

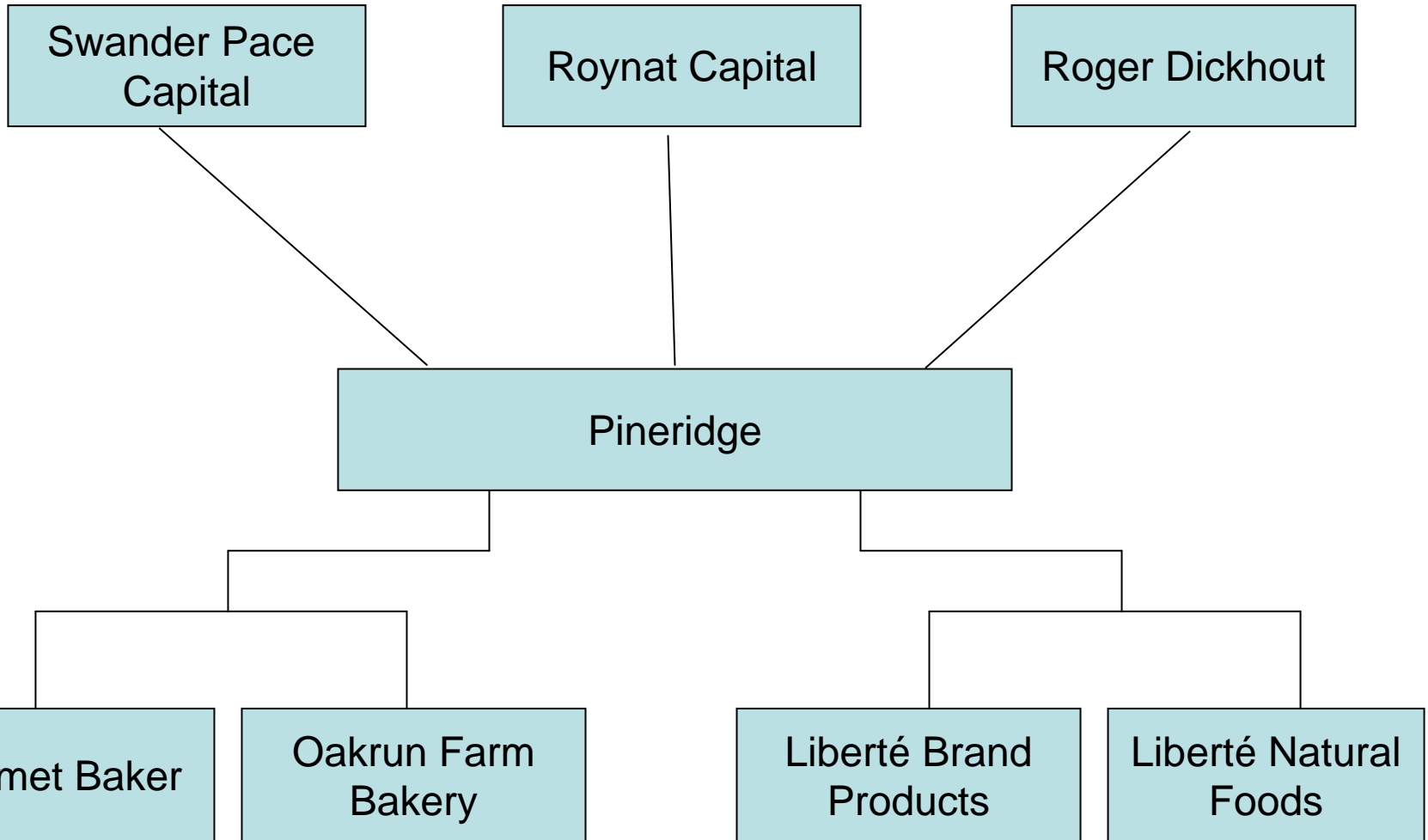


**Pineridge**  
Foods Inc.

Towards Sustainability  
November 5, 2009  
CBSR Annual Conference

# Overview

- About Pineridge Foods
- Towards sustainability at Pineridge Foods
- Perspectives on the journey





# Pineridge

Foods Inc.

 gourmet  
Baker



*Strawberry Passion*



OAKRUN



# LIBERTÉ



# Pineridge Foods

- **Mission** – to help Canadian Food companies and related US companies realize their full potential in the North American market
- **Key philosophies:**
  - Align with customers to drive growth
  - Innovate
  - Operate in decentralized, entrepreneurial and accountable structure
  - Act with speed and demonstrate relentless drive for improved performance
  - Create a high performance, collaborative and caring culture
  - **Do well by doing good**

# *Life cycle analysis (LCA) approach applied to our products*

From the milk production...



...to the end of life of our yogurt container.



green ACTION verte

# 2008 SUSTAINABLE DEVELOPMENT ACTION PLAN

## Controlling operational processes



### Waste Management

Adoption of the 4R's principles (Reduce at the source, Reuse, Recycle and Recover) and "Here we recycle" certification



### Sustainable merchandises transportation

Reducing greenhouse gas (GHG) emission



### Sustainable employee mobility

Carpooling and other alternatives



### Creating a ecological product variety

Size, packaging and biological certification



### Energy Efficiency

Diagnosis and implementation of measures identified



### Eco-packaging

Eco-design of packaging



### Legal environmental conformity

Wastewater treatment  
Law on packaging and printing

## Creating a business culture based on SD



### Sustainable development internal structure

Sustainable development committee:  
bimonthly meeting



### Internal communication

Internal journal and continuing education  
Internal review and continuing education

## Disseminate our SD values to our stakeholders



### External communication of our values

Fournisseurs, clients, employés et société



### Becoming a active partner in SD

Strengthening our partnership: WWF  
Canada, etiquette.ca

## Social and economic aspect of SD



### Defining the vision and principles

Support actions already under implementation





# Sustainability and CSR awards and certifications

SUSTAINABILITY AWARD



REFURBISH FURNITURE



SUSTAINABILITY LEADERSHIP



HEC Montreal 2009

RECYCLING PROGRAM



# Driven by Intention

- Basic law of nature
  - Golden rule
  - Karma
  - Direct versus indirect effects
- Personal values and aspirations or corporate program?

# Sustained by attention

- LCA
- Engage the top team
- Set objectives and goals
- Communicate externally and internally
- Dedicate resources – Sustainability coordinator
- Tie in with bottom line initiatives
- Put into evaluation system – shared value of “doing well by doing good”
- Contribute to other things – community /WWF