

EcoFocus™

W O R L D W I D E

Consumer Perspectives on Sustainability Choices™

The Social Side of Sustainability: What Consumers Are Looking For

General Session: Saving Money, Reducing Impacts, & Communicating Honestly, Examples Beyond Agriculture

Presented by: Linda Gilbert
November, 2010

My World, My Life™

EcoFocus specializes in marketing to consumer trends in Wellness and Sustainability choices at home and in daily life.



It's a New Mindset



Just as Americans started rethinking the connection between their dietary choices and personal health in the 1970's....

Americans in 2010 are starting to rethink the connection between their lifestyle choices and the environment.



Consumers Who Care
84% of Americans

■ Strongly Agree ■ Agree

Creating Intersections of Value for Consumers

Its about saving money, enhancing health and well-being, conserving and protecting resources, stopping waste and pollution, and communicating honestly for real benefits.

Economy + Environment

Wellness + Sustainability

My World + Greater Good



Its not about Global Warming for Consumers

87%

of Americans agree that it does not matter whether or not you believe in global warming, reducing waste and pollution is just common sense.



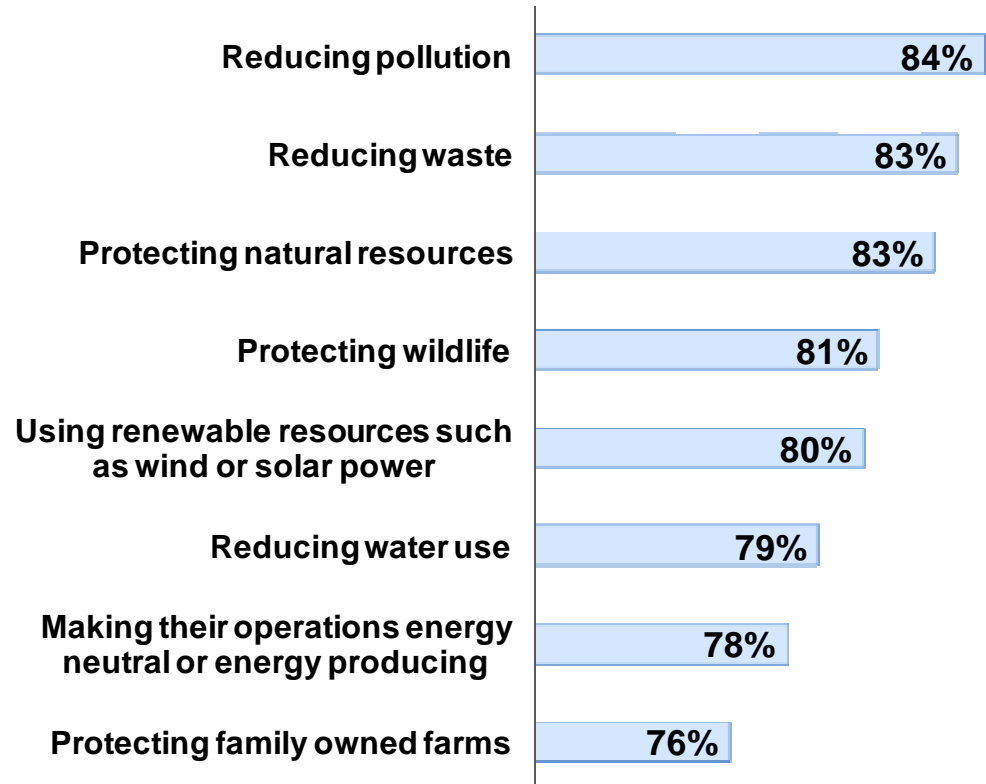
Commitments Influence Purchase Choices

A company's commitments to reducing pollution and waste, protecting natural resources and wildlife, and using renewable resources have the most influence on consumer purchase decisions today.

Watch for Fair Trade practices to gain more influence among Americans.

Fighting climate change is of relatively less influence and expected to decline.

