



welcome

OUR BRAND PROMISE: quality fresh foods | great service | dependable value | part of the community



About Hannaford Supermarkets



181 Stores in ME, NH, VT, MA & NY

Full service supermarket, based in Scarborough Maine,
employing 25,000 associates, focused on best is class fresh.



Nourish Communities



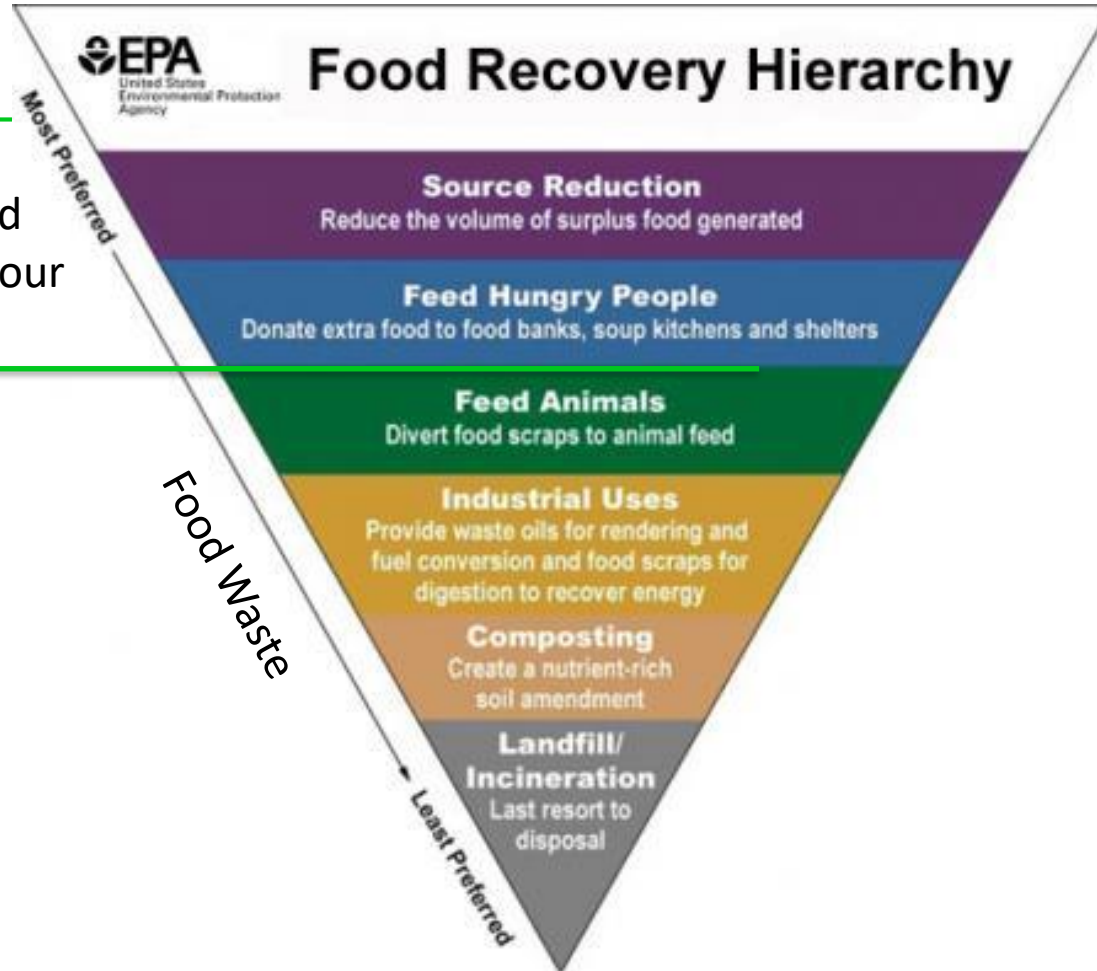


Food Waste Context

- **Why is reducing food waste important?**
 - Environmental impact
 - According to the FAO, 1/3 of food produced is wasted
 - If food waste was a country, it would be the 3rd biggest emitter of greenhouse gases, just after the USA and China.
 - Economic impact
 - According to USDA studies \$165B in food lost in 2010. That doesn't include costs related to the impacts of the food waste.
 - A societal issue
 - Food wasted could feed 3 billion people
 - ***People in need in our communities***



