



2018

THE ALMOND CONFERENCE

SUSTAINABILITY: ALIGNING WITH FOOD
MANUFACTURERS' NEEDS FOR THE FUTURE

ROOM 314 | DECEMBER 4, 2018



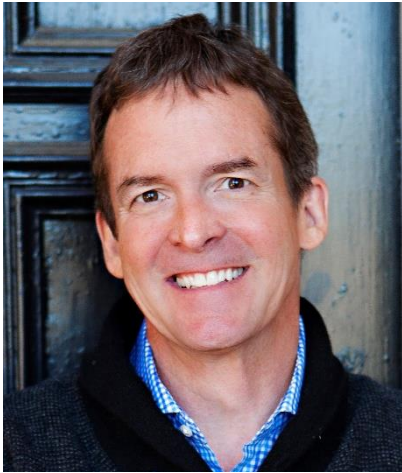
Continuing Education Units (CEU's)

- **What type of CEU's are offered at conference?**
 - Tuesday – Certified Crop Advisor (CCA)
 - Wednesday – Certified Crop Advisor (CCA)
 - Thursday – Certified Crop Advisor (CCA) and Department of Pesticide Regulations (DPR)
- **Where are the CEU sign in sheets?**
 - CEU sign in sheets will be in the back of each session
 - There are separate forms on Thursday for the CCA and DPR credits
- **Special instructions for Thursday**
 - PCA's will need to pick up their scantrons in the morning before the first session of the day. They will also need to return the scantron at the end of the day to the CEU booth. This is in addition to signing in and out of each session.

SUSTAINABILITY: ALIGNING WITH FOOD MANUFACTURERS' NEEDS FOR THE FUTURE



WELCOME



BUDDY KETCHNER

President
Brand K Strategy



WHITNEY DAILEY

Vice President
Marketing/CSR
Research & Insights
Cone



**ATHANASIOS
MANDIS**

Sustainability
Consultant
Innocent Drinks



**DARIELA ROFFE-
RACKIND**

Director, Europe &
Global Public
Relations
ABC

CONSUMERS' EXPECTATIONS OF RESPONSIBLE BRANDS

PORTER
NOVELLI  CONE



MARS



DANONE
NORTH AMERICA



\$267.4B

86%

EXPECT COMPANIES TO DO MORE
THAN MAKE A PROFIT



HERSHEY'S
*Investing in sustainable
cocoa*

81%

SAY IT IS IMPORTANT FOR COMPANIES
TO IMPLEMENT PROGRAMS TO
IMPROVE THE ENVIRONMENT



TESCO

*Scaling impact through
sustainable partnerships*

85%

WANT COMPANIES TO TELL THEM WHAT
THEY ARE DOING TO OPERATE MORE
RESPONSIBLY



PEPSICO
*Innovating responsible
agriculture sourcing
solutions*

HOW WILL WE THRIVE IN A CHANGING ENVIRONMENT?

The demands on resources for food production from the world's populations
have never been greater.

To meet these challenges and secure the future of food, we must better
manage the relationship between agriculture, energy generation and demand,
water usage, and the effect of all of these on climate.



65%

WILL DO RESEARCH TO SEE IF A
COMPANY IS AUTHENTIC IN ITS
STANCE ON SOCIAL AND
ENVIRONMENTAL ISSUES



LAND O'LAKES

*Amplifying farmland
stewardship*

91%

BELIEVE IT IS OKAY IF A COMPANY IS
NOT PERFECT, AS LONG AS IT IS
HONEST ABOUT ITS EFFORTS



Dive into the story of your seafood

Knowing the origin of the food we eat is a key part of a healthy and sustainable diet, and Chicken of the Sea is committed to providing you with as much information as possible. Trace your tuna from ocean to plate by entering your can code below.

Enter Your Can Code

CHICKEN OF THE SEA
*Increasing transparency of
sustainable fisheries*

89%

WOULD SWITCH TO A BRAND
ASSOCIATED WITH A GOOD CAUSE,
GIVEN SIMILAR PRICE AND QUALITY

WHEN A COMPANY SUPPORTS A SOCIAL OR ENVIRONMENTAL ISSUE...

