



Good for **You** Good for the **Community** Good for the **Planet**

ConAgra
Foodservice *good for business*

At **ConAgra Foods**, we understand that it's not enough to simply provide products that deliver outstanding taste, nutrition and value. We must also demonstrate an unwavering dedication to doing what's right, finding better ways to be a good steward of our environment and giving back to the communities we serve.

As we have focused our efforts on doing the right thing for our communities and the environment, we have been recognized for our work.

- ▶ Named one of the "100 Best Corporate Citizens" by *CRO Magazine*.
- ▶ Awarded an "A" grade for our work to reduce BPA in packaging by Green Century Capital Management.
- ▶ Ranked as one of the Top 10 Companies for International Innovations in Diversity by *Profiles in Diversity Journal*.

This brochure is a mere snapshot of our commitment to operating our business responsibly across many platforms. For more information on our corporate responsibility initiatives, please download the *ConAgra Foods 2010 Corporate Responsibility Report* at

conagrafoodservice.com/sustainability



Good for You

We make safe, delicious and nutritious foods that allow you to offer healthier products for a healthier lifestyle.

REDUCING SODIUM



- ▶ We have pledged to reduce the sodium in our Consumer Foods portfolio by 20 percent by the end of 2015, which will reduce salt in our products by 8 million pounds each year.

Some examples of our success include reducing sodium in varieties of **Chef Boyardee**® canned pasta by as much as 35 percent, launching work to lower sodium in our **Award Cuisine**® frozen entrées and **The Max**® pizza products, and introducing **Angela Mia**® Diced Tomatoes with no salt added to our portfolio.

ADDING WHOLE GRAINS



- ▶ Utilizing ConAgra Foods' proprietary grains such as **Ultragrain**® whole wheat flour and **Sustagrain**® barley, we are integrating whole grains into many of our products to enhance the nutritional value of our brands.

Healthy Choice® vegetarian entrées contain all natural ingredients and whole grains. Additionally, more than 60 percent of **The Max**® products are made with at least 25 percent whole grain ingredients and have three to five grams of fiber per serving.

REMOVING HIGH FRUCTOSE CORN SYRUP



- ▶ Responding to consumer demand for more products with real sugars, we are replacing high fructose corn syrup with sugars in many of our products.

We have removed high fructose corn syrup from our tabletop **Hunt's**® Ketchup. A number of our popular **J. Hungerford Smith**® and **Snack Pack**® products also are made with sugar instead of high fructose corn syrup.

ELIMINATING BPA IN PACKAGING



- ▶ ConAgra Foods is confident in the safety of its products, including canned items that utilize liners made with bisphenol A (BPA); however, we are actively researching alternatives in response to consumer demand.

We have begun packaging some products, specifically tomatoes, in non-BPA lined cans, and we will continue to evaluate non-BPA liners for the remainder of our canned-product portfolio.

Good for the Planet

We want to do our part to ensure the things we all share—
air, water and natural resources—are around for a long time.

REDUCING GREENHOUSE GASES



► **ConAgra Foods is committed to reducing our greenhouse gas emissions by 20 percent per pound of product produced by 2015.**

Our **Perfect Pallet** program focuses on optimizing the efficiency of our pallets. To date,

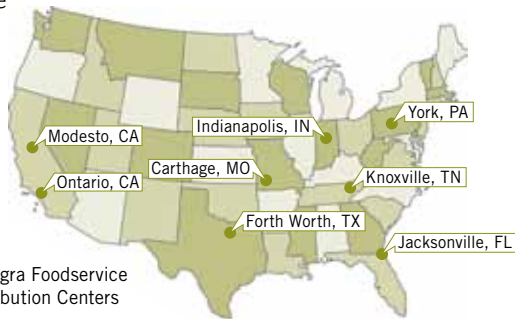
we have successfully reduced our use of pallets and stretch wrap, decreased our use of forklifts, and improved overall loading and transportation efficiency. Additionally, we use **iGPS plastic pallets**, which are 100 percent recyclable and 25 pounds lighter than wood pallets, allowing us to increase the products we ship per load.

