Why Corporate Responsibility & Sustainability Replaces CSR?

Last May, Dole created the new office of Corporate Responsibility and Sustainability (CR&S), replacing our office of Corporate Social Responsibility and appointed Roberto Vega to the position of Director of Sustainability for Dole Food Company. The renaming of the department mainly consisted in highlighting Dole’s increasing commitment to address issues related to the sustainability area and in adapting our structure to better respond to these issues.

In addition, the Company defined sustainability ‘pillars’, which Dole will continue to address in priority. These pillars are Carbon Footprint and energy use, Water Management, Soil Conservation and Packaging (recently added).

The department set some ambitious goals for the months to come. We are in the process of compiling the sustainability metrics already available among our divisions in order to define key common indicators to be reported by our divisions. These key indicators will be consolidated and then fed on a regular basis, as a means of measuring – and improving – our performance on a global basis. They will also be communicated externally, as requested by many stakeholders, and in particular by Socially Responsible Investors. To this end, we are in the process of selecting an internet-based tool, which will support our reporting efforts. The tool will be user-friendly and easy to use, since we are conscious that resources to report information are usually limited.

In the coming months, Dole will also assess its Water Footprint in Costa Rica (pineapples and bananas) and Honduras (bananas), using the methodology defined by the Water Footprint Network, which Dole joined in 2009. The results of this assessment will be presented in priority at Fruit Logistica, the largest fruit and vegetables fair in the world, in Berlin from February 9 to February 11, 2011. Additional Dole initiatives to reduce water use will be presented on the Dole stand during the fair.

Finally, while our Dole divisions are already really involved in responding to the CR&S issues, we must be more active in communicating on these numerous achievements, internally and externally.

Internally, we hope that this newsletter, intended to be published approximately every three months, will not only contribute to spread Dole’s commitment to CR&S internally but also provide all our employees with useful information they can share with third-parties like relatives, friends, but also customers, just to give a few examples.

In terms of external communication, we have planned to launch our new Corporate Responsibility and Sustainability website (replacing our current ‘CSR’ website) in January 2011. The new website will focus less on policies, but more on results and will integrate an interactive-tool presenting many Dole CR&S-initiatives implemented at the local level.

We also need your contribution to the newsletter. Please do not hesitate to send us news to be included in our next editions. Your feedback regarding the newsletter’s format is also welcome!

I hope you will enjoy your reading.

Sylvain Cuperlier
Vice President of Worldwide Corporate Responsibility & Sustainability
DOLE RECOGNIZED BY SCIENTISTS AT WORLD WATER WEEK IN SWEDEN

On September 10th, the Company’s New Millennium Packing Plant in Costa Rica was recognized during World Water Week in Stockholm, Sweden. The Company’s water conservation case study received an ‘Honorable Mention’ from a jury drawn from the selected members of the World Water Week’s Scientific Program Committee.

In addition to the prize winner (Columbia University for a project focusing on ‘Microbial Contamination of Shallow Tube Wells in Bangladesh’), Dole’s project was amongst three this year – out of 600 submissions – to receive an ‘Honorable Mention’, being judged on several research criteria and formal presentation.

The Dole New Millennium Packing Plant was introduced earlier this year by Dole in Costa Rica. This revolutionary process reduces water use by a factor of 10 and energy use by 50 percent. It is now being used in some other Dole divisions, for example in Honduras and the Philippines.

Axfood, one of Dole’s major customers in Scandinavia, attended one of the case study presentations and congratulated the Dole organization immediately after the results were published.

The World Water Week in Stockholm is the annual meeting place for the planet’s most urgent water-related issues. Organized by the Stockholm International Water Institute (SIWI), it brings together 2,500 experts, practitioners, decision makers and business innovators from around the globe to exchange ideas, foster new thinking and develop solutions.

The New Millennium Concept was developed by a multidisciplinary task force involving:

- Quality
- Technical Services
- Environmental Services
- Production
- Harvesting & Packing Group
- Industrial Engineering
- Farm Management
- Farm Controllership
- Dole Family
In August, the Company completed an animal monitoring study carried out at El Bosque, a Dole pineapple farm in Costa Rica, together with scientists working with FUNDECOR, a Non-Governmental organization active in protecting the natural resources of the Costa Rican central mountains. The study reveals not only that wildlife has been preserved, compared to a baseline survey carried out in 2005, but also that several vulnerable species are being effectively protected in the forest flanking the farm.

