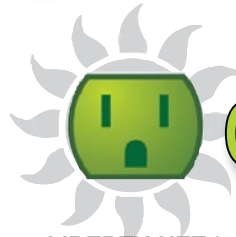




Ginsberg's ^{Since 1949} 2009 SUSTAINABILITY

At Ginsberg's we focus on those aspects of sustainability that we can most effectively contribute to, influence and improve. We are committed to supporting sustainable, economic, environmental and social improvements in the communities where we do business.



GREEN BUILDING



TRANSPORTATION

Ginsberg's works to balance our transportation costs with the best practices that reduce our environmental impact. We constantly review our practices to make sure we are using the most beneficial methods.

ROAD NET

Our fleet routing system, optimizes the fastest and most precise travel times and distances to delivery locations by efficiently routing and reducing transportation expenses including fossil fuel consumption. This program was implemented in 2005. Road Net was created by UPS Logistics Technologies, a corporation well known for its practices to increase customer service, decrease distribution costs and reduce environmental impact.

BUY LOCAL

Buying local product cuts down on our carbon footprint due to the less food miles traveled (miles of product from field to final end user). We currently work with local farmers to fulfill our produce needs when product is available in season. We work with over 20 local farms within 2 hours of our facility. This program was implemented in 2008.



For example in-season green and red leaf lettuce is purchased from Scattered Acres Farms in Chester, NY. The farm is roughly 90 miles away or 15 gallons of fuel used at 6 mpg. Produce delivered from California is approximately 3000 miles from our facility or 500 gallons of fuel used based on 6 mpg. Each local delivery of lettuce saves over 485 gallons of fuel.

PRIDE OF NEW YORK MEMBER COLUMBIA COUNTY BOUNTY MEMBER



Both programs encourage the partnership with New York & local suppliers to keep food sources closer to their needs. **WE BUY LOCAL distributed by Ginsberg's Foods** program was implemented in 2008. Our customers are recognized with participating in this program by a window cling of "We Buy Local" to facilitate the general public's recognition of their participation in a sustainable program.

■ **FLEETMATICS** – This GPS Monitoring system enables us to route our trucks in an efficient manner by knowing exact location of all trucks. This system includes an idle program in which trucks are shut down after 5 minutes of idling, further reducing our fuel consumption and carbon emissions.

■ **LIBERTY NET** is our electronic invoice storage system which reduces the use of paper. All paper invoices are scanned into the system and shredded to be properly recycled. Files can then be e-mailed versus paper generated communications. Implemented in 2007.

■ Our IT department uses low power computer processors reducing our energy consumption. In 2004, the IT department started purchasing equipment including; monitors, PC towers and printers complying with Energy Star guidelines.

■ Our warehouse equipment is powered by batteries reducing fossil fuel consumption and emissions. This includes 21 order pickers, 9 reach/fork trucks and 7 riding walkie machines.

■ **KMAC** is a system that regulates our energy consumption by monitoring usage and requirements and then lowering or raising energy needs on different systems throughout the building while maintaining a consistent usage. This allows us to properly maintain an efficient method of dispersing our energy needs throughout our facility.

■ **RETALIX** is our new main computer operating system for warehouse and office. Orders are picked by voice direction headsets eliminating the need for paper labels. Warehouse personnel are also directed by specific commands to pick and stock slots in an efficient manner also reducing the time and thus battery usage of equipment. The **COLD** program utilizes electronic reporting featuring emailing as the major form of communication versus paper generated with traditional reporting.

■ The use of florescent and sodium lighting in our office and warehouse space has a significant impact on our energy consumption. On average we are saving 45,000 watts per year versus incandescent lighting. [A fluorescent bulb can produce between 50 and 100 lumens per watt. This makes fluorescent bulbs four to six times more efficient than incandescent bulbs.]

■ Recent painting of warehouse areas involved usage of environmentally friendly paints.



2008 an all female team of Ginsberg's employees participated in the first Women Build home for Habitat for Humanity in Hudson, NY.



SUSTAINABILITY

Meeting the needs of the present without compromising the ability of future generations

2007, The U.S. Environmental Protection Agency (EPA) recognized PepsiCo as Green Power Partner of the Year and Energy Star Partner of the Year. The SunChips brand recently announced that it will introduce the first fully compostable snack chip bag in 2010 made from plant-based renewable materials.

