



RESPONSIBLE SOURCING  
WASTE REDUCTION



# SERVE THE GREATER GOOD AND MAKE SUSTAINABILITY EFFORTLESS

The concept of sustainability may seem hard to grasp – and even more difficult to achieve. But at US Foods®, it's our goal to help make sustainability easy for you to understand and embrace on your menu. Because your customers are looking for more choices that contribute to the endurance of forward-thinking food sourcing systems and processes, we know it's vital to provide you with the resources and know-how to become an operator whose commitment to sustainability diners can trust.

That starts with Serve Good, our award-winning program featuring hundreds of sustainable products. These items are developed with suppliers who are as dedicated to sustainability as we are, and many come with the reassurance of verification by third-party certifiers. Every Serve Good product comes with a claim of responsible sourcing or contribution to waste reduction, falling into one of several categories: organic, Non-GMO,

sustainable seafood, animal care, responsible disposables and reduces waste. Additionally, all Serve Good items are packaged according to a strict policy that dictates packaging reduction and increased post-consumer content and recyclability.

At US Foods, we're striving to lead by example, innovating and advancing initiatives around sustainability in foodservice. In the pages ahead, we'll explain some of those concepts, why they matter to your customers and how best to feature them on your menu using some of our most popular Serve Good items. We'll help you benefit from our responsible products and programs, and demonstrate how easy it can be to serve well while serving the greater good.

To learn more about sustainability, Serve Good and our trusted third-party certifiers, visit [usfoods.com](http://usfoods.com).

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# ORGANIC

# 74%

OF MILLENNIALS SAY  
THEY ARE MORE LIKELY  
TO BUY ORGANIC

- DATASSENTIAL NEW HEALTHY KEYNOTE, 2016

## WHY IT MATTERS

Diners today are deciding what to eat based on who they are. As views about how food is grown and raised have evolved, more operators are learning the increased importance of offering their customers responsible options. Organic foods are produced in a manner that helps conserve resources, improve water quality, enhance soil health and support natural habitats for agricultural animals.

Consider including in the name of your dish – but only if all ingredients are classified organic.

## HOW TO MENU IT

### ORGANIC SPRING MIX

Go green – in every way – with this vibrant, crunchy blend.

**CERTIFIED USDA ORGANIC**, our spring mix is as responsible as it is resplendent.

Build trust with your diners by highlighting certifications.



CROSS VALLEY FARMS®  
ORGANIC SPRING MIX  
5100394

To learn more about organics – including the beverages, breads and vegetables in our Serve Good portfolio – visit [usfoods.com](http://usfoods.com).



# NON-GMO

SALES OF FOODS LABELED  
**NON-GMO**  
HAVE INCREASED FROM  
\$12.9 BILLION IN 2012 TO  
\$21.2 BILLION AS OF 2016  
- NIELSEN, 2016

## WHY IT MATTERS

With so many ingredients and processes involved in food production today, more diners are seeking simplicity and transparency. The Non-GMO label assures consumers that a product contains no genetically modified organisms, which means it has not been genetically altered in any way. Non-GMO Project Verified, for instance, assists farmers, processors and manufacturers in testing for unqualified ingredients and building best practices into the supply chain.

## HOW TO MENU IT

### ARTISAN DINNER ROLLS

Ask for a piping hot basket of fresh-from-the-oven rolls – an assortment of Country French, Wheat, Rosemary and Ciabatta – to get your table started.  
(NON-GMO Project Verified)

“NON-GMO” may not whet the appetite – but diners still care. Sometimes subtlety works best.



CHEF'S LINE®  
ARTISAN DINNER  
ROLL ASSORTMENT  
7579295

To learn more about Non-GMOs – including the variety of cooking oils in our Serve Good portfolio – visit [usfoods.com](https://www.usfoods.com).



# SUSTAINABLE SEAFOOD

# 51%

OF CONSUMERS ARE  
CONCERNED ABOUT THE  
DEPLETION OF THE PLANET'S  
NATURAL RESOURCES

- DATASSENTIAL, NEW HEALTHY, 2016

## WHY IT MATTERS

Overfishing and other environmentally harmful fishing practices threaten habitats and future food stocks. Your diners have noticed, and they're demanding more responsible methods. Through our Progress Check™ program, US Foods® works with fisheries, farms and processors to help them achieve our certifier-verified Serve Good™ sustainability standards, promoting social responsibility, food safety, animal welfare and traceability in sourcing.

