

# Northeast Regional Sustainable Grocer Initiative

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N E W M O A



Andy Bray is a project manager at the Northeast Waste Management Officials' Association (NEWMOA), a nonprofit, nonpartisan interstate association that has a membership composed of the hazardous waste, solid waste, waste site cleanup, and pollution prevention/sustainability program directors for the environmental agencies in Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, and Vermont. Andy joined NEWMOA in 1997. Andy holds Bachelor's Degree in Civil Engineering and a Master's Degree in Civil Engineering, Environmental Concentration, both from the University of Massachusetts Lowell.



Andy manages NEWMOA's Pollution Prevention Resource Exchange (P2Rx™) Center, and the activities of the Center. P2Rx is a national network of regional centers that advance pollution prevention as a cornerstone of sustainability. Andy manages a number of P2 & sustainability projects for NEWMOA, including the Regional Sustainable Grocers Initiative.

# Overview

- Leveraging consumer demand for green products and services to drive sustainable behaviors at grocers
- An introduction to the Northeast Sustainable Grocer Initiative
- Next steps



The Association of Food, Beverage  
and Consumer Products Companies

**Deloitte.**



Intelligence in time



44% of consumers consider the 'greenness' of their grocery store, and agree that the environmental impact of the business factors into their purchasing decision.

## LOHAS Segmentation Model: Percentage of U.S. Adults

### UNCONCERNED:

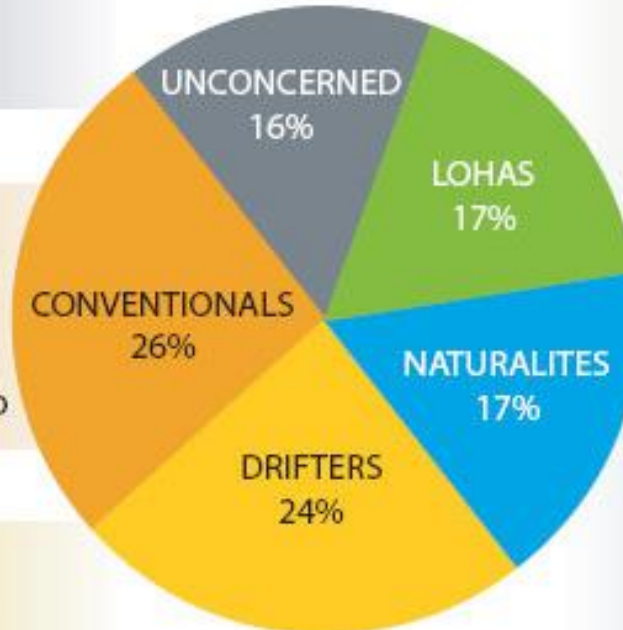
- Unconcerned about the environment and society

### CONVENTIONALS:

- Practical
- Interested in LOHAS behavior when they can make a difference to their budget also

### DRIFTERS:

- Good intentions, mixed action
- Trendy and engaged in green
- Price sensitive



### LOHAS:

- Active stewards of the environment
- Dedicated to personal *and* planetary health
- Lifestyle-oriented
- Heaviest purchasers of green and socially-responsible products

### NATURALITES:

- Secondary target for many mainstream LOHAS products
- Personal health is their primary motivation
- More likely to use LOHAS-related consumables (compared to durables)