SARA LEE - They are committed to design, maintain and operate their facilities to optimize the use of all resources, including water, energy and raw materials. They have initiatives to optimize the use of non-renewable resources, while seeking opportunities to increase usage of renewable energy.

SCA TISSUE- Became the very first American sanitary paper manufacturer to earn the rigorous and holistic EcoLogo[®] certification by offering a number of products that meet various rating and compliance programs. They carry many items under this certification in napkins, toilet tissue and paper towels.

STONYFIELD FARM - In 1997, they became the first US manufacturer to offset 100% of CO₂ emission from facility energy use, and they have offset these emission every year since. All their organic ingredients are all produced without the use of antibiotics, artificial growth hormones, persistent pesticides and chemical fertilizers.

WYMAN'S - Wild blueberry fields, called "barrens", have demanded sustainable practices due to their thin sandy arid character. Wyman's core belief is that the economic profitability without environmental health and social and economic equity is not sustainable. Wyman's is a member of the Sustainable Food Lab, an international coalition of business, government and NGO's dedicated to defining and solving the challenges of sustainability.

UNILEVER FOOD SOLUTIONS - For more than 10 years, Unilever has been a pioneer in corporate sustainability. In 1996, Unilever and the World Wildlife Fund co-founded a non profit organization to promote responsible fishing practices, the Marine Stewardship Council (MSC). As an active member of the Sustainable Food Lab, representatives work together to accelerate the movement toward sustainability in mainstream food and agricultures systems. Lipton has partnered with the Rainforest Alliance to ensure that all Lipton tea is certified by 2015. Certification by this group encompasses many initiatives, including ecosystem conservation, good working conditions for women, wildlife protection and community relations.



RECYCLING

■ Ginsberg's recycles all cardboard and on average we fill two 9-yard dumpsters per week. In the last 10 years we have recycled 9,360 yards of cardboard.

■ Office staff recycle paper materials in properly labeled vessels.
■ Products from split cases (eaches) or small wares are placed in reusable storage bins for delivery versus cardboard boxes. Implemented in 2005.

■ A majority of information provided by the Marketing Department to staff and customers is communicated through e-mail versus hard copies. This equates to a 30% reduction in paper usage in the past two years.



MANUFACTURERS

Ginsberg's recognizes our manufacturers for their practices that encourage sustainability, cleaner building, water conservation and reducing waste by providing our customers with a "It's Good to be Green at Ginsberg's" brochure. Listed below are some of our recognized manufacturer partners.

ANDERSON CHEMICAL - received the EPA's Design for the Environmental Institutional Laundry Program partnership. We feature of full line of Integra Green™, products formulated with effective environmentally preferable chemistry that result in safer products for customers and the environment.

CONTESSA - Fall 2007, opened the first environmentally responsible, LEED certified frozen-food manufacturing plant in the world. The facility, its processes and the products manufactured there are known as "Green Cuisine". Contessa shrimp is raised through aquaculture, an earth friendly way to feed the world.

FISHERY PRODUCTS INTERNATIONAL - Founding member of the Aquaculture Certification Council. Received the National Fisheries Award for its proactive efforts in working with the scientific community and governmental agencies to develop environmentally friendly harvesting practices.

NESTLE WATERS - As the world's bottled water leader, Nestlé Waters has made sustainable water use a top priority. Their latest ECO -Shape half liter bottle is 100% recyclable. The lighter bottle requires less energy to make and is made with 30% less plastic than the average half liter bottle.

PEPSICO - Offsets the total purchased electricity used by all PepsiCo US-based facilities by purchasing Renewable Energy Credits. In

As Independent Business owners, located in the Hudson Valley Region, we have a lot to be proud of in our sustainable business practices. It is a combination of many of the -" small" things we do everyday that has a long term impact. We recognize that many of these business practices deliver best quality and nutrition to our customers but also benefit the environment. We hope you will gain a sense of our long term commitment to doing the right thing, for our customers, our employees, our suppliers, our family and our society.

David and Nancy Ginsberg



PO Box 17, Route 66
Hudson, NY 12534
518.828.4004 or 800.999.6006
E-mail: info@ginsbergs.com
Visit us at www.ginsbergs.com