- 92% of consumers have a more **POSITIVE IMAGE** of that company
- 87% would be more likely to **TRUST THE COMPANY**
- 88% would be more **LOYAL TO THE COMPANY** (continue buying the company's product/services)



45% have told a friend or family about a company's corporate responsibility efforts in the last 12 months



55% bought a product or service associated with a social and/or environmental benefit



74% would volunteer for a cause supported by a company they trust

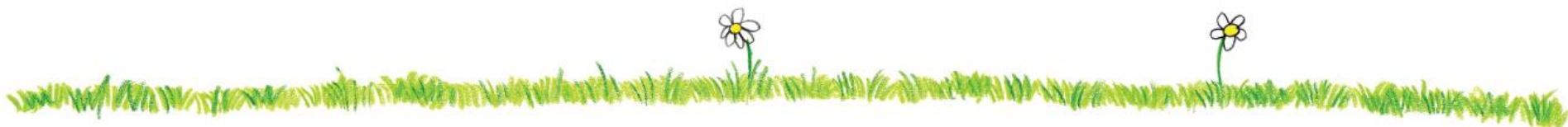


INNOCENT DRINKS

Buy One Get One Bee



A BRAND'S PERSPECTIVE ON SUSTAINABILITY



things we make





a brief history of time



1994



1999



2008

annus horribilis



a brief history of time



2009



2013



2018

'connected but not integrated'




the innocent promise

Tastes good. Does good.

 Tasty healthy products	 Sourced sustainably	 10% of our profits go to charity
---	--	---







protector

guarding one or more of our commitments, holding us accountable



ambassador

sharing our strategy & ambitions with others



activator

responsible for delivering an element of the strategy



agitator

on the look-out for how to do things better



Sustainability Strategy

Californian Almond Sustainability

Future Trends



leaving things better than we find them



good to the core

making sure every supplier meets international sustainability standards

innovate innocently by sticking to our sustainability commitments

grow a green business by using less energy, water and stuff generally



protected futures

invest in the future of our growers through innovative agriculture projects tackling global issues