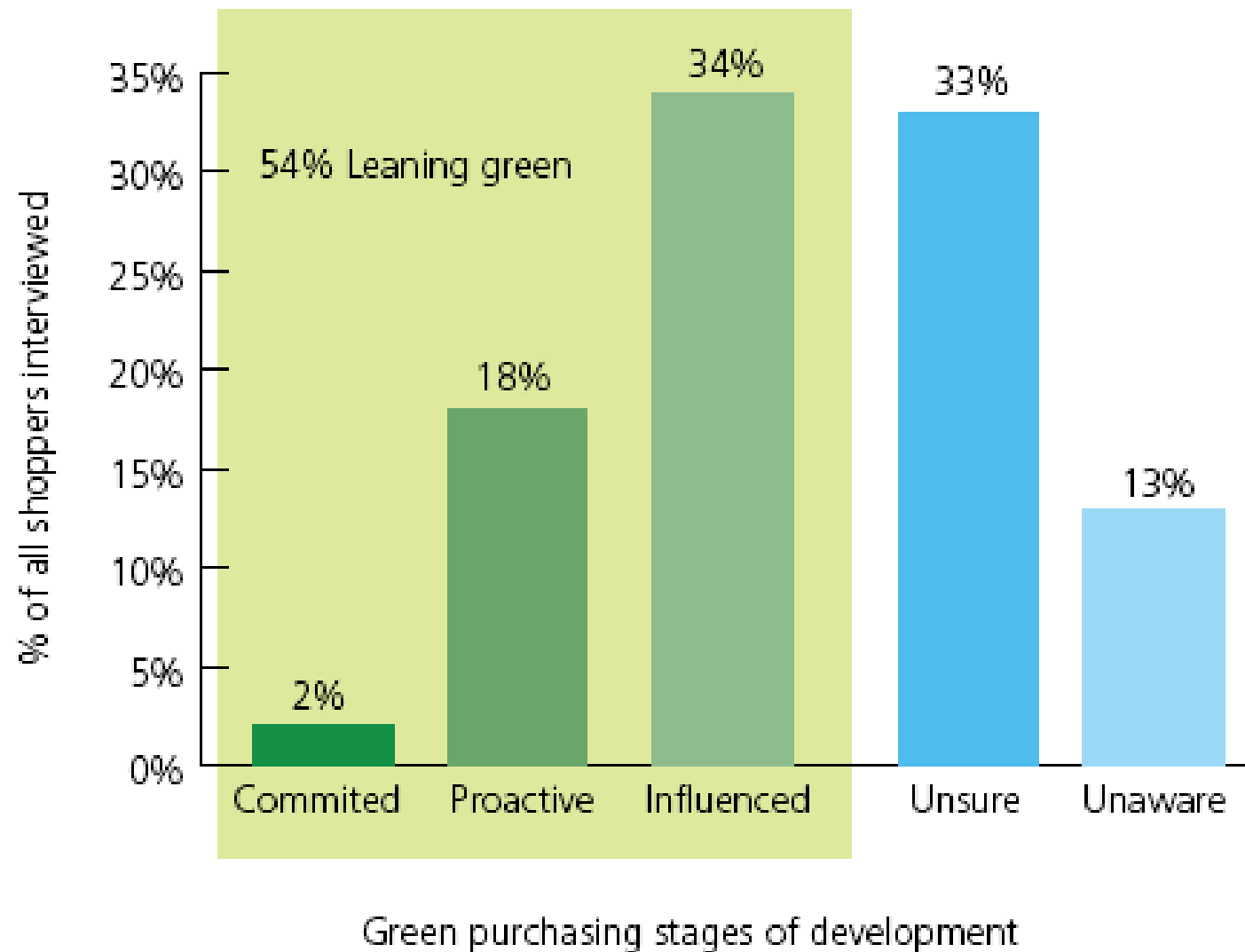


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Finding the green in today's shoppers