The study was performed in July 2010 and focused on the use of infrared cameras to gauge the presence of fauna on the forest-floor of the 80-hectare reserve at El Bosque. A total of 11 mammal species from 11 different genus, 9 families and 5 orders were registered by the cameras.

This exploratory study revealed the presence of species that are highly vulnerable to fragmentation, habitat destruction and hunting, such as the Ocelot (*Leopardus pardalis*) and the Paca (*Cuniculus paca*), a forest-dwelling herbivore.

The Paca (*Cuniculus paca*) is a scarce, large rodent and forest dweller which is probably prey for the carnivore species detected in the study.

This severely endangered species, Ocelot (*Leopardus pardalis*) was an entirely unexpected find. [July 24, 2010, 23:57]

The survey was commissioned during World Environment Day last June and was part of a broader set of initiatives organized by Dole at banana and pineapple operations, not only in Costa Rica but also in Honduras, Ecuador and Peru. These other initiatives included the planting of 30,000 trees with community, schools, workers and their children, the conduction of environmental awareness seminars for the children, the collection of trash alongside rivers and roads, the presentation of recycling programs by women leaders and the installation of bird feeders for hummingbirds and others.

Dole in Costa Rica has commissioned two similar studies at our Zurquí banana plantation in Sarapiqui and our Muelle & Ecopiñas pineapple farms in San Carlos.
DOLE CEO HIGHLIGHTS COMPANY CORPORATE RESPONSIBILITY AND SUSTAINABILITY PROGRAMS AT CONFERENCE IN GUATEMALA

On September 7, Dole Food Company, Inc President and CEO David A. DeLorenzo discussed the Company’s ongoing corporate responsibility and sustainability efforts in Central America in a forum organized by the Center for Implementing Corporate Social Responsibility, in Guatemala.

Approximately 560 people, representing many different local stakeholders, partook in the forum, opened by Álvaro Colom, President of the Republic of Guatemala. The discussion with Dave DeLorenzo focused on the subject of “companies as actors for change”. David DeLorenzo’s introduction focused on how Dole has been contributing for decades to the development of communities in Central America and shared Dole’s efforts to address the Company’s ‘pillars of sustainability’.

David DeLorenzo then made the presentation to the Dole Packaged Food’s sales team in the U.S. and the Dole Westlake employees.

DOLE BANANA FARM IN COSTA RICA RECEIVES SUSTAINABILITY AWARD FROM MARKS & SPENCER

End of July, Bananito, a Dole farm located in Costa Rica has received a ‘Plan A’ farming award from British retailer Marks & Spencer.

The Marks & Spencer’s Plan A farming award recognizes and promotes farmers and growers who are taking steps to improve the sustainability of their business.

Bananito is an 850-hectare Company-owned farm producing bananas since 1989. It is located in Limón, Costa Rica and is certified to GlobalGAP, ISO 14001 and SA 8000.

An example of a sustainable initiative implemented at Bananito: A biodigester (left) transforms the mules’ excreta into gas used by the workers to heat their meals at the farm’s cafeteria (right)

The award, coupled with a £1,000 prize from Marks & Spencer, was received by Dole, during the Royal Welsh Agricultural Show in Llanewedd, Wales, U.K.

The application process was designed to be flexible across a range of farming systems and to allow the broadest range of entries covering animal welfare, environmental and ethical issues. This year, the application process was open for the first time to non-UK farmers.
WORLD BANANA FORUM: MEETING OF THE WORKING GROUP FOCUSING ON SUSTAINABLE BANANA PRODUCTION

In December 2009, the World Banana Forum (WBF) was launched at the FAO headquarters in Rome. The WBF, initiated by Alistair Smith from the U.K.-based NGO Banana Link is an assembly space used to promote open dialogue on the challenges facing the banana industry. Participants include standard-setting organizations, trade unions, and governmental and Non-Governmental Organizations.

The WBF has launched working groups focusing on specific issues that the banana business is currently facing. Dole is represented in the WBF’s Steering Committee, and participates actively in the core team of two working groups: the one focusing on a ‘fair distribution of value along the supply chain’ and the one concentrating on a ‘sustainable banana production’.

While the working group on the ‘fair distribution of value’ had its kick-off meeting in Paris at the end of June, the working group on ‘sustainable banana production’ organized its second meeting, in Antwerp on July 28 and 29. In addition to Dole, 14 other people participated in the meeting, including representatives from Chiquita, Fyffes, UGPBAN (Martinique & Guadeloupe), the Canary Islands, Philippines and Cameroon producers, as well as representatives from the European Union, the FAO, trade union and research organizations as well as NGOs. One of the objectives of the meeting was to define priorities to be addressed by the group in the sustainability area. It was decided that the group will primarily concentrate, over the next months, on the issue of resource management, i.e. water, soil, materials and waste as well as energy and emissions. These priorities are well in line with Dole’s pillars of sustainability!

