

BUSINESSES WITH SCALE HAVE IMPACT

VALUES-BASED APPROACH

CONSUMERS have P.O.W.E.R

PARTNERING for change

- Buy local, fresh produce
- Sustainable salmon aquaculture

- Education re FOOD → HEALTH
- National Food strategy
- Scale + efficiency for global competition

126yrs George WESTON bakery

"MULTI-generational BUSINESS Build VALUE in decades"

Canada's largest retailer \$3m Canadians/week 1000 STORES

LEADING CHANGE

- Invest in innovation + we can sell volume
- Competitive advantage 10% (England)

The way FORWARD?

Salen WESTON GLOBAL politics of FOOD

AVAILABILITY of food

- ↑ China + Brazil
- Dietary shift
- Pressure on production
- Decline in fish stocks
- Purchase of land in AFRICA

AFFORDABILITY of food

CLIMATE CHANGE

- Water shortages
- Change in beef prices

CSR PRINCIPLES

- 1 Respect for environment
- 2 Source with integrity
- 3 Make + community difference
- 4 Reflect nation's diversity
- 5 Great place to work

"We are AGNOSTIC TO WHAT WE SELL"

healthy Oreo?

HEALTH and food

- Heart disease
- Diabetes
- Obesity
- Cancer

WHAT YOU EAT

FOOD SAFETY

SAFE? SALMONELLA?

PRINCIPLES FOR REDUCED PACKAGING WITH SUPPLIERS

BIG IS NOT ALL BAD