

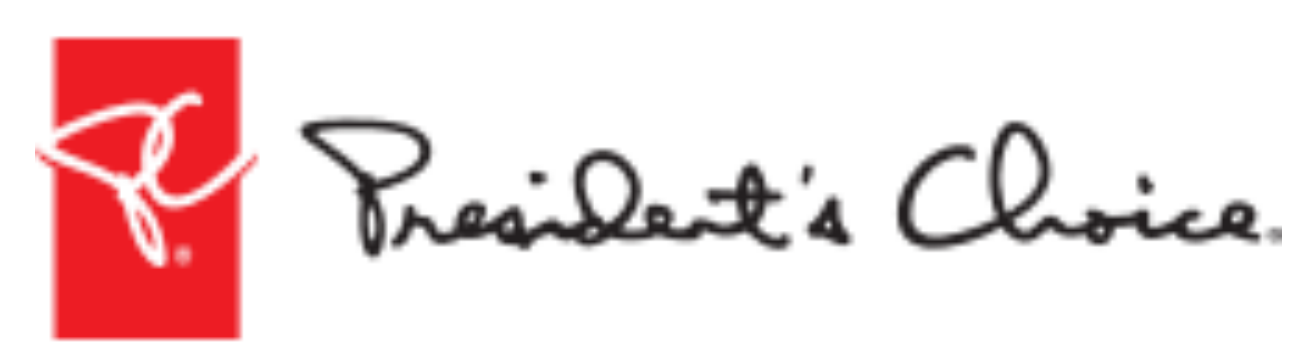
## Company Profile

Canada's food and pharmacy leader, with a network of corporate and independently-operated stores in communities across the country.

Loblaw supports the needs of Canadians in many ways: convenient grocery locations that span the value spectrum from discount to specialty; full-service pharmacies; no-fee banking; affordable fashion and family apparel; and, three of Canada's top consumer brands in *President's Choice*®, *Life Brand*®, and *no name*®.

## Loblaw Brands Sustainability Team Priorities

- Implement strategies to manage the use of high risk commodities in private label products
- Continuously seek new initiatives to enhance sustainability standards for product development for all private labels
- Create and manage external partnerships to acquire new insights and encourage sustainable change across the industry



*Additionally, I was selected as a member of the Loblaw Intern Committee to better the intern experience for 250 interns this summer. I was honoured to organize the 1<sup>st</sup> intern pitch competition in collaboration with the innovation team.*

## Project & Responsibilities

My project was to review seafood products sold in LCL banners in order to report on the company's 100% sustainable seafood goal launched in 2009. I completed the following tasks:

- Created data collection surveys to collect product information from 220+ seafood vendors for private labels and national brand products
- Collaborated with various teams including quality assurance, merchandising and product development teams to ensure compliance for over 2200+ products
- Formulated and implemented a strategy to maintain compliance

## Insights and Skills Gained

- Enhanced Microsoft Excel skills to aggregate data, manage large data sets, create dashboards and present complex information
- Learned the complexities of applying eco-label standards such as Marine Stewardship Council, Aquaculture Stewardship Council and Best Aquaculture Practices in seafood supply chains
- Gained a business mindset to present and implement customized sustainability initiatives in various internal business units
- Acquired additional insights about the role of sustainability for food retailers and food manufacturing