Not considered
food waste in our
organization

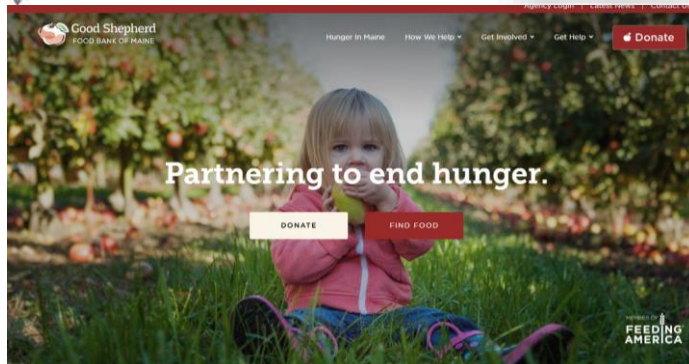




Strong External Partnerships



FEEDING[®]
AMERICA

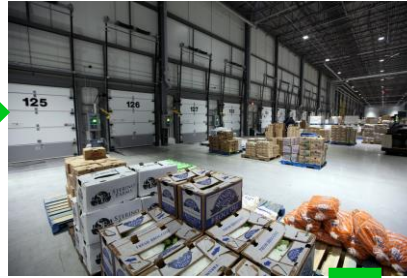




FOOD DONATION PROCESS



Retail Stores



Product Recovery Center



Distribution Centers (3)



Food Pantry/soup kitchen



Food Banks in each of our 5 states





FEED HUNGRY PEOPLE



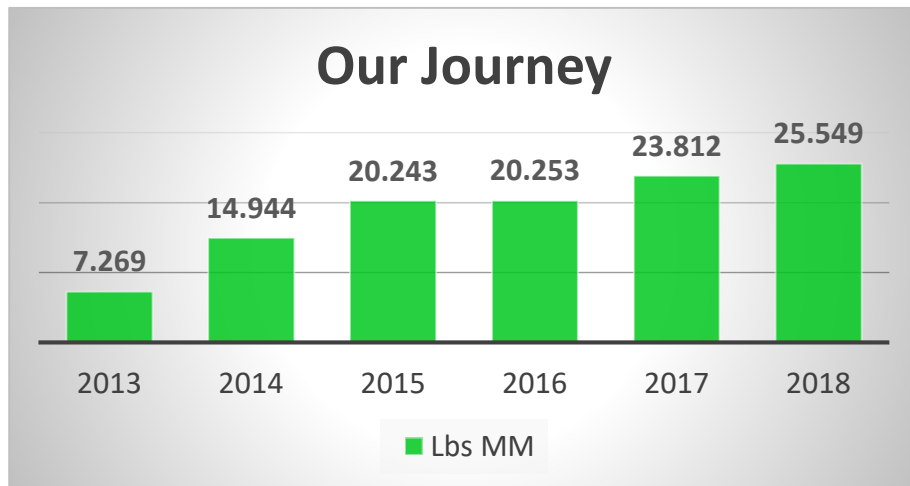

**FEEDING
AMERICA**





TOTAL FOOD DONATIONS 2018

25,549,709 lbs





VALIDATE/ DEFINE PURPOSE

**Safe and Fair distribution of
donated good quality foods 7
days per week to at-risk
neighbors in our *local*
communities**



