

## Finding a Safe Way Toward Principled Prosperity

*Safeway earns 2013 Circle of Excellence Award for its commitment to corporate social responsibility and dedication to People, Products, Community and the Planet.*



When Safeway discusses corporate-social responsibility, it's not merely repeating some jargon phrase du jour, but rather elucidating a philosophy as central to the company as customer satisfaction. Safeway divides this commitment into four platforms, "our people, our products, our community and our planet." This profound commitment and the tangible successes it has already yielded embodies the ideals that we at the Distribution Business Management Association (DBMA) wish to foster in all business, and for that reason we are proud to honor Safeway with the 2013 Circle of Excellence Award.

Each year, a panel of DBMA experts takes stock of America's major corporations and their demonstrated performance in conducting environmentally responsible business, ensuring that sustainability and profits grow in unison. With stressors from a still-recovering economy to an ever-changing climate, operating with an eye to the future is equal parts good business and moral imperative.

"What Safeway has done is really quite impressive," said DBMA Executive Director, Amy Thorn. "Companies like Safeway understand that today companies have a choice. They can choose to meet the needs of this generation without compromising the right of future generations by creating places, policies and practices that improve the quality of life. Safeway is a company that has chosen to work towards encouraging and creating sustainable lifestyles."

"The thorough 'People, Planet, Community and Products' framework of Safeway's initiative documents their responsible business practices and policies and has earned them the title of this year's Circle of Excellence

Award," Thorn said.

Carl Graziani is Safeway's SVP, Supply Chain and spoke about the significance of not just winning the Circle of Excellence Award, but of conducting business in a way to make winning the award possible.

"At Safeway we are proud to be a leader in the grocery industry," he continued. "We actively pursue growth through leadership in environmental, socially responsible and ethical business practices. Corporate social responsibility is at the core of Safeway's operating philosophy, and it drives our dedication to People, Products, Community, and the Planet. It also extends to our supply chain, as our suppliers play a critical role in ensuring that we manage our business in a responsible manner."

Evidence of this philosophy in action can be seen throughout the Safeway operation, from its decades-long relationship with hundreds of local farmers to supply customers with local produce, to embracing animal welfare in the form of cage-free eggs and 100 percent sustainably sourced seafood by 2015.

Among the company's demonstrated successes, several of the most impressive deserve special mention:

- Continuing to expand RPC usage, which avoids millions of pounds of cardboard from being used. This cardboard savings equates to significant prevented greenhouse gas emissions. From 2011-2012, Safeway's RPC use doubled from eight million to 16 million.

- Savings from converting to recycled content material in 2012 totaled more than 1 million pounds of plastic and paper, as well as 1,098 tons of CO<sub>2</sub>.

- Energy and water efficiencies: LED lamps installed in 170 California stores reduced annual energy consumption by 17.3 million kWh, while manufacturing plants and distribution centers used 19.8 million kWh less in 2011 than 2010.

- 2012 Environmental Rankings: For the fourth consecutive year, Safeway's excellent record earned the accolades