



## **FOR IMMEDIATE RELEASE**

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### **SureHarvest CEO Reviews Walmart's Sustainability Initiatives Walmart's plans for a sustainability index on every product will drive the need for more data management at the farmgate**

(MONTEREY, CA. – November 14, 2008) Dr. Jeff Dlott, CEO of SureHarvest, presented an overview of Walmart's sustainability initiatives to a gathering of 120 growers and farm managers at the 2008 Sustainable Ag Expo.

"All of the market captains in the North American retail, foodservice, and consumer food product industry are actively engaged in sustainability initiatives. Walmart, with global revenues of \$379 Billion, is designing a sustainability index to measure the impact of production processes on energy and climate, natural resources, material efficiency and people and community," explained Dlott. "Ultimately, Walmart wants to present its customers with a scorecard on every product."

Dr. Dlott described his participation in Walmart's Sustainable Value Network, a consortium of Wal-Mart associates, entrepreneurs, NGOs, government officials, academics and suppliers. The group is advising Walmart on an appropriate set of metrics for the food and beverage sector.

"Walmart's initiative gives new meaning to 'field to fork.' The index would touch on all facets of food production. Because it requires greater transparency, this will mean greater demands for data collection, analysis and reporting," according to the SureHarvest CEO, a provider of information management systems for the agrifood system.

Dr. Dlott presented an example of Love Earth jewelry sold at Walmart. Consumers can type in the batch number of their purchase on Walmart's website and trace their jewelry from 'mine to market.' The on-line display, powered by a software service called String developed by Historic Futures Ltd. based in the U.K., includes every step in the production process and a Google map tracing the raw materials from the mines to manufacturing to retail.

Dr. Dlott concluded, "I believe this is a game changer. Walmart and other food industry initiatives means sustainability is real. The focus is now on measuring outcomes and quantifiable impacts. And sustainability impacts will be measured in quarters, not years," said Dlott.

**About SureHarvest:** SureHarvest, a leading provider of software and services since 1999, provides management information systems (MIS) to growers farming over 267,000 acres. SureHarvest's Sustainability MIS powers the California Sustainable Winegrowing Alliance's sustainability performance management for 1,026 vineyards and 230 wineries ([www.sustainablewinegrowing.org](http://www.sustainablewinegrowing.org)). Dr. Dlott is a co-founder of the Stewardship Index for Specialty Crops, an initiative to develop a system for measuring sustainable performance throughout the specialty crop supply chain ([www.stewardshipindex.org](http://www.stewardshipindex.org)).