BUILDING THE PROGRAM

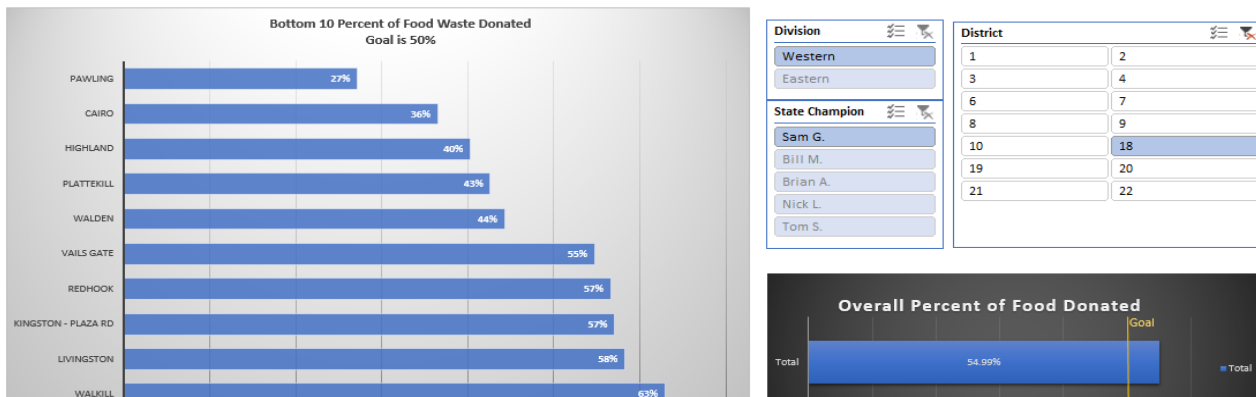
- Gather analysis and input from experts to support the work
- Create partnerships
 - Internal
 - Retail Leadership and operations (communications/execution)
 - PR/Communications support
 - Sustainability Team
 - Tax Department
 - External
 - Food Banks: Agency Relations and Food Sourcing Teams
 - Hunger Relief Agencies local to stores



SUPPORT TOOLS

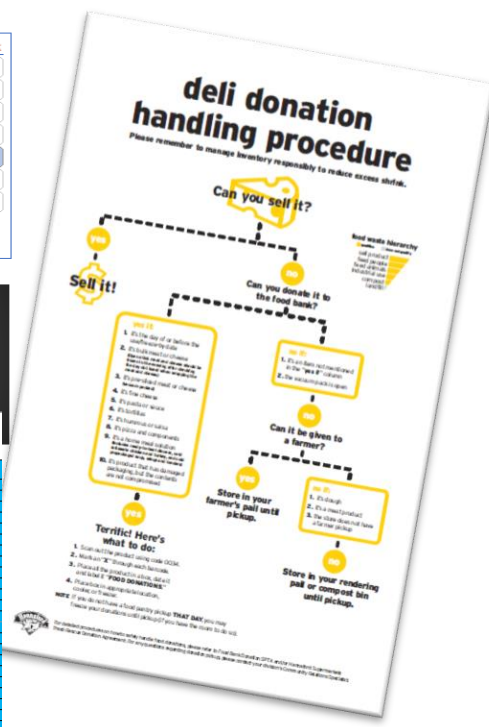
- Reference Doc/Overview of Program
- Letters to agencies
- Agency agreements
- *Why?* Doc
- Store Department Poster
- Standard Practice Training Aids (department breakdown, program process, scan out procedures)
- Tip Cards
- Back Room Posts
- ID Cards for Agencies (provided by food bank)
- Spreadsheet –list of partners for each store (provided by food bank)