do our bit to keep climate change below 2 degrees warming

transform lives by committing 10% of our profits to charity



heroes of change

lead the use of recycled and plant-based plastic for our bottles

transform the way we move our products to reduce road miles

champion green bottling in Europe

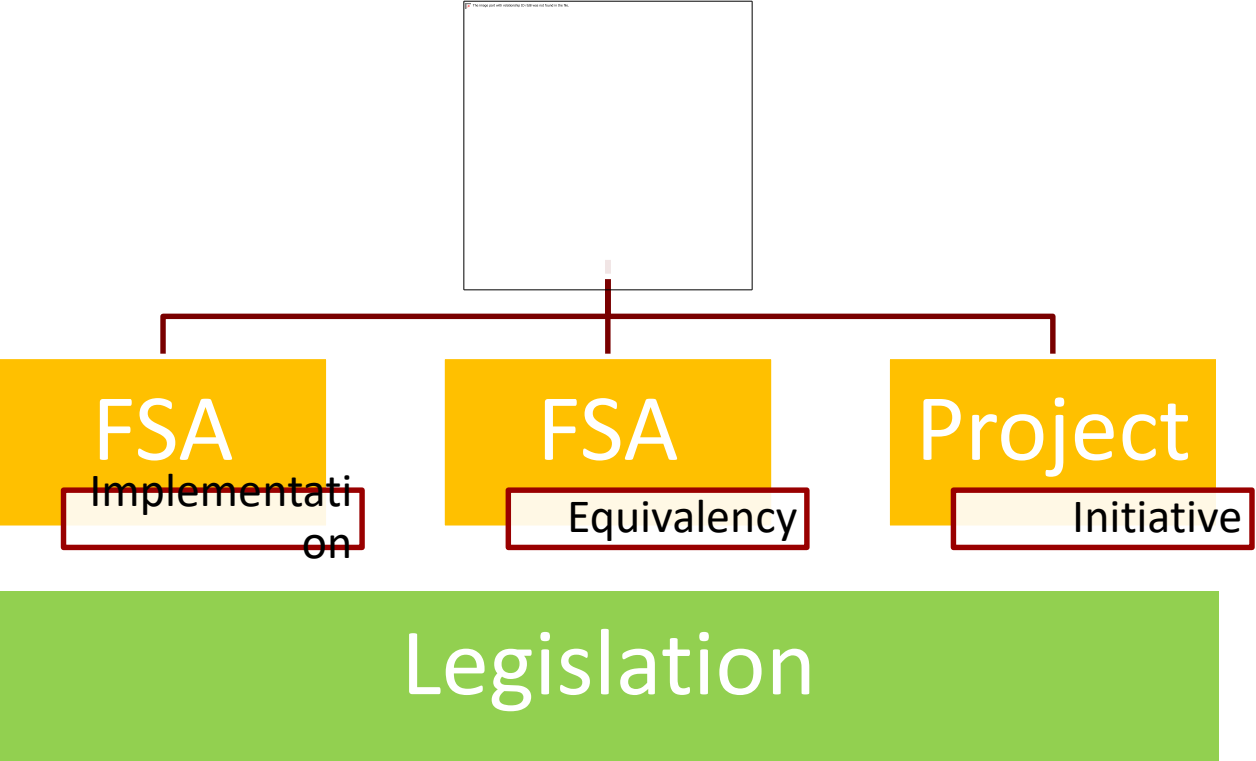
share our journey

good to the core





All ingredients to meet international sustainability standards



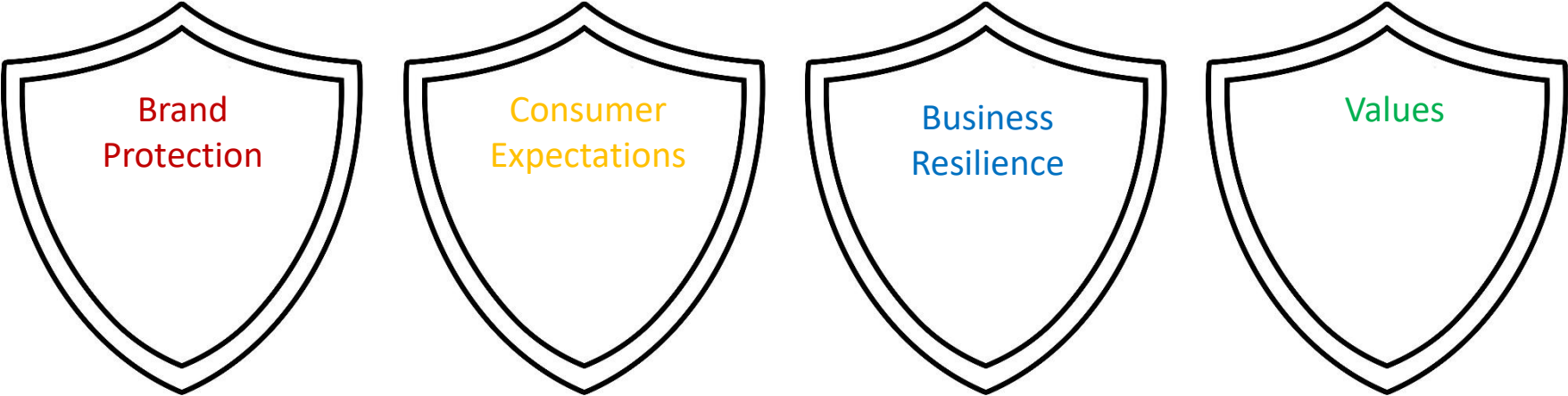
protected futures





Investment in continuous improvement projects above and beyond certification



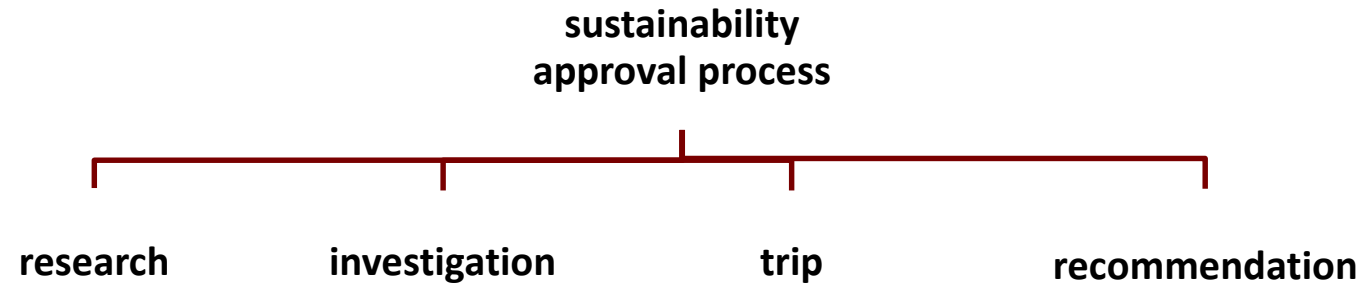




Sustainability Strategy

