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Refrigerated & Frozen Foods

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STRATEGIES FOR HEADQUARTERS EXECUTIVES

got sustainability?

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The Food Marketing Institute's Sustainability Task Force defines "sustainability" as "business strategies and practices that promote the long-term well being of the environment, society and the bottom line."

For quite some years, it was "the bottom line" that held back sustainability initiatives at most retailers. With the exception of recycling, things that were good for the environment were all too often bad for the bottom line. That's changed, as sustainability initiatives now often pay for themselves very quickly.

Let's take a look at the successes of 10 leading retailers that have done everything from installing high-tech refrigeration systems to educating employees about the importance of

turning out lights when they aren't being used. This isn't meant to be a complete study, but there are bound to be some ideas here that you can use.

Whole Foods: 'Greenest' of the Green

If you ever need inspiration for "green" initiatives, just drop in on the Whole Foods Market website, www.wholefoodsmarket.com. It's no secret that this company embodies sustainability for most people – the nationwide 2008 ImagePower Green Brands survey showed the Austin, Tex.-based retailer at the very top of the list in a ranking of "greenest brands." And the Environmental Protection Agency ranks it as the No. 1



Whole Foods makes extensive use of alternate energy sources, such as skylights (shown here in the Austin, Tex., landmark store) illuminating the frozen food offerings. (Photo courtesy of Whole Foods Market.)



Nine Safeway stores, such as this one in Dublin, Calif., have more than 1,000 solar photovoltaic panels on their roofs, capable of providing 20% of the store's power usage. (Photo courtesy of Safeway.)

retailer on its Top 10 list of green power users, since it generates 100% of its electrical power from renewable resources.

A visit to the Whole Foods website not only explains the company's initiatives in everything from energy efficiency to packaging to green building, it has links to governmental and non-governmental agencies where you can get more information. That takes it a step further than just blowing its own horn.

Whole Foods has countless initiatives, but we chose to drill down to refrigeration specifics in a store opened in June in Town and Country, a suburb of St. Louis, Mo. This store cut greenhouse gas emissions by 22.5 million pounds and energy use by 30% annually, thanks in good part to sophisticated new systems for its refrigerated and frozen food cases.

Whole Foods teamed with Hussmann Corp., Bridgeton, Mo., which installed its Protocol distributed

refrigeration system to lower energy use and reduce the possibility of refrigerant leaks. Other green products installed by Hussmann: LED lights (using 51% less energy than fluorescent lamps and providing improved illumination); integrated night curtains on open multi-deck cases to save energy when the store is closed (the curtains are concealed inside the case canopies when not in use); "Innovator" doors with advanced insulation and anti-sweat heat features to provide 20% energy savings; and energy-efficient fan motors and E-plus coils in refrigerated and frozen food cases.

Hussmann says the Protocol system itself saved 475.2 pounds of refrigerant. The chart to the left shows the savings for each feature.

Whole Foods Town and Country Store

Feature	CO ₂ Lbs/Yr. Savings	Cars*	Trees**
Energy Efficient Fan Motors	201,672	19.0	31.3
Integrated Night Curtains	170,024	16.0	26.4
Innovator Doors	94,292	8.9	14.6
E-Plus Energy Efficient Coils	165,728	15.6	25.7
Excel Frozen Food Islands	43,871	4.1	6.8
LED Lights for Reach-Ins	27,456	2.6	4.3
Protocol System	1,549,152	146	240
Total	2,252,195	213	349

Source: Hussmann Corp.

*Equivalent cars removed from road for one year

** Equivalent acres of trees planted

Safeway: Cutting its Carbon

Safeway has stronger incentives than most to reduce its carbon footprint. It is the only retailer to have joined the Chicago Climate Exchange (CCX), the world's first legally binding greenhouse gas emissions reduction

