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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
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)
Finding the green in today’s shoppers
Sustainability trends and new shopper insights
Breakdown of shoppers by green purchasing development level

- 54% Leaning green
- 34% Influenced
- 33% Unsure
- 13% Unaware

% of all shoppers interviewed

Green purchasing stages of development

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.
100% Surveyed

95% Would buy green

75% Know what a green product is

63% Looking for green

47% Saw green products

22% Bought green

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.

Source: 2009 GMA/Deloitte Green Shopper Study
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.rit.edu/affiliate/nysp2i/sustainable-grocer-program-pilot-project
- www.maine.gov/dep/innovation/greencert/grocery.htm
- http://www.newmoa.org/about/workgroups.cfm?sitetab=p2
- www.nmisolutions.com
For More Information

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