Californian Almond Sustainability

Future Trends



In case of Californian almond, many of the issues seemed to need a landscape approach

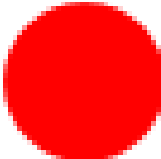
sustainability recommendation



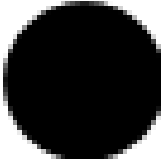
monitor



conditioning



intervention




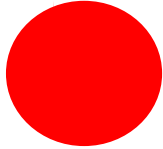

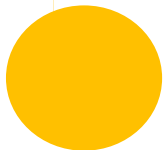

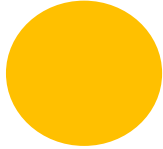
stop



seek innocent-fit supplier

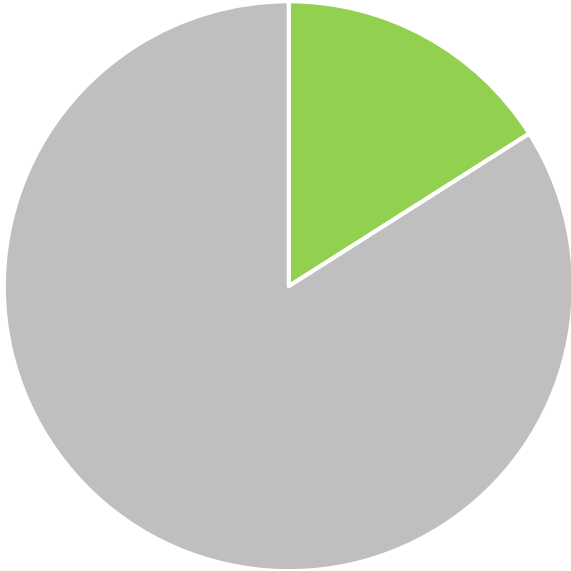




Topic	Status (Pre-Trip)	
		
		
		

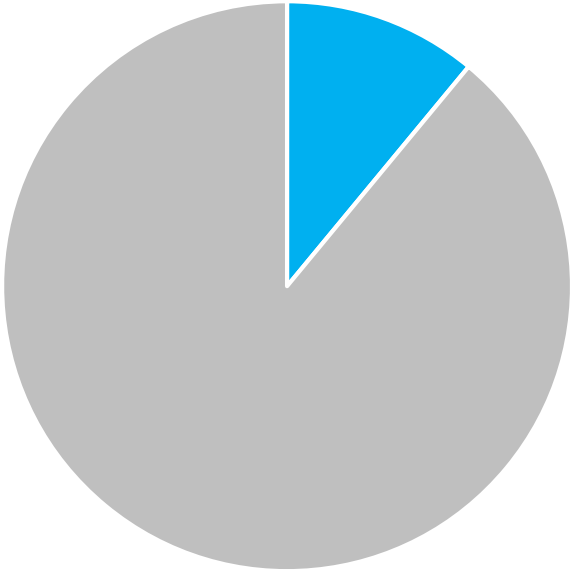


Agricultural Land (16%)



■ Almond ■ Other

Water Usage (11%)