It's certified sustainable.  
CALL IT OUT!

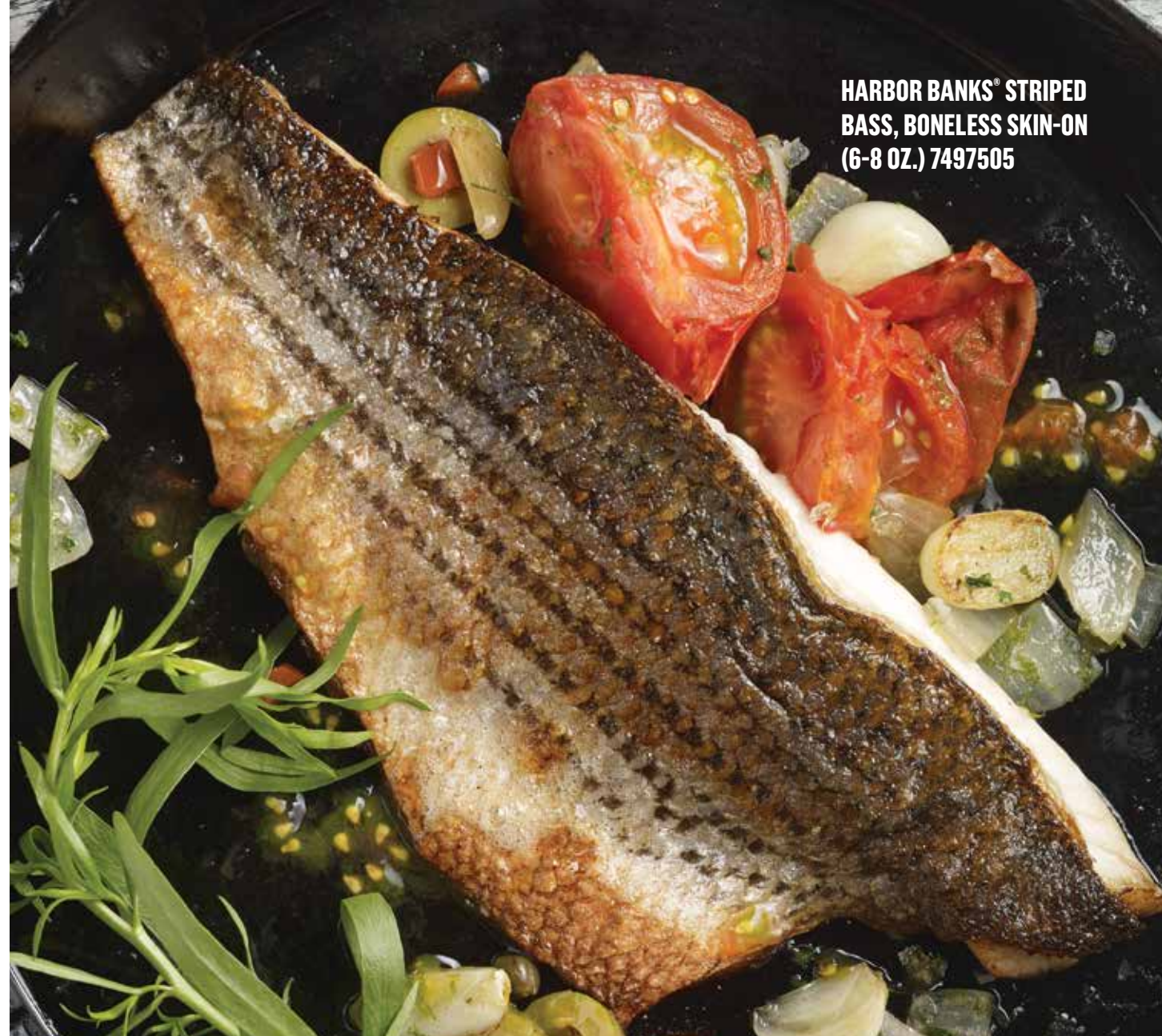
SOURCING MATTERS:  
Is it farmed or wild caught?