DOLE APPOINTED TO THE BANANA ADVISORY COUNCIL OF THE FAIRTRADE LABELING ORGANIZATION (FLO) INTERNATIONAL

On July 13-14, seventeen people from throughout the banana industry gathered in Bonn, Germany, for the first FLO Product Advisory Council (PAC) for bananas.

Gathered together for the PAC meetings, the attendees had the opportunity to learn about the challenges faced by each other. The PAC serves as a platform for discussing important topics that have a tremendous impact on all involved.

In addition to Roberto Véga, who represents Dole in the PAC, other participants included representatives from small producers, European importers, retailers (Whole Foods in the U.S., Sainsbury in the U.K.), NGOs, research institutes and National Fairtrade Initiatives.

Throughout the rest of the year, members of the Banana PAC will meet in conference calls and online to continue discussing points raised at the meetings and advise FLO on relevant industry topics.
DOLE SPEAKS AT THE SUSTAINABLE AGRICULTURAL PARTNERSHIPS SUMMIT 2010
SAN FRANCISCO, AUGUST 10 & 11

The Dole CR&S department was invited to speak at the Sustainable Agricultural Partnerships Summit in San Francisco in August. Participants included some of the major food companies (e.g., Nestlé, Mars, Dean Foods or Starbucks), local growers, regulators (the Environmental Protection Agency -E.P.A.- of the United States), agro-chemical companies (Bayer, Syngenta), standard settings organizations (Rainforest Alliance, GlobalGAP) and NGOs. Some representatives from Dole Fresh Vegetables also attended the conference, to which approximately 200 people partook.

Roberto Vega spoke about ‘Applying Carbon Footprint Metrics to Farming Production Methods: Defining the Key Benefits for Growers’ while Sylvain Cuperlier, who chaired the event, exposed Dole’s views on the following subject: ‘Harmonizing Standards for Defining Sustainability and Consumer Labeling’.

DOLE SPEAKS AT THE FIRST INTERNATIONAL CONFERENCE ON ETHICAL CERTIFICATION
LONDON, SEPTEMBER 29

Dole spoke at the First International Conference on Ethical Certification in London. The Dole presentation was part of a panel focusing on the following subject: ‘Certification: Trial, Errors and Successes’. Dole focused on the Company’s experience in working with several certification schemes, and highlighted some issues to be overcome when dealing with potential new standards, like the ones addressing Carbon or Water Footprint.

Other speakers included senior representatives from large food companies (Unilever, Cadbury), standard setting organizations (Fairtrade Labeling Organization, Rainforest Alliance, Social Accountability International), NGOs (World Wild Fund – WWF –, Oxfam) among others.

Below are some of the ethical and/or sustainability standards used by Dole:

![Fairtrade](image1)
![USDA Organic Certified](image2)
![GlobalG.A.P. Certified](image3)
![Rainforest Alliance Certified](image4)
![SA 8000 Certified](image5)
![Fair Trade Certified](image6)
![SA 8000 Certified](image7)
![ISO 14001 Certified](image8)
![SGS Certified](image9)
![Rainforest Alliance Certified](image10)
Please find below a selection of articles addressing Dole’s CR&S programs.

**Eurofresh (Europe), July: ’Dole Ecuador Invests in Social Responsibility’**
Article detailing the Dale Foundation’s activities in Ecuador.

**Forbes (U.S.A.), 3 August: ’Dole Is A Healthy Stock’**
Nice article mainly focusing on Dole’s nutrition programs but also mentioning Dole’s efforts in the sustainability area, through the example of Dole’s New Millennium Packing Plant.

**Eurofruit (Europe), September: ’Promotions Improve Fortunes’**
Interview with Xavier Roussel, Dole Europe Import’s Commercial Director. Xavier talks about the European pineapple market but also about Dole’s sustainability programs in pineapple production, including the elimination of paraquat use as well as Dole’s water and soil conservation practices.

**Lebensmittelpraxis, Green Edition (Germany), 10 September: ’Sustainability More Than a Trend’**
The article details how some leading companies, including Dole, address the concept of sustainability, giving some examples.