Transportation is another area where we're making strides to reduce our impact.

More than 40 percent of our foodservice shipments are by rail, which means we have

3,400 fewer trucks on the road, significantly reducing our carbon footprint and greenhouse gas emissions. And with **eight distribution centers across the United States**, we

can ensure that our products are close to our customers, further minimizing transportation requirements.

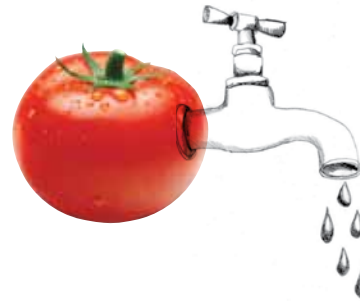


REDUCING SOLID WASTE

► **We are committed to extending the useful life of materials we use and diverting at least 75 percent of our solid waste from landfills by the end of 2015.**

This commitment is evident in the peeling process we use for our tomato products. Instead of relying on lye peeling, we rely on steam peeling. This not only produces the freshest-tasting tomatoes, **steam peeling helps reduce food waste** by allowing us to divert more than 24,000 tons of tomato peels that would have otherwise gone to the landfill for use as a valuable, nutritious byproduct used in animal feed by ranchers and livestock farmers.

REDUCING WATER USE



► **ConAgra Foods aims to reduce water use by 15 percent per pound of product produced by 2015.**

At our California plant, we have implemented a water reclamation process that captures water removed from tomatoes during processing for other uses in the plant. This process reduces our reliance on California's limited water supply; allowing us to **conserve nearly 56 million gallons of fresh water** each year.

Our tomato growers also have made strides in reducing water use. To date, more than half of the fields used to grow our tomatoes have been converted to drip irrigation systems that apply water directly to the roots of the plants. In some cases, this has **reduced water use in the fields by as much as 29 percent.**

USING SUSTAINABLE PACKAGING



► **We're committed to minimizing the environmental impacts of packaging.**

We use steel can packaging for many of our foodservice products not only because it ensures that we're delivering a safe, quality product, but also because **steel packaging is infinitely recyclable.**

For our **PAM®** and **Reddi-wip®** products we will be moving to a two-piece can that uses less material, energy and water to produce and results in a lighter, 100 percent recyclable package.

Our **Wesson®** Oils Bag-In-Box packaging uses **66 percent less plastic** than Jug-In-Box packaging, reducing the amount of waste sent to landfills. When broken down for disposal, our packaging takes up 36 percent less dumpster space.

ConAgra Foodservice
primary brands include



For more information about ConAgra Foods' commitment to products that are Good for You, Good for the Community and Good for the Planet, visit our website

conagrafoodservice.com/sustainability

100% Post-consumer
Recycled Paper



Good for the Community

We want to better the communities
where we all live and operate.

ENDING CHILD HUNGER



SHARE OUR
STRENGTH
NO KID HUNGRY

► **ConAgra Foods is committed to doing its part to fight child hunger in America by supporting sustainable solutions to end it.**

ConAgra Foods and the ConAgra Foods Foundation have donated nearly \$48 million and more than 250 million pounds of food to support programs dedicated to helping end child hunger in America. We have partnered with organizations such as Share Our Strength, Feeding America and others to help lead the way in the fight against child hunger.

Among the many initiatives we support to help end child hunger is Share Our Strength's **Cooking Matters™** (formerly known as Operation Frontline®), a chef-led nutrition education program that teaches children and families how to **prepare nutritious, tasty meals on a limited budget.**

Through our **operator SUCCESS® program**, we also provide an opportunity for foodservice operators to donate a portion of your rebate dollars to Share Our Strength. Foodservice operators who do so and join the nationwide community of people passionate about **ending child hunger in America** will be provided with merchandising materials to promote their involvement.



ConAgra
Foodservice

From morning rush to closeSM

www.conagrafoodservice.com