## HOW TO MENU IT

### SUSTAINABLE STRIPED BASS

Plucked from the icy waters of the Pacific just off the coast of Mexico, this **ocean-farmed** striped bass is more flavorful than its hybrid cousin. Responsibly sourced, no chemicals and certified 4-Star Best Aquaculture Practices (BAP).

HARBOR BANKS® STRIPED  
BASS, BONELESS SKIN-ON  
(6-8 OZ.) 7497505



To learn more about sustainable seafood – including the shrimp, cod, striped bass and other items in our Serve Good portfolio – visit [usfoods.com](https://usfoods.com).



# ANIMAL CARE

# 58%

**OF CONSUMERS ARE INCREASINGLY CONCERNED ABOUT FOOD ANIMAL WELFARE**

-PACKAGED FACTS, 2017

## WHY IT MATTERS

Consumer standards for animal care and expectations of transparency – what animals are fed, how they’re sheltered and verifiable humane practices – are higher than ever. Diners want to know that you’re doing your part. Products made from livestock raised without antibiotics and eggs produced by hens raised in cage-free environments, for instance, help ensure the well-being of animals and the integrity of food products.

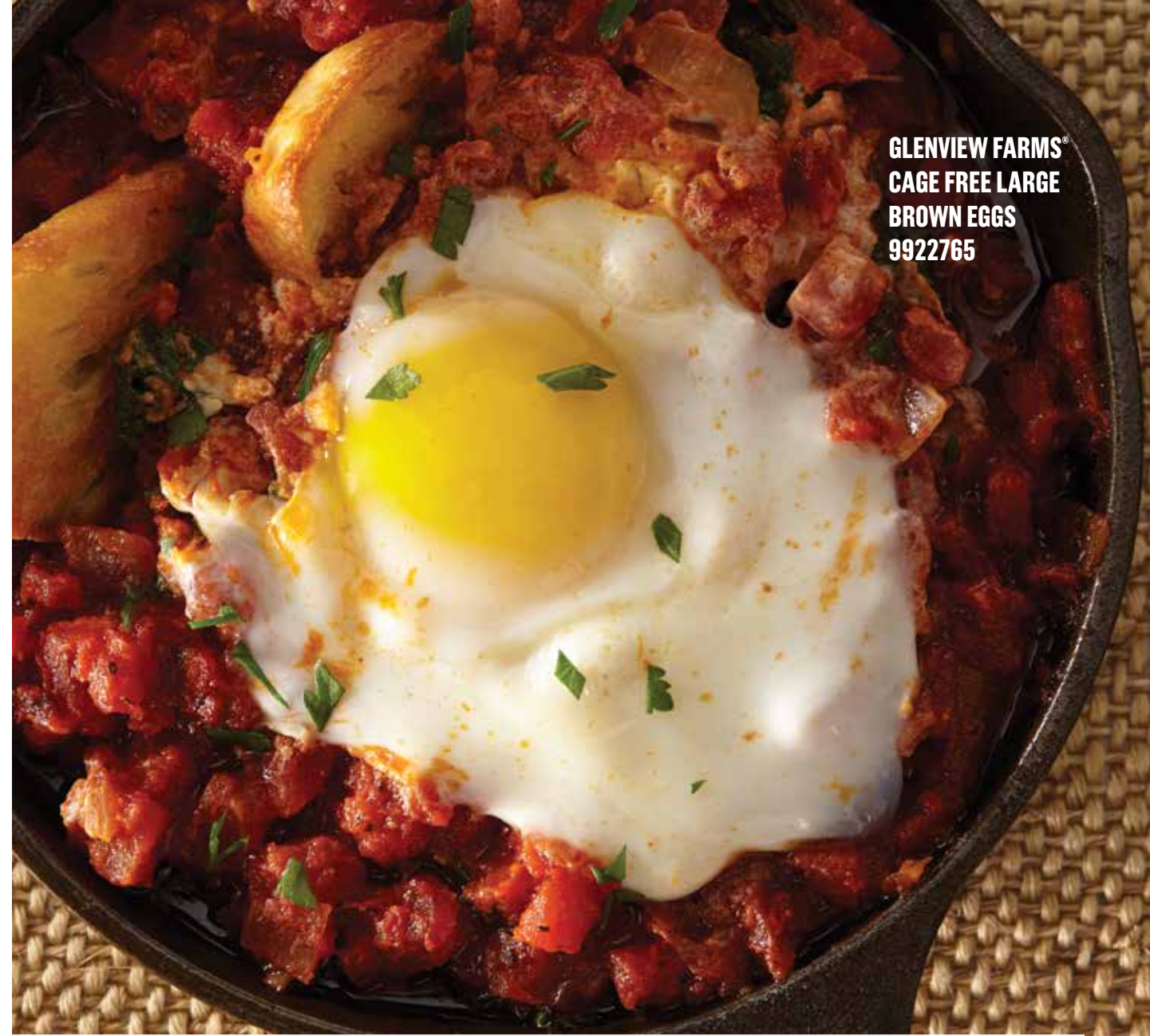
A clever, suggestive naming convention can create buzz and curiosity.