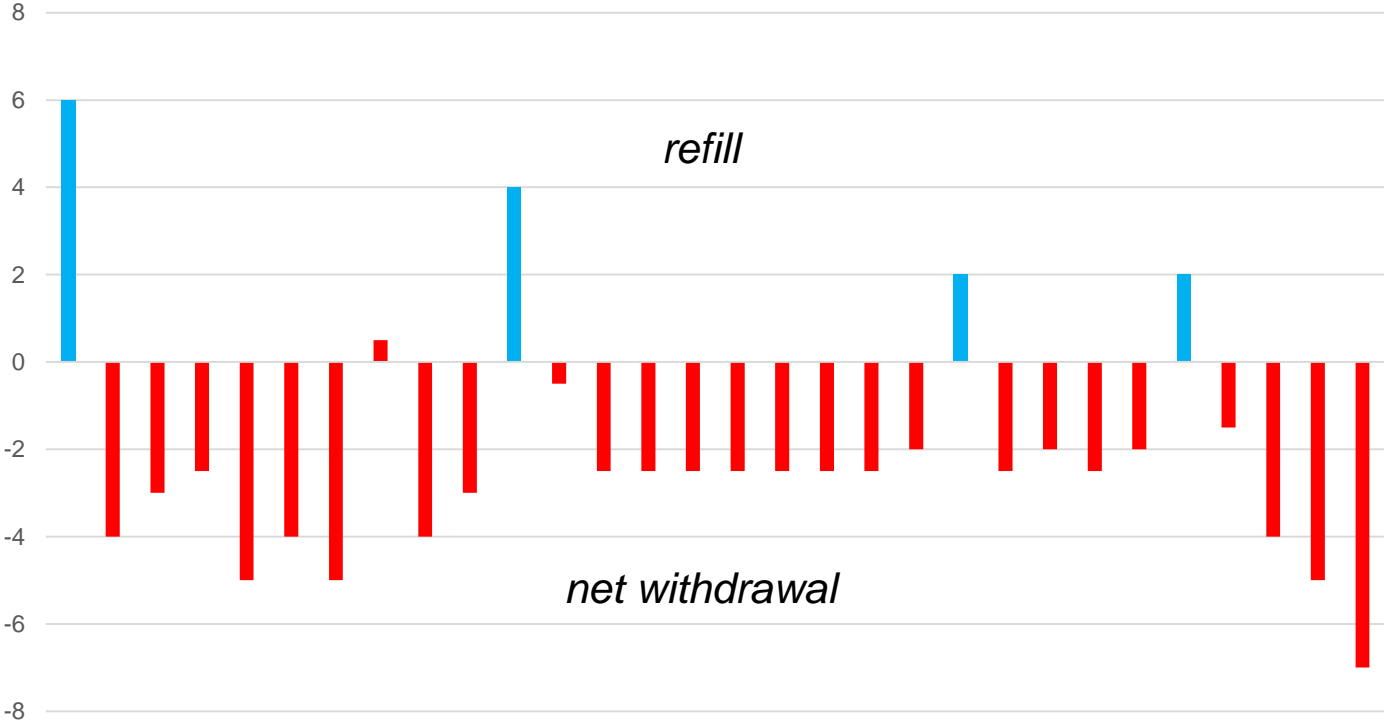


■ Almond ■ Other



overdraft

Change in Groundwater
(1986 - 2015)





THE SUSTAINABILITY GROUNDWATER MANAGEMENT ACT (SGMA)

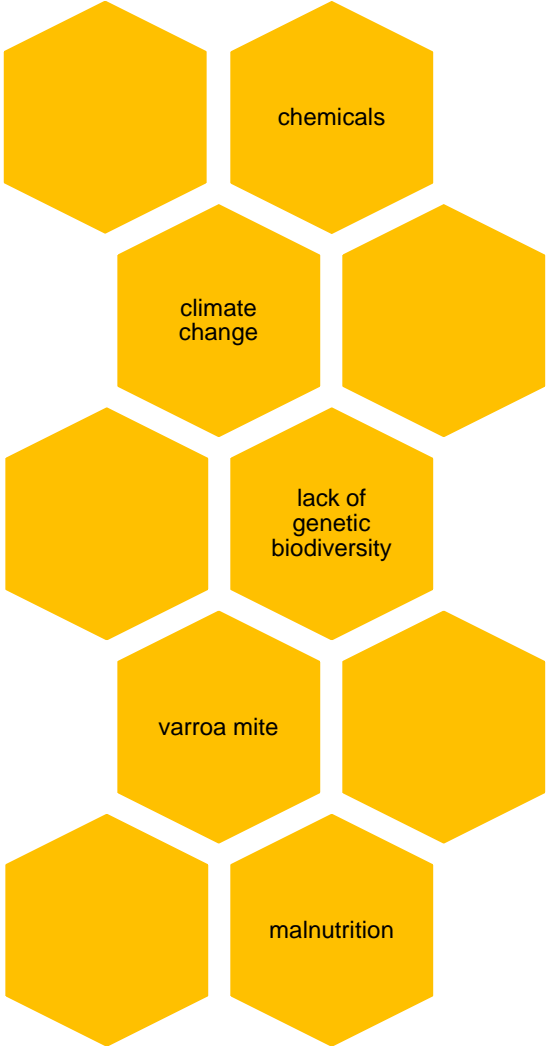
Communities required to bring their groundwater basins into balance by 2040

