



**One Place. Your Place.**



## Our Environment



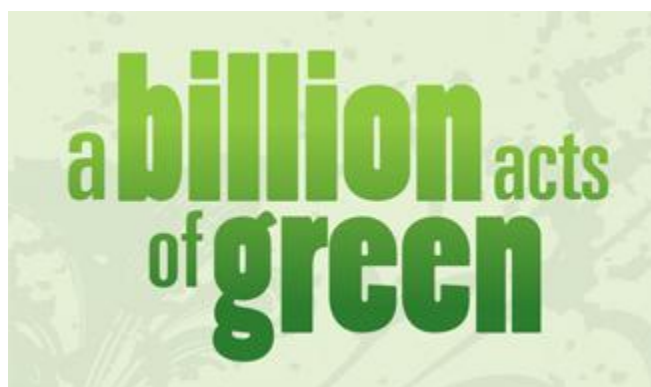
**Do Just One Thing**

**Fair Trade:  
Doing Business  
Ethically &  
Sustainably**

**ShopRite  
Recycles**

**See the Light:  
Energy Efficient  
Lighting at  
ShopRite**

**Together We  
Can Make a  
Difference:  
ShopRite Earth  
Day Challenge**



### **Do Just One Thing**

Earth Day is April 22! In recognition of the power of millions of individual actions, the theme of Earth Day 2011 is "A Billion Acts of Green." At more than 44 million actions to date, it is the largest environmental service campaign in the world, and it is steadily building

commitments by individuals, corporations and governments in honor of Earth Day.

The goal is to register 1 billion actions in advance of the Earth Summit in Rio de Janeiro in 2012. Become inspired by the millions of acts already posted on the Billion Acts of Green website, in your community or find ideas throughout this newsletter.

Register your act of green at [act.earthday.org](http://act.earthday.org). While you are at it, consider cleaning up your community by participating in the **ShopRite Earth Day Challenge** (scroll down to the bottom of this page for more information).

All you need is to **do just one thing** -- every action helps!

**TOP** ↑

## **FAIR TRADE**

### **Doing Business Ethically & Sustainably**

When people hear the term "**fair trade**," they often think of **coffee** -- and for good reason. About 12 years ago, Fair Trade USA (then known as TransFair USA) began certifying coffee sold in the U.S. Within a few years, tea was added, then bananas, rice, sugar, vanilla... and it has steadily grown from there.

"Fair trade" certification lets consumers know that they are purchasing products that meet ethical and sustainable standards. Fair trade ensures that farmers are paid a fair wage for their goods and are working in safe conditions. Certification also has a large environmental component. The standards require controlling pesticide use and consideration of endangered species when farming an area.

In 2008, Fair Trade USA began certifying flowers, wine and honey. In 2009, Fair Trade Certified coffee imports surpassed 110 million pounds, totaling more than the group had certified in its first seven years of business combined. And in 2010, the organization introduced a new apparel program to extend fair trade farm benefits and protections to factory workers. Today, Fair Trade USA certifies more than 100 different types of products for more than 700 companies, adding up to more than 9,000 products from which American consumers can choose. And this is only the tip of the iceberg.

Fair trade considers three criteria when awarding certification -- social, economic and environmental. Supporting these standards allows consumers in the U.S. and around the world to have an impact on the lives of farmers by doing what they do every day -- buying food for their families.

"Fair trade is a global movement to alleviate poverty in ways that are financially and environmentally sustainable. Here in the U.S., consumers can look to the Fair Trade Certified label as a symbol for high-quality products that are aligned with their values, respecting both the people who grow our products and our planet," said Paul Rice, president and CEO of Fair Trade USA. I'm excited to share that we're growing quickly, with lots of new, substantial commitments from large and small companies. In terms of the story of Fair Trade, I'd say we are still only in chapter one or two."

For more information about Fair Trade, visit [www.FairTradeUSA.org](http://www.FairTradeUSA.org).