Sustainability trends and new shopper insights

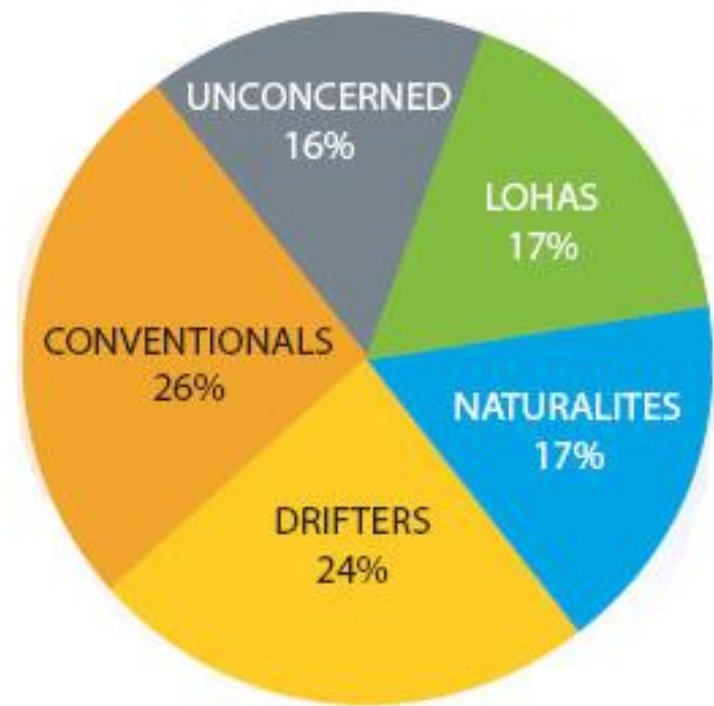
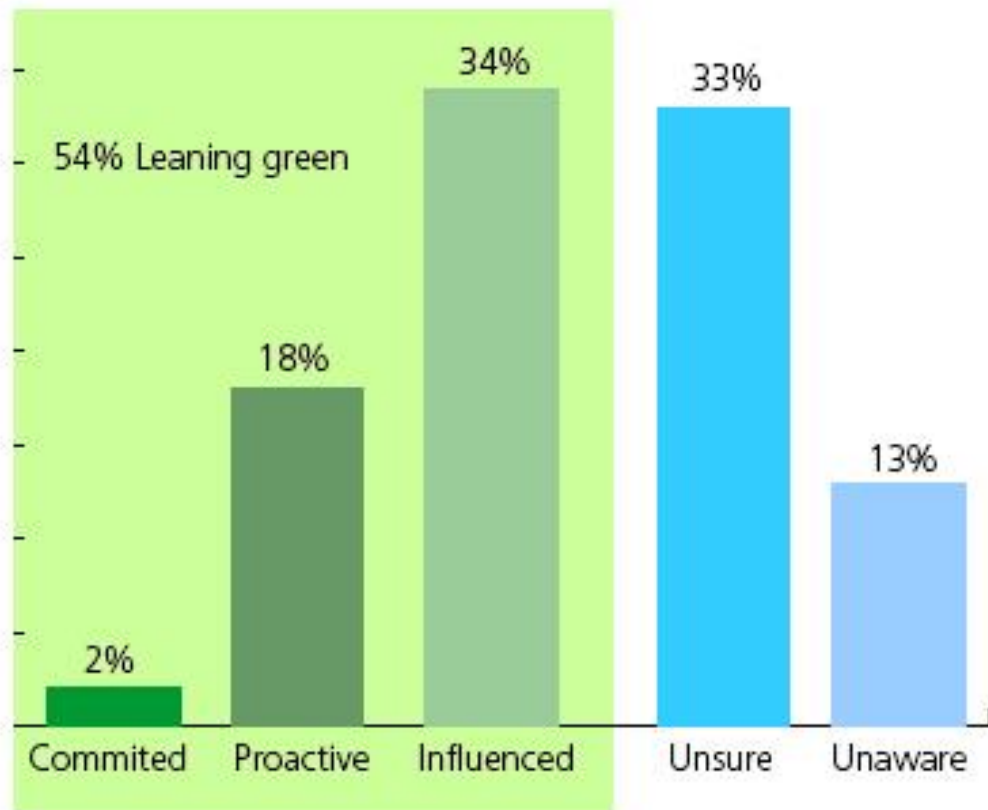
## Breakdown of shoppers by green purchasing development level