- Manage groundwater reserves (reduce, recharge)
- Expand usable supplies (increase capture and storage)
- Reduce demand (water trading, reduce land under production)





With over 2M beehives involved in almond pollination, the almond sector is responsible for the largest movement of livestock in the world





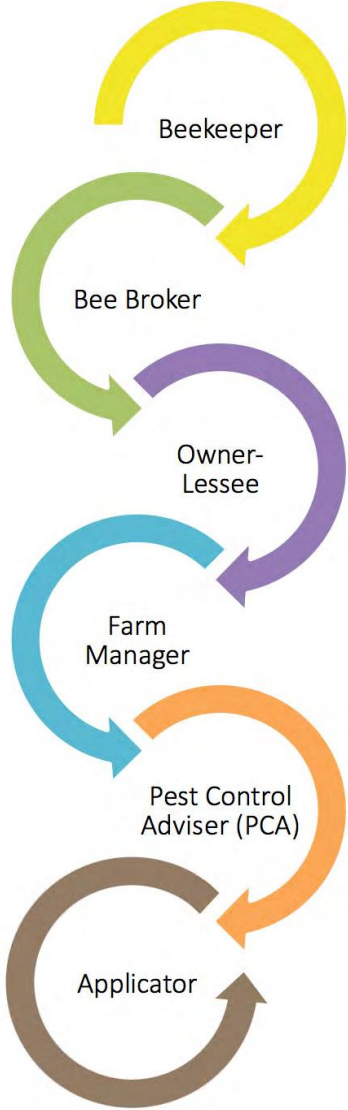
sustainability issue #2 – bee colony collapse disorder

POLLINATION PARTNERS



ALMOND TREES need cross-pollination, and honey bees help move pollen from tree to tree, setting the crop.

BEE HIVES consistently leave almond orchards stronger than when they came in because almond pollen is very nutritious to bees and is their first natural food source of the year.




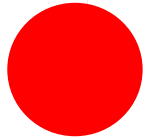







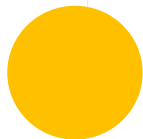

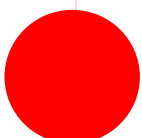
sustainability issue #3 – biodiversity



Agricultural landscape devoid of wildlife corridors, wildflowers and hedgerows





Topic	Status (Post-Trip)	
		  AIIC, SGMA
		  close partnership, but issues remain
		  lack of natural vegetation and genetic biodiversity



What does this mean?

- We are not walking away from the challenges
- We believe we have found a great partner in the ABC to engage with us, but . . .
- We also need our handlers to engage with CASP and continuous improvement



Sustainability Strategy

Californian Almond Sustainability

Future Trends



Where do we go from here?

- Demands on sustainability performance will not go away
- Sustainability not a luxury, a necessity
- Move towards legislative framework, i.e. SGMA, carbon neutrality

What does this mean for the Californian almond sector . . . ?



THE ROLE OF THE ALMOND INDUSTRY

Q&A



THANK YOU



What's Next

Tuesday, December 4 at 3:00 p.m.

- Innovating Almonds for New Plant Protein Formulations – Room 314
- Maximizing Almond Quality and Shelf-Life – Room 306-307
- What Will California's Change in Leadership Mean for the Almond Industry? – Room 312-313
- Almond Sustainability: Join The Journey! – Room 308-309



**Join the social media
conversation at
[#AlmondConf](#)**

What's Next

Tuesday, December 4

- State of the Industry – Hall C at 4:15 p.m.

Be sure to join us at 5:30 p.m. in Hall A+B for Dedicated Trade Show Time and Opening Reception, sponsored by FMC Agricultural Solutions

FMC