*A Fair Trade worker in Kenya*

### **Sustainability at ShopRite**



ShopRite supports the mission of Fair Trade by offering numerous Fair Trade Certified products in its stores. One area where sustainable practices, including selling Fair Trade goods, can be seen is in the floral department. ShopRite has been selling Fair Trade long-stem roses since 2008, so flower growers in countries such as Kenya and Tanzania receive a premium from your purchases. Currently about 10 percent of ShopRite's cut **flowers** and floral greens are Fair Trade Certified, but that percentage is growing.

"The Fair Trade Certified logo has broad consumer appeal," said Perno Young III, from ShopRite's Floral division. "When we promote the Fair Trade concept and logo, sales of Fair Trade flowers explode."

The Fair Trade certification is just one of three certification programs that ShopRite supports in its floral department. The FlorVerde certification program was developed 10 years ago for farms in Colombia and Ecuador, and the VeriFlora certification program was developed in the U.S. to provide stringent sustainability performance standards for growers and handlers of cut flowers and potted plants. The programs encourage farming practices that build soil, conserve water and support healthy ecosystems as well as a healthy, equitable workplace.

Beyond selling Fair Trade certified flowers, the floral department recycles its plastic flower buckets, as well as

cardboard. ShopRite also is working with all of its flower vendors to convert from nonrecyclable plastic to 100 percent biodegradable or compostable flower sleeves.

*See a profile of one of ShopRite's Fair Trade partners -- Ben & Jerry's -- in the "Making a Change" section of this online newsletter.*

[TOP↑](#)

## ShopRite Recycles

### ShopRite's 2010 recycling efforts included:

- **110,396 tons** of cardboard -- Up 5.2% over 2009!
- **2,751 tons** of plastic film, bags and hard plastic -- Up 12.9% over 2009!
- **1,975 tons** of waxed corrugated -- Up 14.2% over 2009!
- **812 tons** of newspaper -- Up 2.9% over 2009!
- **378 tons** of office paper -- Down 2.9% from 2009! We're printing less!
- **102 tons** of metal strapping -- Down 4.7% from 2009.  
We are now recycling metal directly at the mill!

[TOP↑](#)

### See the Light: Energy Efficient Lighting at ShopRite



#### **LED Lighting — Cherry Hill, N.J.**

Alex Long, manager of ShopRite of Evesham (above), says the switch to LED lighting conserves energy and improves visibility of produce and frozen food areas in two ShopRites of Cherry Hill, Inc. stores. "When considering equipment replacement, it makes sense to consider LED," said Shawn Ravitz, VP-Administration, Supermarkets of Cherry Hill, owners of five Southern New Jersey ShopRite locations.



#### **T-5 Lighting — Carteret, N.J.**

ShopRite of Carteret, N.J., utilizes sustainable and cost-effective T-5 lighting technology in its produce department and parking lot. Store Manager Michael Marzullo (above) said, "T-5 lighting is much brighter and creates a better shopping experience for our customers."



#### **T-8 Lighting — Ocean County, N.J.**

Joe Sharkey, manager of ShopRite of Waretown (above), is pleased with a recent green initiative that has improved store appearance and lowered energy usage at the seven Ocean County, N.J., PerlMart Inc. ShopRite stores. This effort has involved replacing traditional metal halide lamps with T-8 lighting fixtures. "An additional advantage includes lower maintenance for years to come," said Art Hansen, director of Grocery Operations and Construction.

[TOP↑](#)



## Waste Reduction -- More Than Just Recycling

Waste reduction is more than just “not using stuff,” and it’s more than recycling; it’s all the ways we keep products and **packaging** out of landfills or incinerators. Waste reduction can happen at every step of the way in a product’s life cycle, from the manufacturer to distributors and retailers and all the way to the consumer.