Monthly Dashboard & Department Posters



Hannaford Maine Fresh Rescue Donations	
March 2019	
1	1/1/19
2	2/1/19
3	3/1/19
4	4/1/19
5	5/1/19
6	6/1/19
7	7/1/19
8	8/1/19
9	9/1/19
10	10/1/19
11	11/1/19
12	12/1/19
13	1/1/20
14	2/1/20
15	3/1/20
16	4/1/20
17	5/1/20
18	6/1/20
19	7/1/20
20	8/1/20
21	9/1/20
22	10/1/20
23	11/1/20
24	12/1/20
25	1/1/21
26	2/1/21
27	3/1/21
28	4/1/21
29	5/1/21
30	6/1/21
31	7/1/21
32	8/1/21
33	9/1/21
34	10/1/21
35	11/1/21
36	12/1/21
37	1/1/22
38	2/1/22
39	3/1/22
40	4/1/22
41	5/1/22
42	6/1/22
43	7/1/22
44	8/1/22
45	9/1/22
46	10/1/22
47	11/1/22
48	12/1/22
49	1/1/23
50	2/1/23
51	3/1/23
52	4/1/23
53	5/1/23
54	6/1/23
55	7/1/23
56	8/1/23
57	9/1/23
58	10/1/23
59	11/1/23
60	12/1/23
61	1/1/24
62	2/1/24
63	3/1/24
64	4/1/24
65	5/1/24
66	6/1/24
67	7/1/24
68	8/1/24
69	9/1/24
70	10/1/24
71	11/1/24
72	12/1/24
73	1/1/25
74	2/1/25
75	3/1/25
76	4/1/25
77	5/1/25
78	6/1/25
79	7/1/25
80	8/1/25
81	9/1/25
82	10/1/25
83	11/1/25
84	12/1/25
85	1/1/26
86	2/1/26
87	3/1/26
88	4/1/26
89	5/1/26
90	6/1/26
91	7/1/26
92	8/1/26
93	9/1/26
94	10/1/26
95	11/1/26
96	12/1/26
97	1/1/27
98	2/1/27
99	3/1/27
100	4/1/27
101	5/1/27
102	6/1/27
103	7/1/27
104	8/1/27
105	9/1/27
106	10/1/27
107	11/1/27
108	12/1/27
109	1/1/28
110	2/1/28
111	3/1/28
112	4/1/28
113	5/1/28
114	6/1/28
115	7/1/28
116	8/1/28
117	9/1/28
118	10/1/28
119	11/1/28
120	12/1/28
121	1/1/29
122	2/1/29
123	3/1/29
124	4/1/29
125	5/1/29
126	6/1/29
127	7/1/29
128	8/1/29
129	9/1/29
130	10/1/29
131	11/1/29
132	12/1/29
133	1/1/30
134	2/1/30
135	3/1/30
136	4/1/30
137	5/1/30
138	6/1/30
139	7/1/30
140	8/1/30
141	9/1/30
142	10/1/30
143	11/1/30
144	12/1/30
145	1/1/31
146	2/1/31
147	3/1

