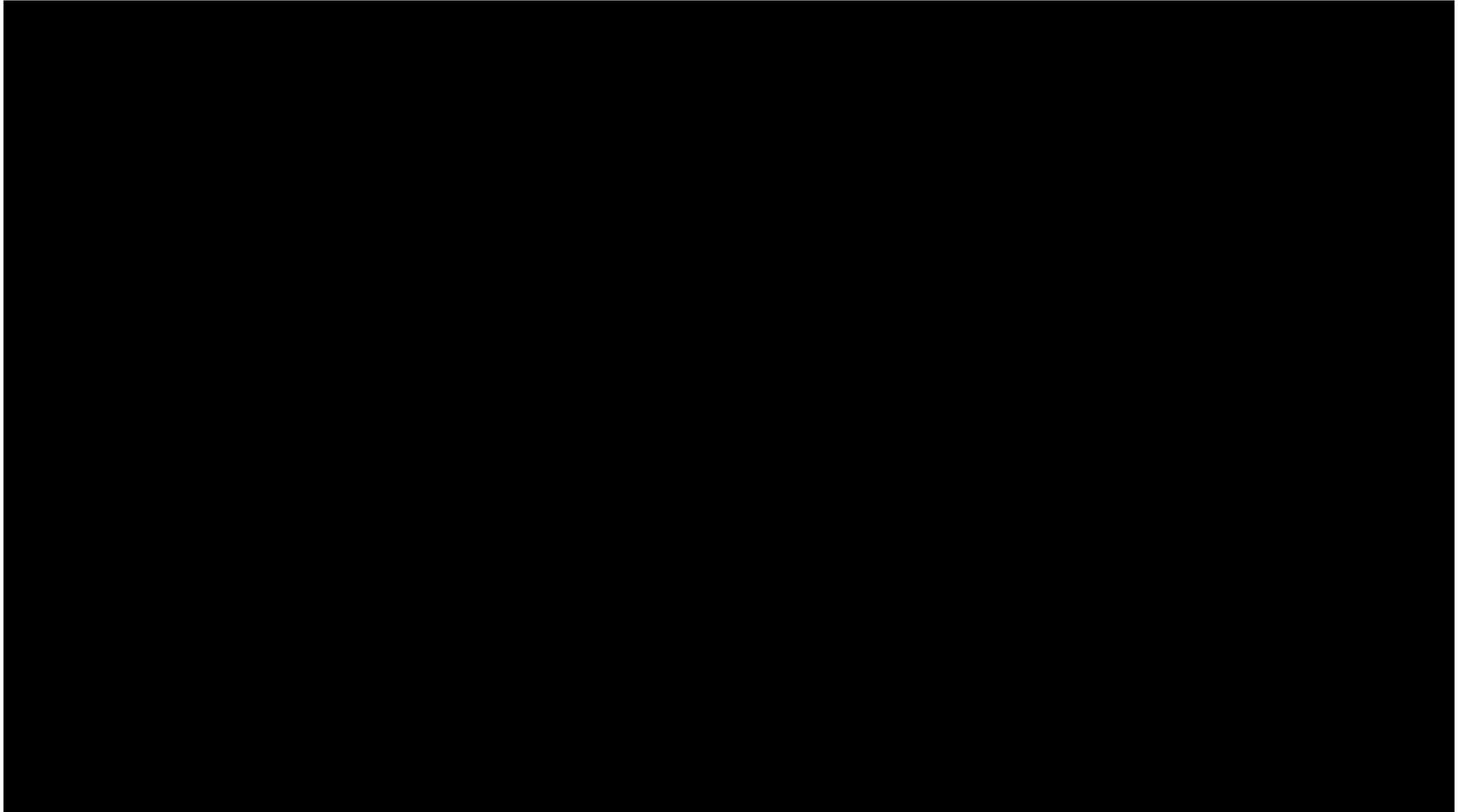


# Power of Sustainability



Panel Questions

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Whitaker Grain



# Panel Members

Pamela West - Brookshire Drying

Mark Pousson - Louisiana Independent Rice Producers Assn.

Brian Ottis - Rice Tec

Jim Whitaker - Whitaker Grain

Corinna Baban - Agreeta (moderator)

# Key Points

Panel discussion on the Power of Sustainability and impact of Traceability in our business operations today and in the future.

Let's keep it conversational. We encourage you to ask questions!

## Quote

**“Sustainability has to be a win-win. A win for the farmer and a win for the environment.”**

**- Jim Whitaker**

# Question

What is the impact of sustainability on your organization?

# Question

How would you describe the benefits and reasons for becoming sustainable?

# It's Some of America's Richest Farmland. But What Is It Without Water?

- **Article by: Somini Sengupta, June 30, 2021**
- California's fertile Central Valley begins in the north, where the water begins. In normal times, winter rain and spring snowmelt swell the Sacramento River, nourishing one of the country's most important rice belts. On an average year, growers around the Sacramento River produce 500,000 acres of sticky, medium-grain rice vital to sushi. Some 40% is exported to Asia.
- But these are not normal times. There's less snowpack, and, this year, much less water in the reservoirs and rivers that ultimately irrigate fields, provide spawning places for fish and supply drinking water for 39 million Californians.
- That crisis presents rice farmers in the Sacramento Valley, which forms the northern part of the Central Valley, with a tricky choice: Should they plant rice with what water they have, or save themselves the toil and stress and sell their water instead?

# Question

What are the objectives and targets of your sustainability efforts and what progress has been made in meeting your goals?

# Question

What is the impact of adding traceability and vertical integration to your organization?

# Quote

**“For me, digital engagement of a customer is worth its weight in gold, because now you understand that customer at a level of detail you never could in a purely physical experience,”**

**- Shankaran, CEO of Albertsons**

# Question

With all the data tracking happening in the market today, what makes data collection for sustainability different than standard operations?

# Question

What role does sustainability play in your company's overall strategic plan?

# Quote

**“Sustainability is becoming a major force in US consumers’ decision-making; and 7 in 10 expect brands to be environmentally aware.”**

**- Sustainable Brands, 04/14/2021**

# Question

How does your sustainability program help meet your Client's sustainability goals?

# Quote

**“A question for this industry - manufacturers and retailers - could be what business are we in? We may be in the confidence business. It may be our job to make sure all the ways we serve that shopper make them feel smarter, make them feel more informed and more confident that they can make these choices for their families.”**

**- John Ross, President & CEO of global retailer IGA**

# Question

What are the benefits and reasons for moving into traceability and vertical integration?

# Question

How has traceability and vertical integration brought meaningful opportunities to your business?

# Question

What do you see as the key benefits of pairing sustainability and traceability in your distribution process?



**Thank you.**