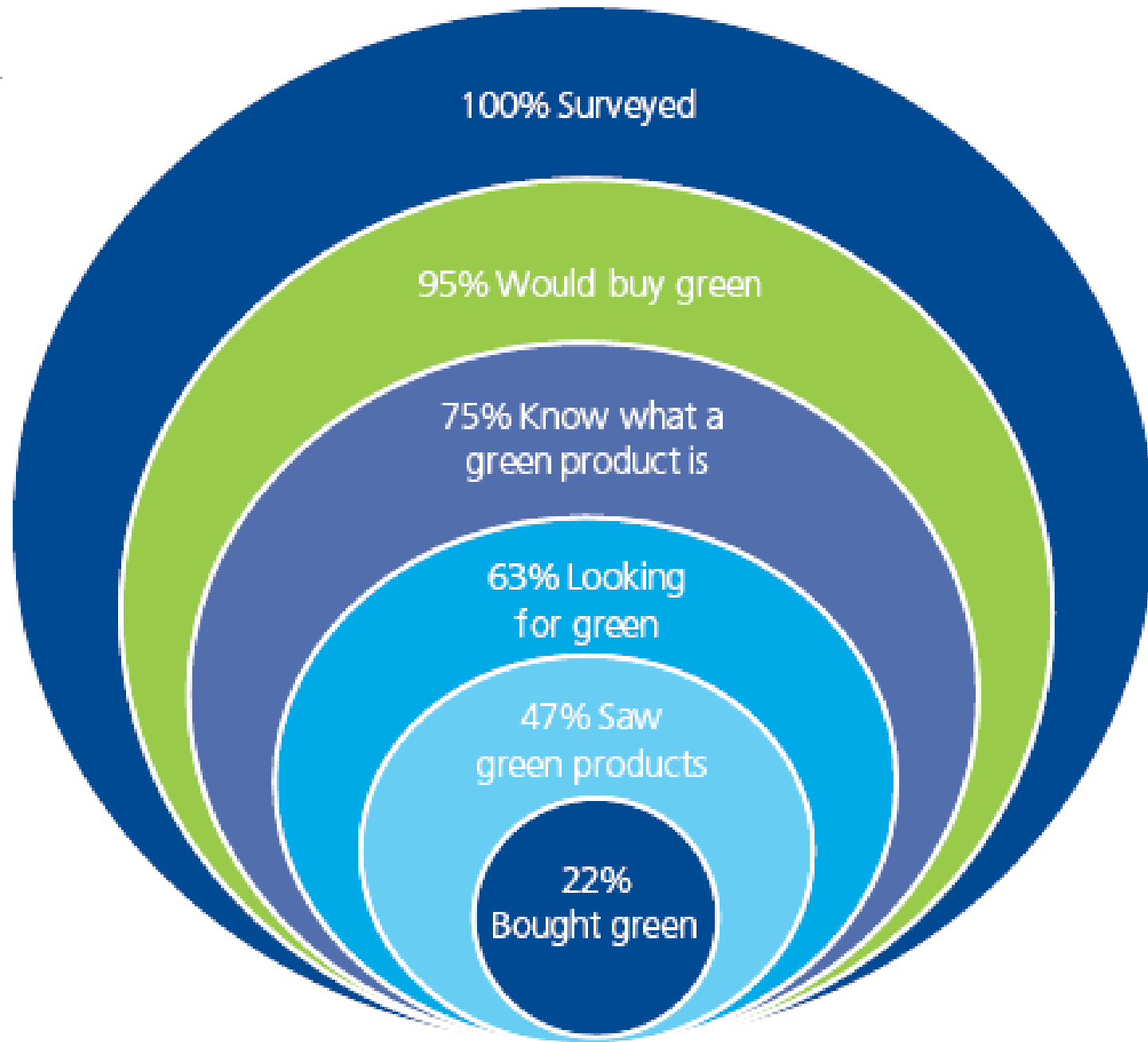


Source: 2009 GMA/Deloitte Green Shopper Study

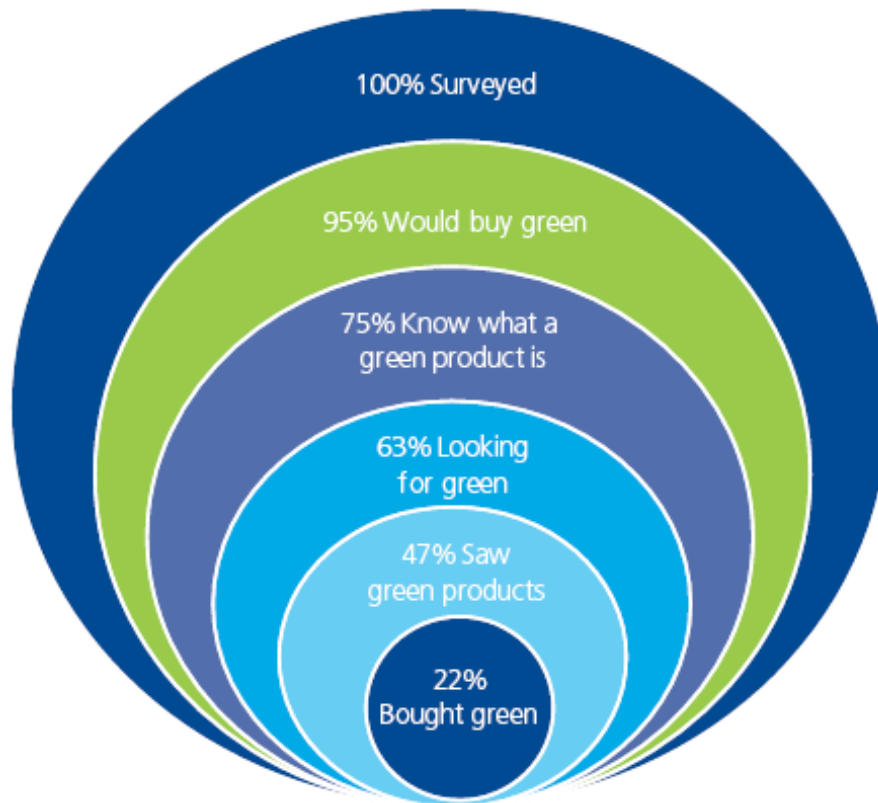
Note: Sample Size is 6,498 Shoppers