- Here are some of the tips the U.S. Environmental Protection Agency recommends for reducing waste
- Reuse items around the house, such as rags and wipes, empty jars and mugs, party decorations and gift wrap.
- Determine recyclability of items you purchase, and/or whether they are made from recycled materials.
- From furniture to toys, purchase durable items that will stand the test of time.
- Sell or donate unneeded clothes, toys, appliances, books and other items.
- Compost food scraps and yard waste to create natural soil conditioners.
- Maintain home appliances and keep them clean so they run at peak efficiency to save electricity, which conserves resources.

For more tips, visit [www.epa.gov](http://www.epa.gov)

ShopRite is a top donor to the Community FoodBank of New Jersey. In northern New Jersey alone, **39 ShopRite stores** donated almost **1.5 million pounds** of food to the FoodBank in 2010. Stores contribute from almost every department, including bakery, dairy, deli, grocery, meat, produce, prepared foods, seafood and general merchandise. The Community FoodBank of New Jersey is **one of 21 regional food banks** supported by ShopRite stores.

### Supermarkets Help to Reduce Food Waste

Food is a major waste stream, so efforts to reduce the amount of food waste going into landfills can make a huge impact. According to the U.S. Department of Agriculture (USDA), 27 percent of all food produced each year is lost at the retail, consumer and food-service levels. That’s more than 263 million pounds of food every day! And much of this food is still perfectly edible. One way ShopRite reduces food waste is through its food-gleaning program.

Products that are near their expiration date, but are still safe to eat, are donated to regional food banks.

The Community FoodBank of New Jersey is just one local organization that is getting still-edible foods and distributing them to those people who need it. In 2010, the Food Bank distributed 37 million pounds of food and helped to feed 750,000 New Jersey residents each month. Supermarkets, retailers and wholesalers donate through the Food Bank’s Supermarket Gleaning Program, which collects food that would otherwise go to waste.

### Food-Gleaning

ShopRite of Rockaway, N.J., is diverting food waste from landfills by donating non-salable, but wholesome, food to the Community Food Bank of New Jersey. Since 2008, this Glass Gardens-owned ShopRite has donated approximately



465,000 pounds of food!

"Food waste is the largest portion of the waste stream for most stores," said Karen Holbrook, Glass Gardens, Inc. Support Services Supervisor. "Donating to the Food Bank allows us to reap environmental and community benefits."



### Regional Composting

The ShopRite of Christina Crossing is now diverting nearly three tons of non-edible **food waste** from their deli, bakery and produce departments each week and sending it to a regional **composting** facility. The initial trial has yielded some very positive results for this Kenny Family ShopRites of Delaware store.

"This may prove to be a very cost-effective approach," said Melissa Kenny, Director of Environmental Affairs, Kenny Family ShopRites of Delaware.

"An added benefit is that composting is clearly the right thing to do for our community and our company. Programs like this are just priceless!"

### On-Site Bio-Digester

ShopRite of Greenwich, N.J., is using an on-site waste-digestion unit at its store. The energy-efficient unit relies on microorganisms to break down unusable fruits and vegetables that the ShopRite of Hunterdon County-owned store would otherwise send to a local landfill.

Frank Smith, manager of the ShopRite of Greenwich, said, "This unit was a good investment. At the end of the day, we are still a business, so we must make decisions based on environmental and economic impacts."

**TOP** ↑



### Together We Can Make a Difference!

Each year, ShopRite conducts its own "ShopRite Earth Day Challenge." This annual event has been in place for 12 years and challenges volunteers to beautify their communities by cleaning up litter from local parks and beaches and planting trees and flowers. Last year, 3,000 volunteers gathered to clean up more than 20 communities, wearing gloves and using trash bags donated by ShopRite! For more information on this annual act of green and to obtain gloves and trash bags for your community organization, call 1-800-ShopRite. Every action matters so do just one thing and take the ShopRite Earth Day Challenge!

**TOP** ↑