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## **Food System Leaders to Address Sustainability at 2008 Food Industry Summit**

*Wal-Mart, Bon Appétit officials to discuss how they balance ethics, science and economics*

**Kansas City, Mo** (Aug. 27, 2008) -- Jack Sinclair, executive vice president of the grocery division for Wal-Mart, and Fedele Bauccio, co-founder and chief executive officer of Bon Appétit Management Company (BAMCO), will provide their views on sustainability and other food system issues during keynote presentations at the Center for Food Integrity (CFI) 2008 Food System Summit.

Wal-Mart, the world's largest retailer, has been focused in recent years on sustainability, particularly in the area of product sourcing.

"Sustainability goes to the heart of everything we do at Wal-Mart," said Sinclair. "Environmental and animal welfare concerns are elements of a robust sustainability program and should be addressed collaboratively."

Wal-Mart is working with a wide range of industry, non-governmental, and consumer interest organizations in its quest for sourcing sustainable products according to Sinclair. The company announced this summer it is sourcing more produce from local farmers as it tries to offset higher transportation costs that are driving up food prices.

"Local sourcing is a good example of the kinds of things we're trying to do to build sustainability," said Sinclair.

BAMCO, which has been described as a food system maverick, has had a formalized socially responsible food sourcing system in place since 1999. Bauccio says it began as a culinary act – not a political one.

"Over the years I believe a great deal of our food has lost its pure flavor, texture and fragrance," he said. "Our definition of sustainability is to offer food choices that celebrate flavor, affirm regional cultural traditions and support local communities without compromising air, water or soil."

Bauccio's company launched the Low Carbon Diet, a nationwide commitment to lower by 25 percent the carbon footprint of the food they serve in their cafes and restaurants. They also provide tools to help consumers make similar reductions at home.

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Sinclair and Bauccio will be joined by a host of other U.S. food system experts at the CFI 2008 Food System Summit in Indianapolis Oct. 8-9. Breakout sessions at the event will address the issues of Food Safety, Immigration, Animal Well-Being and Energy/Sustainability.

Registration information for the Summit is available at [www.foodintegrity.org](http://www.foodintegrity.org).

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The Center for Food Integrity is a not-for-profit corporation established to build consumer trust and confidence in the contemporary U.S. food system. Our members, who represent every segment of the food system, are committed to providing accurate information and addressing important issues among all food system stakeholders. The Center does not lobby or advocate individual food companies or brands. For more information, visit [www.foodintegrity.org](http://www.foodintegrity.org).