**Freshplaza.com, 14 September: ’US: A Truly Green Agricultural Company: Dole Food’**
Most of the article focuses on an interview with one of Dole Fresh Vegetables’ growers. It also explains how Dole Fresh Vegetables partners with their growers in order to implement sustainable ways to grow products, giving examples of programs aimed at limiting energy use and reducing waste.

**Financial Times, (United Kingdom): 15 September: ’Buyers unravel the ethics behind the label’**
The article contains a nice mention of Dole’s organic website, allowing consumers, by entering a three-digit number printed on the banana label, to get more details of the farm where the banana was grown.

*Full articles are available, upon request.*

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**SNAPSHOT**

A few days after the World Cup was over, Dole South Africa celebrated Mandela Day by making it possible for 92 children from the villages of Qunu and MvesoIn to fly to Johannesburg to meet former President and Nobel Prize Laureate Nelson Mandela.
What Does 'Sustainability' Mean?

According to Wikipedia, the word ‘sustainability’ is derived from the Latin *sustenere* (tenere, to hold; sus, up).

However, ‘sustainability’ means different things to different people and there is no universally accepted definition.

Since the 1980s ‘sustainability’ has been used more in the sense of human sustainability on planet Earth and this has resulted in the most widely quoted definition of sustainability and sustainable development, that of the Brundtland Commission of the United Nations on March 20, 1987: “sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

At the 2005 World Summit it was noted that this requires the reconciliation of environmental, social and economic demands - the "three pillars" of sustainability.

As shown on the diagram, a project in order to be considered ‘sustainable’ must be environmentally-friendly, while impacting the social conditions in a positive manner and being economically viable.

Let’s see how this definition could apply to a specific Dole project: the plastic recycling program for women living in the Stanfilco communities in the Philippines (a project developed by the Kasilak Foundation for Stanfilco).

In the Philippines, starting in 2004, women from the community began using discarded plastic straps (those used in securing banana boxes on pallets) to create baskets, mats, bags and flower pots for their livelihood project.

Dole Stanfilco donates the straps to our women associations. These baskets and flower pots range in size from small, medium and large and come in a variety of solid or mixed colors. They are then sold in the cities and public markets and all proceeds are reinvested in the community.

To date, this community project has assisted 15 community organizations involving approximately 500 individuals and has evolved into a handicraft business for the community.

So, if we go back to our definition, this project can be considered ‘sustainable’ in the sense that it contributes to recycle plastics (environmental component), while providing jobs to formerly unemployed women (social component) and reducing the cost of managing the waste while generating additional revenues for the community (economic component).
For each edition, we will introduce a person supporting Dole’s CR&S department at the divisional level.

In August, right after the Sustainable Agriculture conference in San Francisco and en route to Westlake, our CR&S department, accompanied by Sue Hagen, stopped in Monterey, California, to learn more about Dole Fresh Vegetables’ activities and sustainability programs. Impressed by Dole Fresh Vegetables’ vision and initiatives, we have decided to interview, for our first edition, a key member of the sustainability team at Dole Fresh Vegetables (DFV): Sheila Lee, Operations Business Director.

**So we hear you’re a “greenie”...**
Well, I can’t claim that, and my husband is lot greener than I am, but I’m learning. We’ve started composting at home and like many Californians, we recycle whatever we can. I grew up in the San Francisco area where respect for the earth is something that you heard about frequently.

**What’s your current title here at Dole Fresh Vegetables?**
I’m the Operations Business Director for DFV. Primary responsibilities include project management for key business initiatives and working with Sales and Marketing to ensure successful launches of new product innovations. I am very excited to be part of the team responsible for sustainability activities at DFV.

**I understand that you have a degree in Foods and Nutrition?**
Yes - from San Diego State University. I spent the first half of my career in Quality Assurance (working with potato chips, peanut butter and mayonnaise, then salad). I started with DFV in 1995 as QA Manager in the Soledad plant and eventually moved into Operations for the West Coast value-added facilities.

**Why were you tapped to co-chair DFV’s sustainability team?**
I’m a liaison between Operations and Marketing so I touch a lot of functions. That “cross-pollination” helps the team approach sustainability projects holistically, to make sure that we understand effects of any one initiative on the whole system.