## HOW TO MENU IT

### EGGS UNCAGED

Whether fried, scrambled, poached or lovingly whisked into a signature omelet, our fresh brown eggs – sourced from humanely raised hens – does your body, taste buds and conscience good.

Diners love transparency. Show off your dish’s best assets.



**GLENVIEW FARMS®  
CAGE FREE LARGE  
BROWN EGGS  
9922765**

To learn more about animal care – including the RWA proteins and cage free eggs in our Serve Good portfolio – visit [usfoods.com](https://usfoods.com).



# FAIR TRADE CERTIFIED™

# 89%

OF MILLENNIALS  
EXPRESSED STRONGER  
LIKELIHOOD TO BUY FROM  
COMPANIES SUPPORTING  
SOLUTIONS TO SPECIFIC  
SOCIAL ISSUES

-BROOKINGS INSTITUTE, 2014

## WHY IT MATTERS

Consumers are no longer buying only products. With their purchasing choices, they're investing in companies whose responsible practices support the safety and rights of farmers, workers and fishermen, empower communities and promote ethical and sustainable trade. Fair Trade is a third-party certifier that verifies these companies' products as having been made with respect for people and the planet.

## HOW TO MENU IT

### BANANA CHOCOLATE SWIRL CAKE

Have your cake and eat it with this little slice of heaven. An exquisite, layered dessert experience begins with our superior ingredients, including FAIR TRADE CERTIFIED™ chocolate, which benefits the workers and communities where it was sourced.

Some diners will want to know more. Be ready to talk about it.

DEVONSHIRE® PREMIUM BANANA  
CHOCOLATE SWIRL CAKE MADE WITH  
RAINFOREST ALLIANCE BANANAS  
AND FAIR TRADE CHOCOLATE  
4114593



Browse our growing Serve Good portfolio at [usfoods.com](https://www.usfoods.com) and be on the lookout for more Fair Trade Certified™ items in the future.



# RAINFOREST ALLIANCE

# 55%

SAY COMPANIES'  
SOCIAL RESPONSIBILITY  
EFFORTS AFFECT  
PURCHASE DECISIONS

- BROOKINGS INSTITUTE, 2014

## WHY IT MATTERS

We live in a world with a growing population and finite resources. Environmentally conscious consumers trust third-party certifiers such as Rainforest Alliance to authenticate the conservation and sustainability efforts of businesses related to food production. Rainforest Alliance Certified™ products help prevent deforestation, protect wildlife and ecosystems, address climate change, protect human rights and enrich communities.

## HOW TO MENU IT

### RAINFOREST ALLIANCE CERTIFIED™

#### MOROCCAN MINT ICED TEA

Try a naturally caffeinated, uniquely flavored alternative to sugary beverages that is verified responsibly sourced by Rainforest Alliance. Who knew iced tea could bring such a warm feeling?

Some certifications carry weight with diners while requiring little explanation.

TRITUALS® MOROCCAN MINT  
ICED TEA MADE WITH RAINFOREST  
ALLIANCE GREEN TEA  
1808316



To view our full selection of teas, which have been converted to Rainforest Alliance Certified products, visit [usfoods.com](https://www.usfoods.com).





