



Seafood Expo
NORTH AMERICA

The Changing Face of Sustainability
*How Public Companies are Making Positive
Improvements*



Jennie Wandler

Director of Category Management - Seafood

U.S. Foods

- Responsible for the strategic direction of the entire seafood category at U.S. Foods
- U.S. Foods is the second largest food distributor in the United States
- Prior to joining U.S. Foods, Jennie held various Category Management, Brand Management and Analytics positions at Ace Hardware Corporation and Topco Associates, LLC.
- She earned a Bachelor Degree in Business Administration from Illinois State University



Derrick Guss Seafood Category Manager Walt Disney

- Joined The Walt Disney team in 1995 and held various leadership positions within the organization
- Currently manages the beverage and seafood categories for Disney's U.S. Domestic Parks, Resorts, and Cruise Line
- Prior to joining The Walt Disney Company, he held various leadership positions with Darden and PepsiCo
- Derrick has a Bachelor Degree in Finance from The University of Central Florida, a Master of Business Administration Degree from Stetson University, and a Master of Science Degree in Supply Chain Management from the Florida Institute of Technology.



Chuck Marble

Former CEO

Elevation Brands

- Marble has more than 30 years of experience in the food industry, including executive positions at Elevation Brands, Weetabix Food Company and Triad Foods Group
- Served as CEO of Elevation Brands, which included Ian's Natural Foods and Blue Horizon Wild
- Pioneered an allergy friendly/gluten-free line at Ian's Natural Foods
- Expanded Elevation Brands' product line by acquiring Blue Horizon Wild, a sustainable seafood brand of value added products and meals
- Chuck has a Bachelor Degree in Food Science from Cornell University and an M.B.A. from Lake Forest Graduate School of Management



Richard Stavis

CEO

Stavis Seafoods

- Supporting donor and active member of the Seafood Nutrition Partnership
- Board member of the National Fisheries Institute (NFI)
- Board member of the NFI's Better Seafood Board and its Sustainable Crab Council
- Actively supports fishermen rights and is involved in fisheries improvement projects (FIPs) around the world
- Board member of Sea Pact - working to develop FIPs that will protect the future of seafood

Sustainable Seafood in the US

Timeline

- 1990 - Dolphin Safe label program starts in the U.S.
- 1996 - MSC implements its first certification program
- 1999 - Monterey Bay Aquarium creates Seafood Watch
- 1999 - Whole Foods Market becomes the 1st U.S. retailer to partner with MSC
- 2006 - Sustainable Fisheries Partnership founded
- 2005 - McDonald's fish becomes MSC certified
- 2010 - Wal-Mart outlines global sustainable aquaculture goals
- 2011 - Darden, Publix and SFP announce support of targeted FIPs
- 2011 - Target sets goal to make its entire fresh and frozen seafood selection 100 percent sustainable
- 2013 - McDonald's adds MSC label to all seafood products domestically

Discussion Topics

- What was the impetus to implement a sustainability program?
- What were your first steps?
- How did it change over time?
- What was the overall response?
- What does the future of sustainable seafood look like?



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Questions?