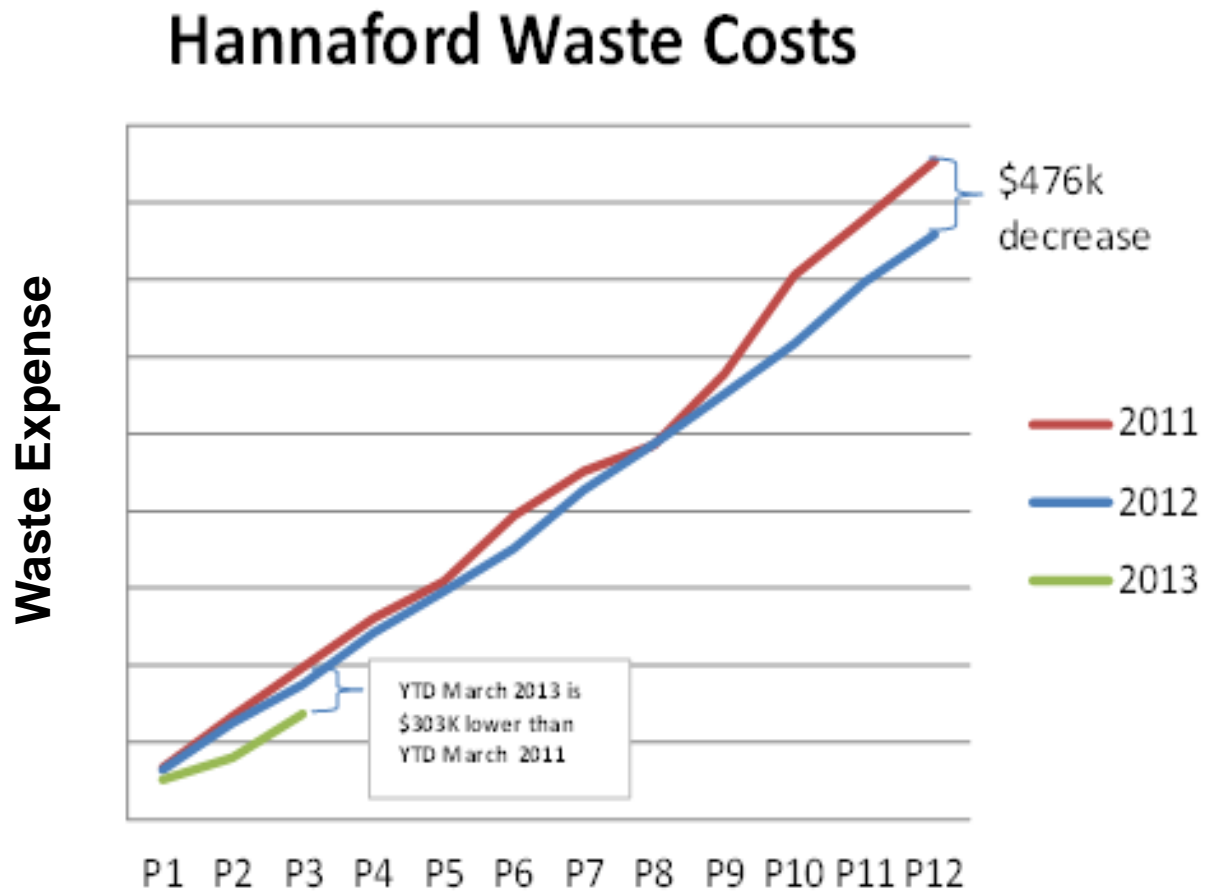
# About Hannaford Supermarkets



181 Stores in ME, NH, VT, MA & NY  
Full service supermarket, based in Scarborough Maine,  
employing 27,000 associates, focused on best in class  
fresh.



# Moving to Zero Waste: Saves \$\$





# Moving to Zero Waste: Saves \$\$



# Moving to Zero Waste: Engages Associates





# Moving to Zero Waste: Engages Associates



# Hannaford Moving to zero waste!

## STORE STATS COMPARED TO HANNAFORD STORE AVERAGE

BETTER



**Magnet adjusted monthly**

EQUAL

BELOW

### STORE RANK

Update monthly	
1. Hanover	10. Saco
2. Augusta	11. Ellsworth
3. Gilford	12. Easton
4. Swanton	13. Portland
5. Gloucesterville	14. Marlborough
6. Brunswick	15.
7. Kingston	
8. Claremont	

### WHAT WE DO ALREADY

- In 2011, Hannaford recycled 68% of its waste
  - That means we recycled:
    - 46,500 tons of cardboard
    - 13,844 tons of wood and metal
    - 6,746 tons of food
    - 1,546 tons of plastic
    - 51.5 tons of paper
- Total Hannaford info**

## ENDURING LITTER

How long before it breaks down?



## TEAM ROSTER

**Eco-Team Leader**

\_\_\_\_\_

**Eco-Team**

Front End- \_\_\_\_\_

Produce- \_\_\_\_\_

Bakery- \_\_\_\_\_

Deli- \_\_\_\_\_

Seafood- \_\_\_\_\_

Meat- \_\_\_\_\_

Pharmacy- \_\_\_\_\_

Center Store- \_\_\_\_\_



**LOCAL INFORMATION**

Fill in with local website info, brochures or handouts focused on recycling, composting and food donations.

### KNOW YOUR PLASTICS

**Know Your Plastics**

- Polyethylene Terephthalate (PET/ PETE)**
- High Density Polyethylene (HDPE)**
- Polyvinyl Chloride (PVC)**
- Low Density Polyethylene (LDPE)**
- Polypropylene (PP)**
- Polyethylene (PE)**
- Other (not in parentheses)**

## COMMITMENT LETTER



### MONTHLY FOCUS

**Update monthly**

What do we mean when we say, "Zero Waste"?

It means reducing our waste to the greatest extent possible.

Zero Waste is an aspirational goal.

Don't be overwhelmed. It's all about the journey to improve recycling, change our behavior, and reduce our impact on the environment.

## RECYCLE

- REGULAR CARDBOARD BALE
- PAPER TOTES
- PLASTIC FILM LINER BAGS
- WAXED CARDBOARD MELON BIN
- RIGID PLASTIC MELON BIN
- FOOD BOXES
- TOTES
- BARRELS OR COMPOST TOTES



# Moving to Zero Waste: Engages Associates





# Sustainability Success: Hannaford

- “Moving to Zero Waste” led Hannaford to...  
recycling **over 70 % of total waste in 2012**
  - We are more efficient and saving \$\$
  - We are engaging associates
  - We have a stronger brand





