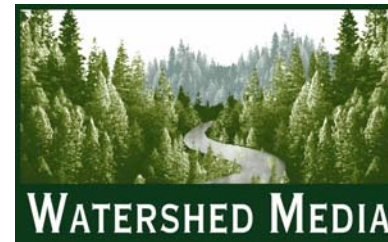


Industry Forum on Responsible Packaging



Welcome



* Publisher of "Paper or Plastic" by Dan Imhoff

Michael Besancon

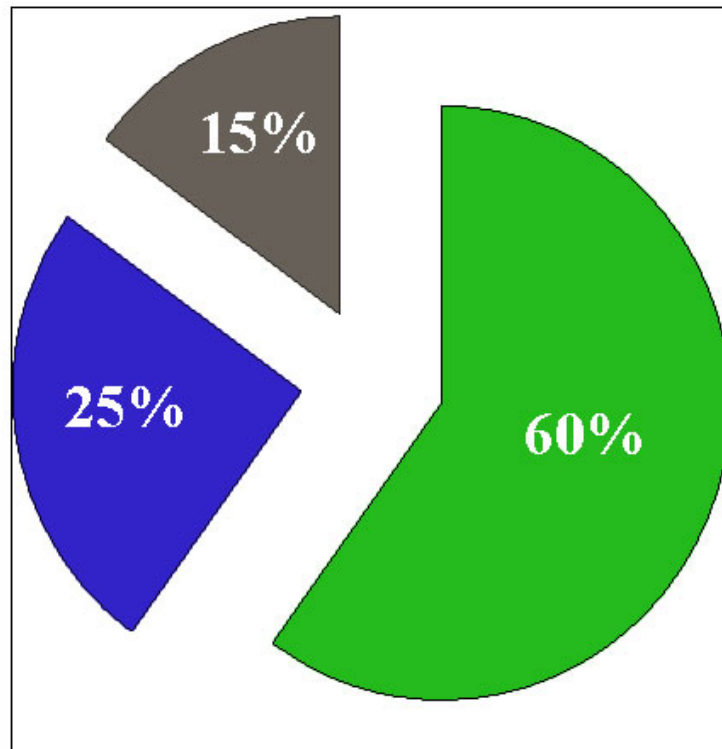
Regional President, Whole Foods Markets
Southern Pacific

Chairman, Whole Foods Markets
National Green Mission Task Force

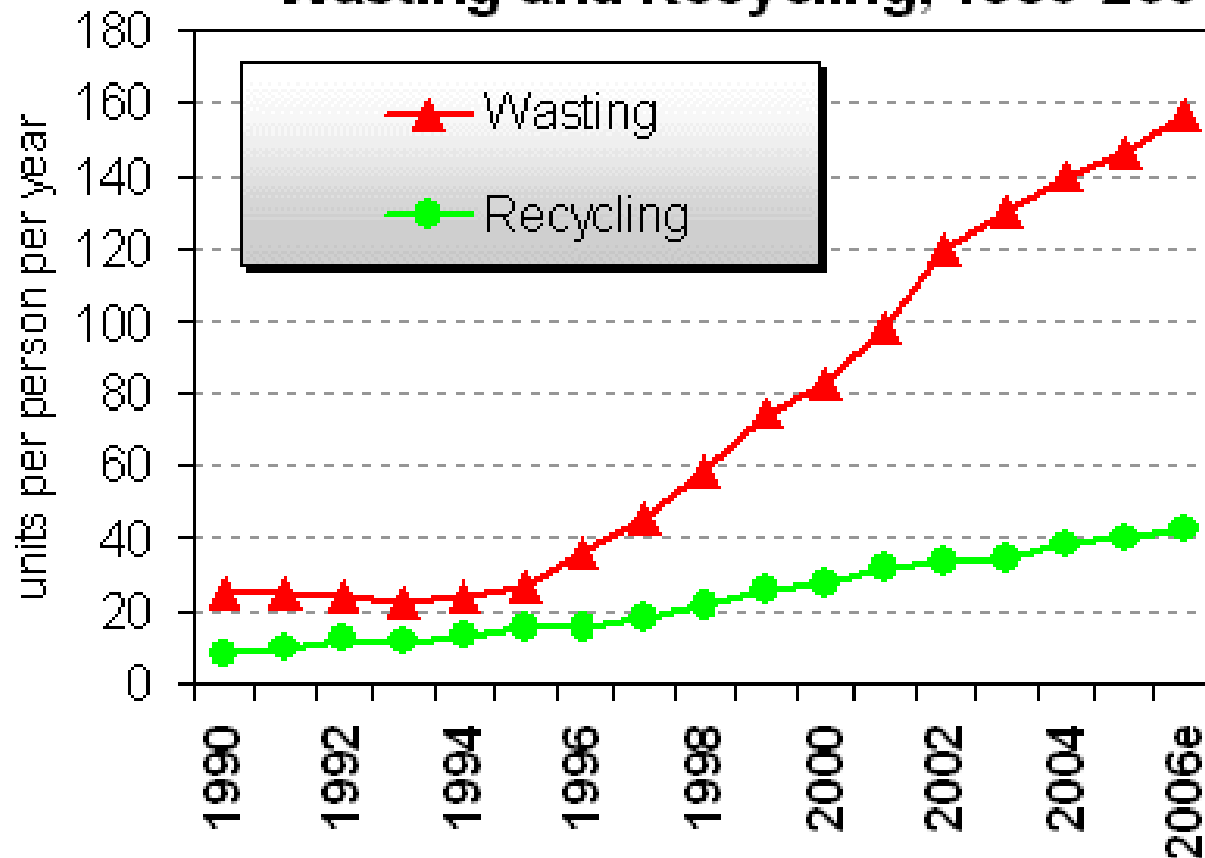
Green Supply Chain Example



60% Compostables: zero waste initiative



Per Capita PET Beverage Bottle Wasting and Recycling, 1990-2006



Source: data derived from the American Plastics Council and the National Association of PET Container Resources.

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R. Buckminster Fuller

- “You never change things by fighting the existing reality.
- To change something, build a new model that makes the existing model obsolete.”

Materials Pooling

- is to pioneer innovative ways to foster collaboration among different organizations working together toward more intelligent materials practices, that create closed loop material flows.

Materials Pooling question

- What is the best way to use our shared resources to shift (“tip”) the market for sustainable biobased packaging, and a) what would your company / organization commit to doing to support a joint initiative, b) what products would be your initial priority, and c) what sustainability and purchasing criteria is most important to your company / organization?
- Criteria examples could include:GMO-free? Corn-free? Toxic-free? Oil independent? Sustainable feedstocks? Regionally manufactured? Compostable? Recyclable? Competitive price to petrochemical products? Other? If not, why?

National GM Task Force

- Exciting TMs about GM
- Green Mission public website
- “Green Cleaners” as an example of a green claim