# REDUCE WASTE

ROUGHLY

**33%**

**OF PRODUCE IN THE US  
IS THROWN AWAY BEFORE  
IT REACHES A KITCHEN**

— NATIONAL GEOGRAPHIC,  
GLOBAL FOOD WASTE STATS, 2016

## WHY IT MATTERS

Waste is an inherent vice for foodservice businesses, but customers increasingly favor those operations that take seriously their roles in reducing waste. Serve Good™ features products that contribute to waste reduction, as defined and verified by US Foods®. These include items produced by facilities that have significantly reduced manufacturing waste associated with that specific item, products that create a new form of value and products that minimize the amount of garbage that enters the waste stream.

## HOW TO MENU IT

### BROCCOLI LEAVES

Kale has a cousin, but this secret superfood is even sweeter and more tender. And because we're capturing more goodness from the plant and reducing waste, these greens are a sustainability-lover's dream.

Go ahead: Tell a story.  
Diners love to connect  
with their food.



**CROSS VALLEY FARMS®  
CHOPPED BROCCOLI  
LEAVES 5698590**

To learn more about products designed to reduce waste and to view our entire Serve Good portfolio featuring more than 300 items, visit [usfoods.com](https://www.usfoods.com).



# RESPONSIBLE DISPOSABLES

# 57%

OF STUDENTS POLLED  
SAY THEY CARE ABOUT  
ENVIRONMENTALLY  
FRIENDLY TAKEOUT  
PACKAGING

—TECHNOMIC, C&U CONSUMER  
TREND REPORT, 2017

## WHY IT MATTERS

Many non-food products essential to foodservice operations expand landfills and threaten ecosystems. Because more consumers are growing alarmed about the implications, they're seeking out restaurants that adopt conscientious solutions. Our line of Serve Good™ responsible disposables is designed to help reduce waste and conserve natural resources using “post-consumer” content and other renewable, compostable and sustainable resources.

## WIPE OUT WASTE

A 100% flax fiber towel, made from plant fiber and certified compostable, helps reduce laundry costs and risk of cross-contamination. As strong as it is sustainable, it's meant to handle cleaning solvents, take on heavy-duty jobs and be reused again and again.



MONOGRAM®  
ALL-PURPOSE FLAX TOWEL  
5081323

To learn more about responsible disposables and see our full Serve Good lineup of responsible cups, cutlery and cleaning products, visit [usfoods.com](https://usfoods.com). [usfoods.com](https://usfoods.com).



# SERVE GOOD™ PACKAGING STANDARDS

The main tenets of our Serve Good program – responsible sourcing and contribution to waste reduction – extend beyond the products themselves. Embracing a holistic approach to sustainability, we designed our Serve Good packaging to ensure all products included in the program are packaged to meet the following standards:

## INNER PACKAGE

- No EPS (expanded polystyrene foam) packaging
- No BPA (bisphenol A) food-contact materials
- No lightweight (less than 2.5 mil) HDPE (high-density polyethylene) box liners
- Paper packaging must contain a minimum of 40% post-consumer recycled content
- Stability performance validation required

## OUTER PACKAGE

- Unbleached kraft paperboard
- Package performance validation required
- Must contain a minimum of 35% post-consumer recycled content
- Product must fit in a box without excess headspace
- SFI (Sustainable Forestry Initiative), FSC® (Forest Stewardship Council®) or similar chain of custody certification
- Corrugated Recycles Classification of Certification
- BPI® (Biodegradable Products Institute) certification for any non-recyclable corrugated material



To stay informed of all developments  
in our Serve Good™ program, connect with us at [usfoods.com](https://usfoods.com).



# CERTIFIERS AND TERMS

## USDA ORGANIC

Organic is a labeling term for food or other agricultural products that have been produced using cultural, biological and mechanical practices that support the cycling of on-farm resources, promote ecological balance and conserve biodiversity in accordance with the USDA organic regulations. This means that organic operations must maintain or enhance soil and water quality, while also conserving wetlands, woodlands and wildlife. The use of most synthetic pesticides and fertilizers, growth hormones, sewage sludge, irradiation and genetic engineering (genetically modified organisms or GMOs) is prohibited.

## NON-GMO PROJECT VERIFIED

Non-GMO Project Verified products do not contain any genetically modified organisms (GMOs), which means they have not been genetically altered in any way. Packaging with the Non-GMO Project Verified seal conveys that the product has been produced using Non-GMO practices as certified by a third party.