Interviewed; Stage of Development based on answers to a series of lifestyle questions







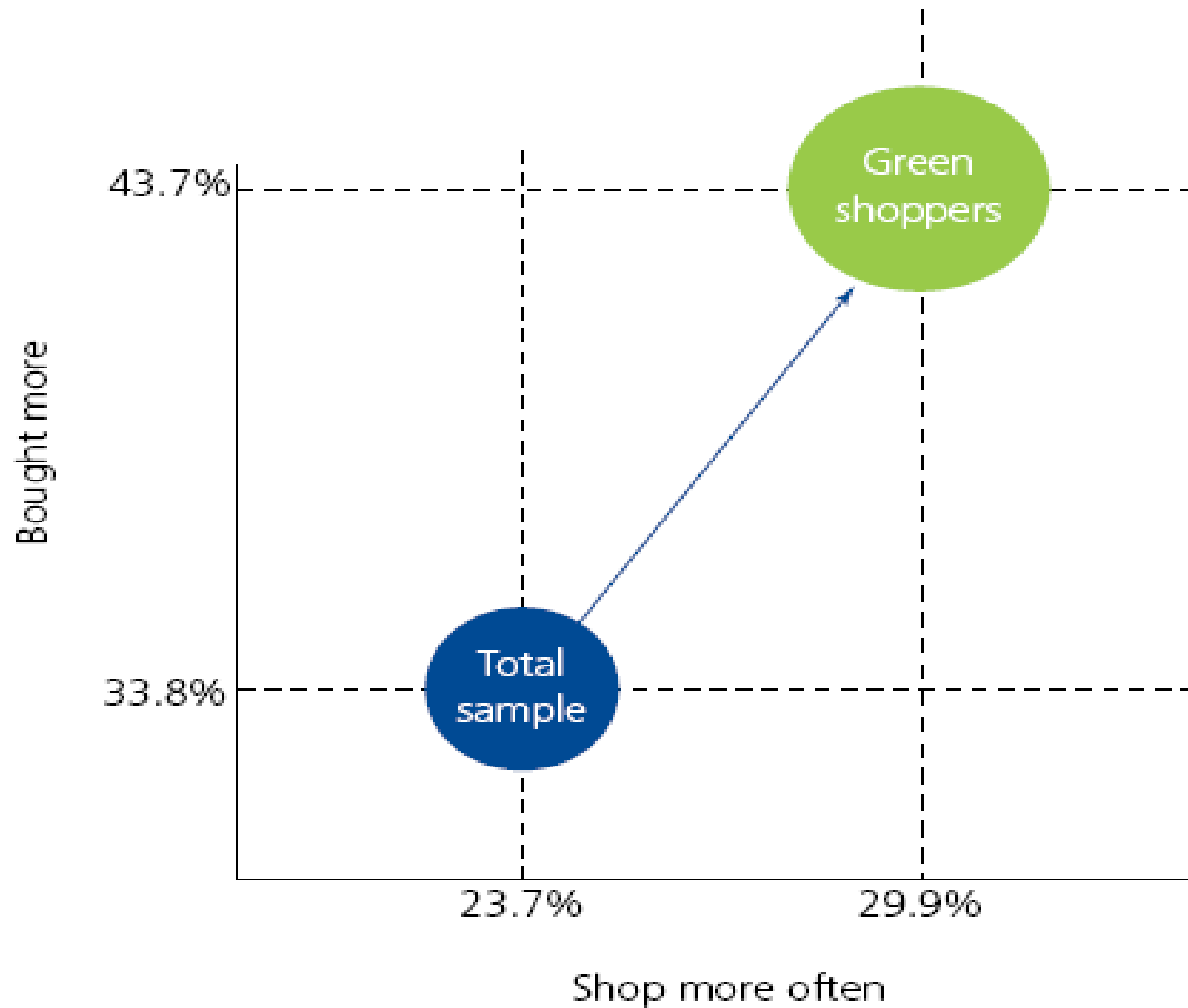
Source: 2009 GMA/Deloitte Green Shopper Study