**Remind our readers, please: what are DFV’s products?**
DFV offers a complete line of value-added salads, from retail bags and clamshells to bags of chopped lettuces for food service. We have 35 varieties of fresh commodity vegetables and delicious fresh strawberries, raspberries and blackberries.
Where do DFV growers fit into the sustainability effort?
We have well over 50 growers, many of whom have worked with Dole for decades. They’re valued partners – well-versed in food safety standards and eager to provide the best quality for our customers. We work closely with this team to ensure sustainable farming practices are in place. Whenever possible, we source produce locally for our plants in North Carolina and Ohio.

How does DFV address the issue of sustainability?
Although Dole has been farming sustainably for years, we haven’t had a formal sustainability program. DFV recognized the increasing importance of a more disciplined approach and assembled a cross-functional “green” team this year with employees from the agriculture and manufacturing operations, purchasing, R&D, engineering, supply chain and marketing along with senior management.

The sustainability mission statement was presented at DFV’s last quarterly employee meeting.

What else has the team been working on?
Our sustainability mission statement incorporates the Dole Sustainability Pillars (Soil Conservation, Water Management, Carbon Footprint and Packaging). There’s a lengthy list of projects associated with each of these pillars. We’ve put those projects into a tracking spreadsheet and are now working on a structured program that will include performance metrics.

Are customers asking for this information?
Wal-Mart and Publix, two of our biggest accounts, have asked for it, and we expect more customers to do so in the near future.

What about industry initiatives?
We participate in the United Fresh Produce Association’s Advisory Committee on Sustainability and work with other relevant organizations to develop industry-wide metrics and tracking methodologies.

Can you tell us more about concrete actions addressing these Sustainability Pillars?
- **Soil conservation** is of course an area of special interest. To reduce the use of pesticides, predator mites are cultivated in green houses then released in fields for pest control. We also use a giant bug vacuum [see photo]. Soil pH management and soil amendments are used. We conduct periodic tissue analysis so fertilizer is applied based on actual soil needs instead of on a rote schedule.

- **Water** is scarce in many of the areas where we grow vegetables, especially in the Central Valley of California, so our farmers are always looking for better ways to manage usage. They use drip irrigation and specialized sensors to measure soil saturation. Even water droplet size is analyzed and optimized. Irrigation management helps minimize the leaching of nitrogen and phosphates into the groundwater. We’ve partnered with the University of California at Davis to determine best practices.

Our plants have made some impressive improvements. The Bessemer City salad plant, for example, reduced its water usage up to 25% per day (up to 100 gallons – or approximately 400 liters) by installing sensors that shut off wash sprays when a line is down.
We hear a lot everywhere about "reducing your carbon footprint" – what is DFV doing on that front?

Key initiatives related to Carbon Footprint Reduction include:

- Recycling programs for vegetable and packaging waste
- Installing energy efficient lighting, motors and equipment (in just one project, we were able to save 167 tons of CO2 per year!)
- Fueling some of our agricultural vehicles with bio-diesel.
- Looking at renewable energy sources such as solar.
- Using a "freight optimizer" program that calculates the most efficient truck route and combines customer orders as practical.

What about packaging? It’s a very visible part of any sustainability program.

Our current packaging projects are heavily focused on reducing fiber in our cartons. We’ve resized boxes and are looking at packing cartons to best utilize the space. Cartons and bins are used multiple times. Our salad and berry clamshells are made from 70% recycled PET drink bottles in a plant powered 50% by solar energy.

How do you partner with your growers to encourage them to follow your approach to sustainability?

Our DFV Agricultural team communicates closely with our growers on a daily basis. It is very much a two-way street, as we also learn from them. Most recently, we had a grower join us at the Sustainable Agriculture conference in San Francisco where we both learned about sustainable farming practices. We are also looking at ways to educate our vendors, customers and consumers about sustainability.

Part of the DFV mission statement says you will "Encourage and enable our employees to build sustainability thinking and practices into their everyday work." What changes do you think DFV employees will see in the next year?

There’s a long list of environmentally-friendly ideas generated from Earth Day 2010 that’s being reviewed. We’re really trying to get away from printing periodic reports - people will view them online. We’re hoping to install motion-sensitive lighting in areas such as restrooms and meeting rooms. The Monterey office building is getting more energy-efficient lighting and window shades. We’ll continue to solicit ideas from our employees.

Sounds great - we’ll check in with you next Earth Day!

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Conclusion

In our next edition: "What is the Carbon Footprint of a Dole Banana?"

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This newsletter has been produced by Dole’s Corporate Responsibility & Sustainability department in Europe, with the support of Suzi Irwin in Westlake Village.

We welcome your contribution to the CR&S newsletter.

Feel free to contact the CR&S department at the following e-mail address:
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