## MARINE STEWARDSHIP COUNCIL (MSC) – WILD-CAUGHT

The Marine Stewardship Council is an international non-profit organization created to address the problem of unsustainable fishing and works to safeguard wild-caught seafood supplies. The blue MSC eco-label on a seafood product means that it is fully traceable to sustainable fisheries that have been certified to the global MSC standard.

## FISHERY IMPROVEMENT PROJECT (FIP)

A Fishery Improvement Project is an alliance of wild-caught-seafood buyers, suppliers and producers, working together to improve specific fisheries by encouraging better policies around illegal fishing, by-catch and habitat impacts. The end goal of an FIP is to ensure the long-term viability of the fishery and usually ends in MSC certification.

## BEST AQUACULTURE PRACTICES (BAP) – FARMED

The Global Aquaculture Alliance coordinates the development of Best Aquaculture Practices certification standards in seafood for farms, feed mills, hatcheries and processing facilities. The BAP star system indicates integration levels of certification along the aquaculture production chain.

**1 Star:** Product produced by a BAP-certified processing plant

**2 Stars:** Product produced by a BAP-certified processing plant and BAP-certified farm(s) only

**3 Stars:** Product produced by a BAP-certified processing plant and BAP-certified farm(s) only, and BAP-certified hatchery and/or feed mill

**4 Stars:** Product produced by a BAP-certified processing plant, BAP-certified farm(s) only, BAP-certified hatchery only and BAP-certified feed mill only

## RAISED WITHOUT ANTIBIOTICS

Antibiotics are never used in livestock described by this official U.S. Department of Agriculture (USDA) term. This term is not to be confused with “antibiotic-free,” a claim which is unapproved by the USDA and considered misleading, as antibiotics may only be absent at the time of harvest.

## AMERICAN HUMANE CERTIFIED

Created by the American Humane Association, American Humane Certified is the first third-party certifying body in the U.S. specializing in the welfare of livestock and poultry. The AHA has established comprehensive, science-based standards for pork, beef, poultry and dairy to help ensure that farms raising livestock and poultry under their certification improve the welfare of animals.

## FAIR TRADE ALLIANCE

Fair Trade Certified™ products are made with respect for people and the planet. Their rigorous social, environmental and economic standards work to promote safe, healthy working conditions, protect the environment, enable transparency and empower communities to build strong, thriving businesses.

## RAINFOREST ALLIANCE

Rainforest Alliance is a non-governmental organization working to conserve biodiversity and ensure sustainable livelihoods by transforming land use practices, business practices and consumer behavior. The practices implemented on Rainforest Alliance Certified™ farms help improve environmental, social and economic impacts, including working conditions and livelihoods, the well-being of communities, productivity and protection for the environment and wildlife.

## BIODEGRADABLE PRODUCTS INSTITUTE (BPI)

The Biodegradable Products Institute (BPI) is a professional nonprofit association that promotes the use and recycling of biodegradable materials via composting. BPI applies science-based testing to prove materials will compost in municipal or commercial facilities without leaving toxic residues behind.

## USDA BIOPREFERRED\*

Managed by the U.S. Department of Agriculture (USDA), the goal of the BioPreferred program is to increase the purchase and use of biobased products, or products derived from plants and other renewable agricultural, marine and forestry materials. Within the Bio Preferred program, these products do not include food, animal feed or fuel.

## FOREST STEWARDSHIP COUNCIL\* (FSC\*)

The Forest Stewardship Council is a non-profit organization that promotes the responsible management of the world's forests. This certification states that the fiber sourced from forest down through the manufacturing of a corrugate case has been properly managed socially, economically and environmentally, per FSC guidelines, through a chain of custody.

## SUSTAINABLE FORESTRY INITIATIVE\* (SFI)

The Sustainable Forestry Initiative is a non-profit organization that focuses on sustainable fiber sourcing. This fiber is tracked through a chain of custody from certified forests in North America down through the printing of corrugate cases by SFI-certified printers.

To view the most current list of Serve Good terms and third-party certifiers, visit [usfoods.com](https://usfoods.com) **usfoods.com**.





SERVING THE  
GREATER GOOD