#	Retail Store	District	Tier	Produce	% of Total	Bakery	% of Total	Deli	% of Total	Meat	% of Total	Mixed Deli	% of Total	Mixed Freeze	% of Total	Dairy	% of Total	Eggs	% of Total	Non Food	Pounds Destroyed	Meats Destroyed	Encourage	Opportunities	
1	Handford Angus - Cough Creek	2	Model	6,552	0.53%	5,063	23.8%	722	4.24%	1,324	11.4%	8	0.0%	511	0.3%	10	0.0%	82	0.3%	14	0.4%	330	17,406	14,180	66.7%
2	Handford Angus - Canyon Mills	2	Model	1,650	17.4%	341	24.3%	0	0.0%	1,376	10.1%	0	0.0%	511	13%	135	30.3%	22	56%	41	13,639	11,146	73.0%		
3	Handford Angus - Argon Mall	2	Model	5,171	1.39%	1,449	10.0%	0	0.0%	1,376	10.1%	0	0.0%	511	0.0%	0	0.0%	0	0.0%	0	11,712	9,609	81.2%		
4	Handford Burger - Broadway	1	Model	1,234	45.3%	1,652	32.1%	321	6.6%	428	3.3%	0	0.0%	1	1.0%	0	0.0%	1	0.0%	0	3,925	4,110	32.9%		
5	Handford Burger - Hogan Road	1	Market	1,234	39.3%	1,254	33.8%	245	7.8%	71	2.4%	0	0.0%	0	0.0%	354	12.8%	0	0.0%	1	3,177	2,642	83.5%		
6	Handford Hub Hub*	3	Peak	385	14.3%	1,402	16%	165	25.2%	18	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2,631	2,243	86.2%		
7	Handford Hub Hub*	3	Peak	2,456	19.2%	3,396	24.6%	0	0.0%	4,444	33.5%	135	1.0%	2,603	20.3%	175	1.3%	0	0.0%	0	15,474	14,080	90.3%		
8	Handford Biddford	4	Peak	6,627	82.6%	2,635	14.9%	354	5.1%	1,723	10.1%	0	0.0%	30	0.2%	144	3.5%	464	3.0%	0	15,466	12,883	83.5%		
9	Handford Bookbury	3	Market Model	1,036	26.5%	1,236	30.3%	150	4.1%	317	21.9%	5	0.1%	315	7.5%	230	5.5%	106	3.2%	5	4,190	3,459	82.6%		
10	Handford Bookbury	3	Market Model	1,135	28.6%	1,482	36.5%	150	4.1%	317	21.9%	5	0.1%	315	7.5%	230	5.5%	106	3.2%	5	3,243	2,592	79.9%		
11	Handford Bridgton	2	Model	448	30.4%	535	36.4%	154	3.1%	232	15.8%	36	6.5%	0	0.0%	0	0.0%	0	0.0%	0	1,473	1,226	83.2%		
12	Handford Brimwich	3	Peak	15,365	63.9%	4,950	22.1%	40	0.2%	15	0.8%	310	1.4%	560	2.5%	200	0.9%	468	2.2%	0	21,386	18,322	85.7%		
13	Handford Burton	3	Market Model	317	32.2%	2,763	28.1%	145	1.5%	1,611	16.5%	145	1.5%	0	0.0%	0	0.0%	0	0.0%	0	6,268	5,227	83.4%		
14	Handford Burton	3	Market Model	3,285	23.8%	5,050	36.1%	2,625	19.0%	2,130	14.5%	0	0.0%	0	0.0%	600	4.3%	120	0.8%	0	13,818	11,535	83.5%		
15	Handford Candia	3	Model	454	15.7%	174	17.3%	1,577	16.5%	1,253	12.7%	0	0.0%	22	0.2%	284	2.9%	527	5.5%	0	9,901	8,751	88.4%		
16	Handford Canterbury	3	Peak	140	3.8%	663	18.2%	20	0.6%	22	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1,512	1,461	96.7%		
17	Handford Chas	3	Market Model	4,314	4.8%	2,533	2.4%	23	0.2%	147	14.3%	0	0.0%	500	5.7%	170	6.9%	26	1.0%	0	10,222	9,138	89.4%		
18	Handford Doraville	3	Peak	3,393	23.7%	2,635	34.3%	460	5.8%	430	6.2%	0	0.0%	289	3.6%	25	0.3%	0	0.0%	0	7,065	5,744	81.3%		
19	Handford Dover	1	Market	1,591	23.7%	2,341	34.1%	730	11.8%	660	12.7%	904	15%	420	8%	430	7.3%	263	4.0%	0	10,638	9,688	90.2%		
20	Handford Elmloch	3	Model	5,440	14.2%	5,637	14.2%	720	1.1%	1,253	10.8%	21	0.2%	744	6.2%	10	0.0%	0	0.0%	0	19,551	17,228	88.1%		
21	Handford Falmoth	4	Peak	6,044	77.9%	3,030	19.8%	2,394	17.1%	730	5.1%	0	0.0%	0	0.0%	35	0.2%	191	1.3%	0	15,274	12,726	73.1%		
22	Handford Falmoth	2	Model	4,233	53.5%	3,054	30.6%	309	1.9%	1,204	10.1%	0	0.0%	253	2.2%	2,053	17.2%	318	2.6%	0	11,933	9,434	78.3%		
23	Handford Falmoth	3	Peak	7,258	3.6%	6,675	30.5%	815	3.7%	1,043	4.8%	0	0.0%	1,483	6.8%	1,240	2.8%	310	1.3%	0	21,019	18,571	88.4%		
24	Handford Goshine	2	Model	2,826	10.2%	1,722	23.6%	30	0.3%	35	0.5%	0	0.0%	457	7.8%	0	0.0%	0	2.3%	366	6,193	4,854	67.1%		
25	Handford Goshine	4	Model	6,235	34.8%	1,721	29.8%	363	5.2%	3,556	14.3%	0	0.0%	175	1.0%	0	0.0%	0	2.3%	366	10,356	10,257	98.1%		
26	Handford Goshine	4	Model	6,763	37.6%	1,721	29.8%	363	5.2%	3,556	14.3%	0	0.0%	175	1.0%	0	0.0%	0	2.3%	366	10,356	10,257	98.1%		
27	Handford Hampdin	1	Market Model	625	3.3%	1,603	10.6%	631	13.9%	255	0.8%	0	0.0%	145	0.7%	244	1.2%	0	0.2%	0	3,171	2,640	83.3%		
28	Handford Hootton	1	Market Model	158	25.5%	2,226	36.3%	724	11.6%	362	14.3%	86	1.4%	28	0.4%	652	14.3%	42	0.7%	0	6,256	5,239	83.9%		
29	Handford Kenton	2	Peak	2,336	3.5%	946	14.2%	0	0.0%	2,139	16.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7,216	6,658	92.3%		
30	Handford Kossaback	2	Peak	4,930	56.2%	2,574	25.3%	1,639	12.1%	2,336	17.5%	21	0.2%	665	5.0%	191	1.5%	224	1.7%	1565	14,701	11,113	68.3%		
31	Handford Kenton	2	Peak	171	12.5%	632	30.2%	0	0.0%	234	22.9%	0	0.0%	133	18.1%	0	0.0%	0	0.0%	0	1,370	1,142	63.3%		