Source: 2009 GMA/Deloitte Green Shopper Study

In line with consumer interest, availability of 'green' products has increased as well, as 54% of consumers say more 'green' products are available at their favorite stores than there were a year ago.

# Shopping behaviors of green shoppers versus all shoppers interviewed



Source: 2009 GMA/Deloitte Green Shopper Study

# Purchase Habits

- Deloitte Green Shopper is high value consumer segment that:
  - > *Buy more products in each trip*
  - > *More brand loyal*
  - > *Likely to product switch for green attributes and then remain loyal to new green product*
  - > *Less price sensitive (not bargain hunters)*
  - > *Visit stores more frequently*
- The LOHAS Consumer is:
  - > *Price insensitive (29% willing to spend 20% more on sustainable product vs. 1% of non-LOHAS)*
  - > *Early adopters of new products (22% vs. 7% of non-LOHAS)*
  - > *Brand loyal*
  - > *Products must be green and feel, taste and perform as well (or better) as their conventional counterparts*



# Focused On All Aspects of the Operation

- Food
- Refrigeration
- Product displays
- Administrative offices
- Waste management
- Cleaning chemicals
- Rest rooms
- Stormwater management

# Helpful Links

- <http://www.vbep.org/vtGreenGrocery.html>
- <http://www.vbep.org/vgg/TemplateGRWorkbookInstEnd.pdf>
- <http://www.rit.edu/affiliate/nysp2i/sustainable-grocer-program-pilot-project>
- [www.maine.gov/dep/innovation/greencert/grocery.htm](http://www.maine.gov/dep/innovation/greencert/grocery.htm)
- <http://www.newmoa.org/about/workgroups.cfm?sitetab=p2>
- <http://www.newmoa.org/prevention/projects/grocer/>
- [www.gmaonline.org/downloads/research-and-reports/greenshopper09.pdf](http://www.gmaonline.org/downloads/research-and-reports/greenshopper09.pdf)
- [www.nmisolutions.com](http://www.nmisolutions.com)



For More Information

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<http://www.prnewswire.com/news-releases/consumer-interest-in-green-services-doubled-from-2008-2010-117602523.html>



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<http://www.deloitte.com/us/greenshopperstudy09>



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