Business's Commitment to:



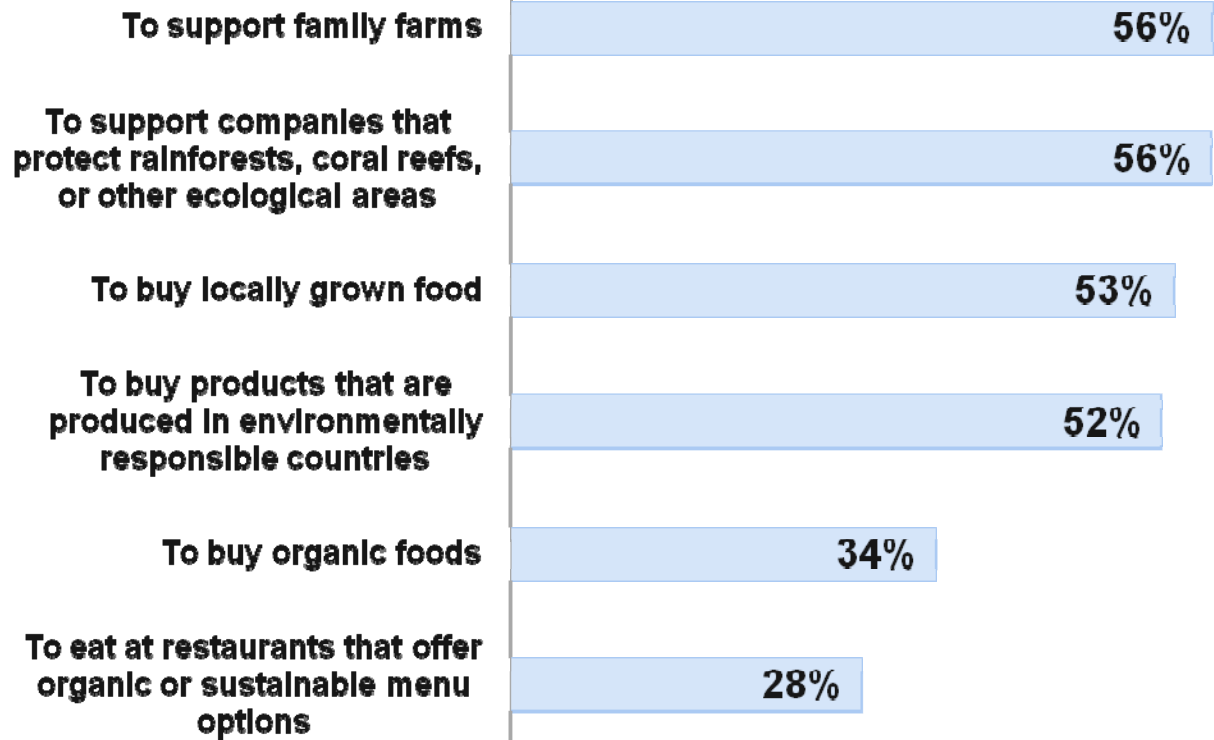
■ Extremely or Very Influential when Shopping

Consumers Want their Purchases to Matter

Supporting family owned farms, and companies that are committed to protecting nature is important to about half of consumers.

Similar numbers also want to buy locally grown food or products that are produced in environmentally responsible countries.

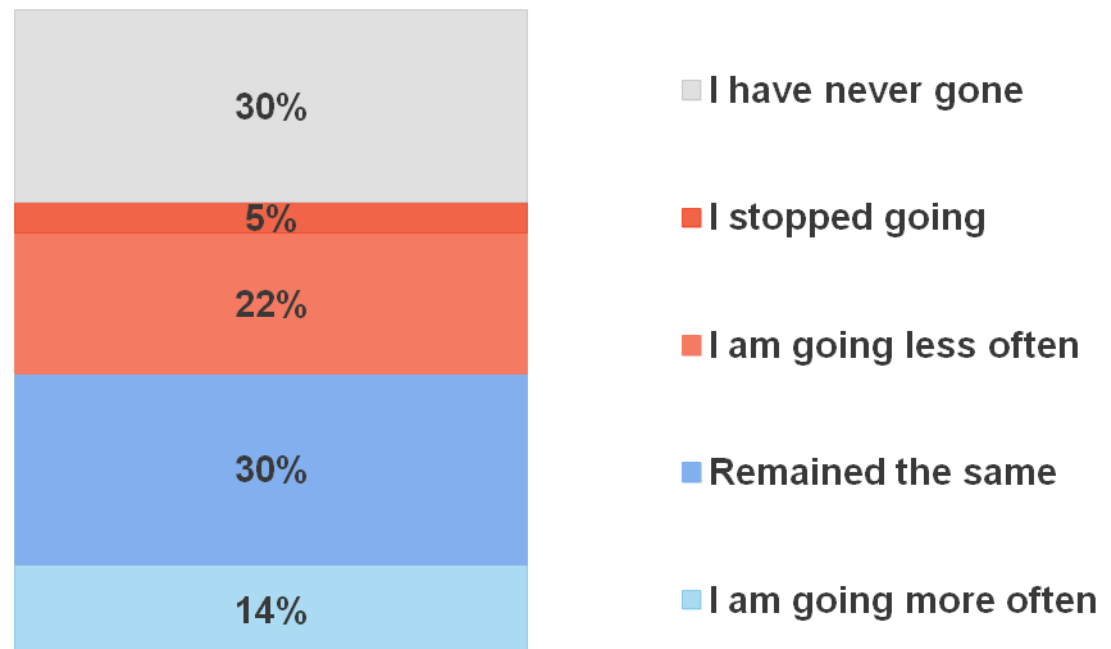
Priorities When Shopping:



Extremely or Very Important

Beverages are an Entry Point to Sustainability

Foods and beverages are an entry point to sustainability for many consumers. Already, 70% of Americans have some experience with restaurants offering sustainable menu choices: 14% are going to these restaurants more often.



All Americans

Change in Use of Restaurants that offer Sustainable Menu Choices, past 2 years

Shopping for Wine & Spirits

Extremely or Very Important Among Adults Ages 21-65 Yrs Who Purchase Wine & Spirits Regularly	%
Certified Organic	63
Close the Loop program for returning/recycling	49
Use water based inks	49
Made using renewable energy sources	49
Locally grown to reduce fossil fuels used in shipping	47
Has own water treatment facilities	44
Recycled glass bottle	43
Recycled paper for labels	43
Practices Fair Trade	38

Wine Buyers are looking for products that are organic, less wasteful, use fewer chemicals, and that are fair.

Only 6% say a reasonable price is extremely or very important when shopping for wine and spirits.

Making the World a Better Place



Drink It. Plant It.™ every TRU bottle helps plant a tree

TRU Organic Vodka is promising to plant a tree for every bottle of vodka you buy. TRU Organic takes their eco-friendly endeavor to every aspect of their business: bottles use 25% less glass than regular vodka bottles, labels are printed on corn fiber with soy ink, all closures are synthetic and recyclable, and shipping fold to eliminates packing tape.

360 Vodka claims the title 'World's first eco-friendly premium spirit'. Sustainability "features" include a bottle made from 85% recycled glass, the 360 logo blown directly into the glass, 100% PCW paper label, and uses water-based inks vs. petroleum-based inks for label/packaging printing. The bottle comes with a postage paid envelope hanging around the neck that lets customers mail back the recyclable flip-top closure for re-use, in turn helping lessen landfill waste.



EcoFocus™
WORLDWIDE

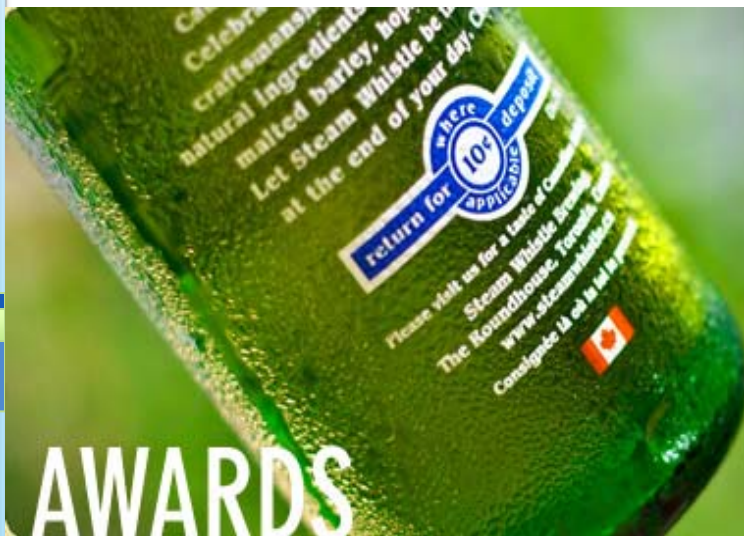
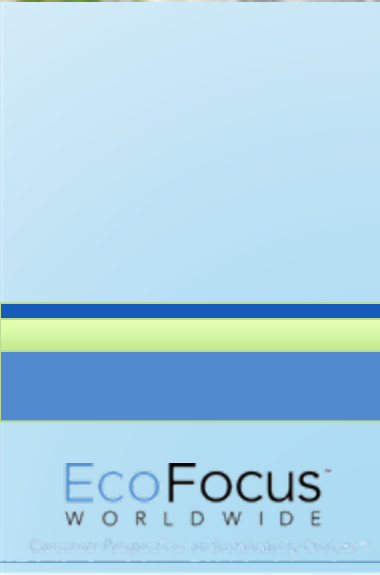
Consumer Research and Strategy Solutions

Sustainable Packaging, Sustainable Ingredients



Square One is the first certified organic 100% American rye vodka. Sustainably handcrafted, it is an artisanal premium spirit.