SUSTAINING THE FRESH RESCUE PROGRAM

***Community Relations** provides support to the below roles and, when necessary, acts as a liaison between Hannaford and the food banks/agencies.*

- ***State Fresh Rescue Sponsors** – Make decisions that may impact labor or priorities in retail operations*
- ***State Fresh Rescue Champions** – Refines action plan to ensure optimal success of fresh rescue program in respective states*
- ***District Fresh Rescue Resources***
 - **Store Champions** – (Usually the Store Manager)
 - ***Store Community Stewards***



KEEP THE CONVERSATION GOING

- Engage executive team
- Look for opportunities
- Motivate

Corporate goal to cut our food waste in half by 2030

Celebrate milestones/successes

Team building & community events

- Monthly progress reporting
- Monthly updates for Store Community Boards
- Periodic Huddles in stores and corporate office
- Community Relations/Annual District tours to share results
- Involve other business teams for continuous improvement and education



PROGRAM BENEFITS

Community Impact

- **Feeding Hungry People**
- Strengthened relationship with local communities
 - Greater Awareness of food insecurity
 - Customers care and expect corporate responsibility

Associate Morale/Retention

HUGE sense of pride

Waste Reduction

- Besides better inventory management and tactics to avoid shrink, donating is the best option to prevent good quality food from becoming wasted.
- VT, MA – Food Waste Bans
 - Donating reduces our costs and keeps us compliant

Positive Business Impact

- Little to no incremental labor (cull for donations vs. compost recycling)
- Cost Savings – > 1MM annually (waste cost avoided)
- Tax Benefits – because there is a limit on the amount of the deduction we reach that pretty quickly. This doesn't end up being a huge factor for us.



thank you

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