

PANEL 1

Dairy's Role in Advancing California's Sustainability Objectives

Consumption with a Conscience: The New Playing Field for Food Brands

Moderator: **John Talbot**, *Chief Executive Officer, California Milk Advisory Board*

- **Linda Eatherton**, *Partner, Managing Director, Global Food & Beverage, Ketchum*
- **Bob Langert**, *President, Mainstreaming Sustainability Editor at Large, GreenBiz Group, Retired McDonald's VP of Sustainability*
- **David Ahelm**, *Chief Executive Officer, Hilmar Cheese Company*
- **Alex Placzek**, *Director of Marketing – Shopper COE, Nestlé*

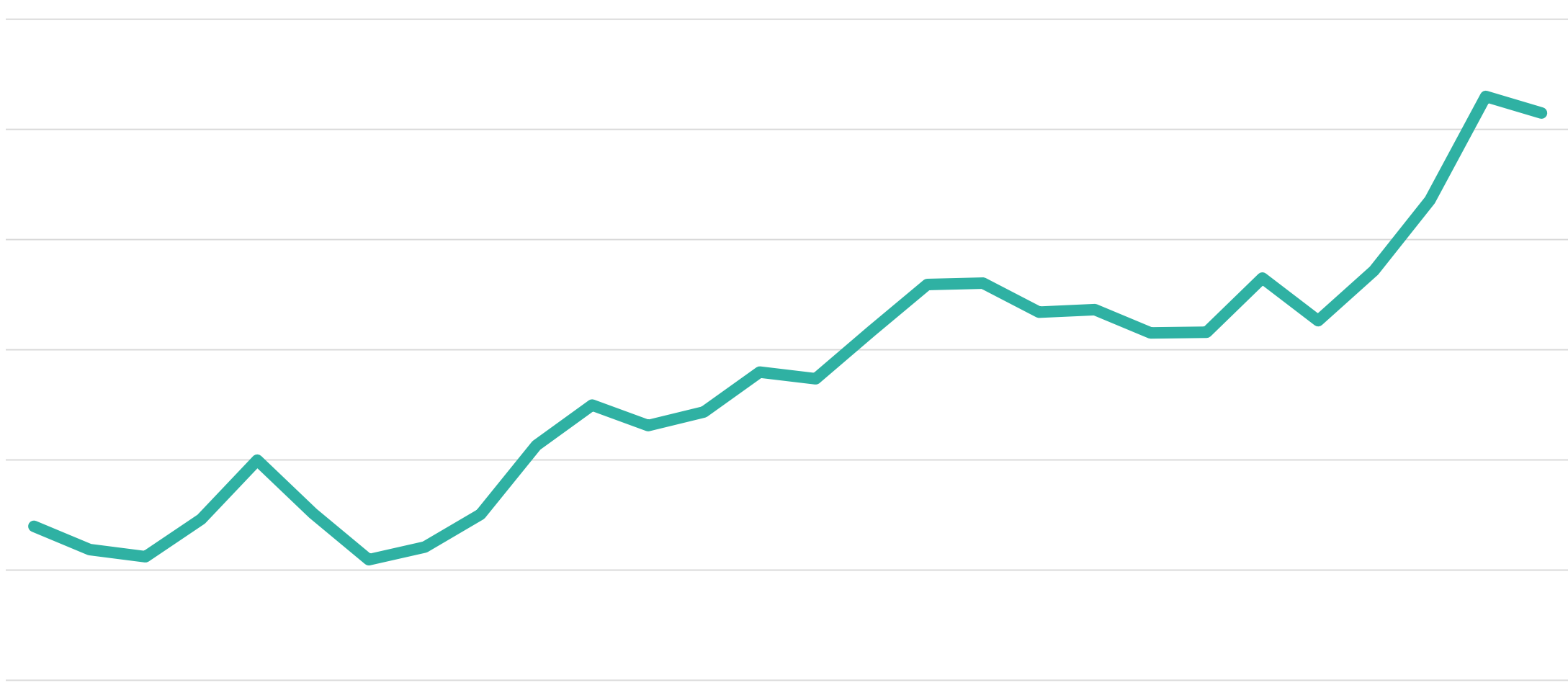
Total US Dairy Per Capita Consumption

Pounds

660
640
620
600
580
560
540

1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017

Source: USDA





#1 Producer of Milk in US

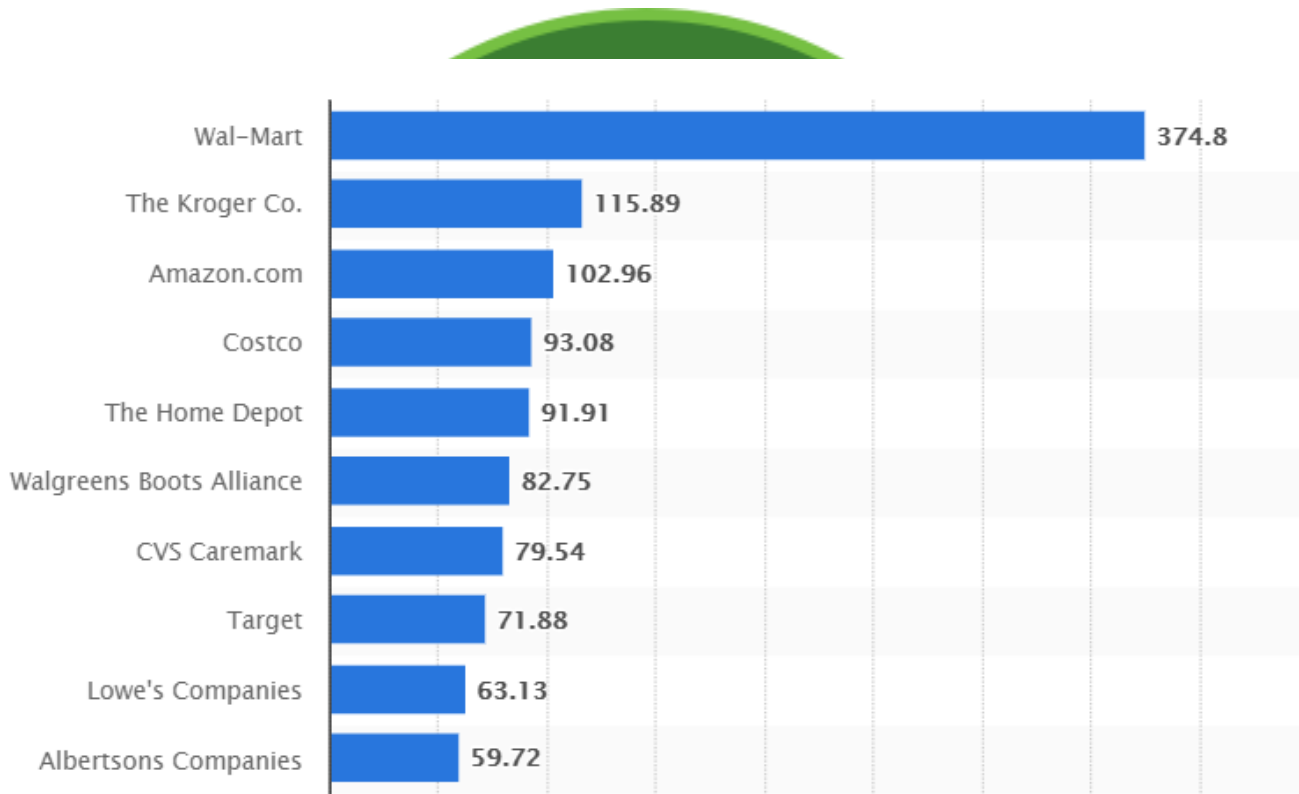
\$65 Billion Economic Activity

189,000 Jobs





Walmart



Project Gigaton™

We're working with our suppliers to reduce greenhouse gas emissions from our supply chain by **1 Gigaton**.



Suppliers can make commitments in



Energy



Agriculture



Waste



Products



Deforestation



Packaging

How much really IS a

GIGATON?

[gig-uh-tuhn] noun: one billion tons



It is equivalent to...

Removing all
211 MILLION CARS
from the road for a year



The average annual emissions of
100 MILLION
U.S. homes

The weight of



100 MILLION
elephants*

6 MILLION



blue whales**

* The Washington Post **According to the NOAA

A woman with long dark hair, wearing a green and white striped tank top, is standing in a grocery store aisle. She is holding a white and orange product container and looking at the label. She is pushing a shopping cart. The shelves are filled with various products, and a red circular sign is visible in the background. The word "SUSTAINABILITY" is overlaid in large, bold, teal letters across the center of the image.

SUSTAINABILITY

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