SIP is a sustainability certification program that looks at the farm in its entirety addressing water, conservation, energy efficiency, air quality, habitat conservation, business stability and social responsibility.



Steamwhistle Beer wins with consumers for recycling and material waste-reduction efforts. Their logo is etched onto the glass bottles, without paper-wasting labels and toxic paper dyes and glosses. All packaging is made from recycled materials and the bottles themselves are recyclable.

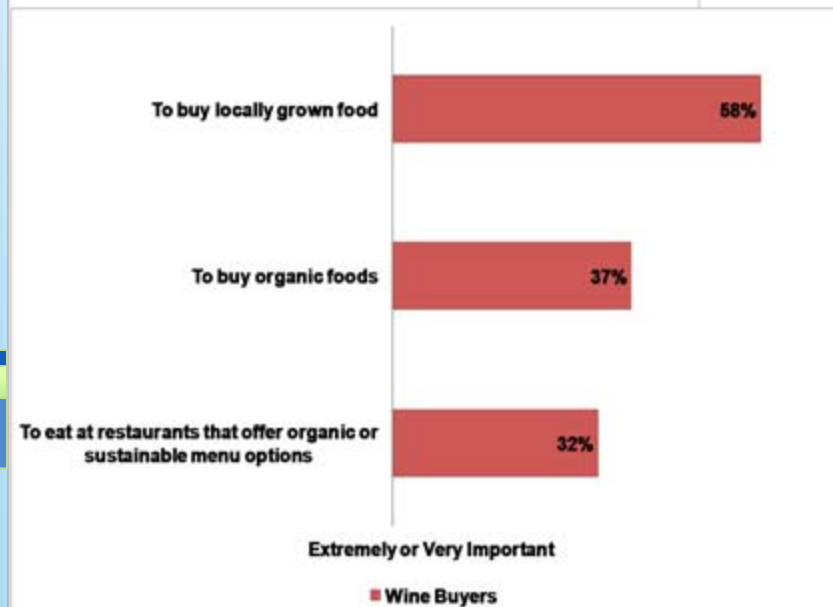
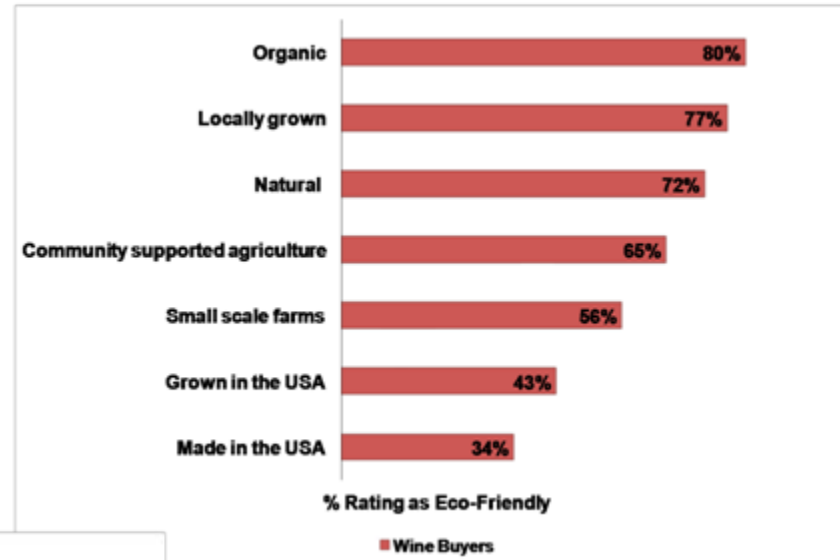
An Eco-Friendly and Wine-Friendly Choice

Bag-in-box packaging uses less packaging materials, emits less greenhouse gases and reduces the number of transport trucks. And, the wine is not exposed to air when opened which prevents the oxidation that spoils wine a few days after opening.



Organic and Local are Sustainability Priorities

For Wine Buyers, sustainable means organic or locally grown and produced.



... and this is reflected in their purchase priorities.

Yestermorrow: Land as Legacy vs. Commodity

“We need to relearn what past generations knew...and combine with our technologies today.”

“Sustainability is a sense of connection and understanding with products and the people who make them.”

“Years ago we were connected but we got sloppy and careless and now we are coming back. ...we have to go back to the basics.”



EcoFocus™

W O R L D W I D E

Consumer Perspectives on Sustainability Choices™

Thank You



Contact Details

Linda Gilbert

St Petersburg, Florida

+1-727-906-3319

linda@ecofocusworldwide.com

www.ecofocusworldwide.com