



RESPONSIBILITY: A LASTING COMMITMENT

Proudly serving our communities is more than a statement of what we do – it's at the very foundation of who we are. In 2009, the management, employees, franchisees and affiliates within Empire, Sobeys, ECL Properties and Empire Theatres supported hundreds of charities and causes across Canada at a corporate, regional and personal level. Many are directly related to our businesses, including dozens of health and food-related programs, such as food banks. But our reach is broad, extending to the arts, education, environment and healthcare.

A greener community

Empire's focus on community is further shaped by our commitment to improving our environmental performance through reasonable, practical, environmentally responsible business practices that are in the long-term best interests of our shareholders, employees, customers, suppliers and communities.

We strive to have every employee, manager and franchisee committed to managing our operations in a manner that minimizes our environmental impact. We are also committed to continually assessing, monitoring and enhancing our operational procedures and management systems so that our efforts to minimize our environmental impact are effective. Further, we are committed to promoting a culture of environmental awareness across our real estate and food retailing networks.

Sobeys is working within our industry and with various levels of government to establish and comply with environmental standards related to waste diversion and store energy consumption. In fiscal 2009, we established quantifiable sustainability objectives.

Knowing that sustainability is a journey, we are also acting upon opportunities to achieve bigger results more quickly by:

- ▶ Sharing best practices and insights across regions;
- ▶ Accelerating evaluation and adoption of new technologies and solutions;
- ▶ Developing national targets and policies;
- ▶ Defining common measurement metrics, and deploying tools for easier data capture, tracking, and reporting by all business units; and
- ▶ Participating in industry environmental initiatives.

Our goal is to integrate sustainability into all aspects of our business.



We are committed to establishing a culture of awareness and managing our food retailing and real estate operations in a manner that minimizes environmental impact. We are making significant progress in the following areas:



LEED®-certified buildings

The IGA store in Saint-Pascal de Kamouraska was the first LEED®-certified supermarket in Canada, and a second store and a distribution centre in Québec are in the process of obtaining LEED certification. This LEED experience has had an influence on our building decisions, even where LEED certification is not possible.

*Leadership in Energy and Environmental Design



Improving energy efficiency

Our efforts to conserve energy are ongoing as we continuously challenge ourselves and our suppliers to identify innovative ways to reduce the energy requirements at our stores and distribution centres. The energy consumption in our recently expanded head office building, which is in the process of obtaining LEED certification, has not increased despite a 60% increase in space.



Reducing waste

The sustainable use of resources includes waste reduction and waste diversion through recycling, reuse, and composting organic matter. Many of our stores and distribution centres have reduced costs and increased revenue by diverting cardboard, plastic and metal from waste to recycling – evidence of the benefits of becoming a more sustainable business.



Frank H. Sobey Awards for Excellence in Business Studies 2009 scholarship recipients

From left to right: Graham Watts, University of Prince Edward Island; Myra Freeman, Fund Director; Michael Harris, Memorial University; David F. Sobey, Fund Chair; Thor Jensen, University of New Brunswick; Aaron Murphy, Saint Mary's University; Bob Brown, Fund Director; Katie Brewer, Cape Breton University; and Paul Sobey, Fund Director. Missing from the photo is Ashley Hannon, Acadia University.

The Sobey legacy

Empire's commitment to investing in our future is closely tied to the legacy of the Sobey family. Funding from the Sobey Foundation and the Empire group of companies, as well as contributions from the Sobey family, support a variety of healthcare, educational and community-based initiatives across Canada. Several scholarship programs assist young people in their individual effort to attain the education so necessary to succeed today, while support for the capital campaigns at several universities enhances the quality of education in Canada.

One of our scholarship programs is the Frank H. Sobey Awards for Excellence in Business Studies that annually presents six \$10,000 awards to full-time business school students attending Atlantic universities. The candidates are nominated by the Deans of Business at each university based on academic standing, entrepreneurial interest, extracurricular and community activities, employment history and career aspirations.



Sobey Art Award

Vancouver artist Tim Lee was the winner of the 2008 Sobey Art Award. Working with photography, video, text and sculpture, Tim's work both replicates and re-imagines significant moments in art history and popular culture. The \$70,000 Sobey Art Award is Canada's premier art award recognizing and supporting contemporary artists under the age of 40. For more information visit www.sobeyartaward.ca.



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Sobeyartaward.ca
Top40award-canada.org



Top 40 under 40™

Jason Potter, President Operations for Sobeys Atlantic region, (pictured above) was recognized as one of Canada's Top 40 Under 40™ for 2008. This national award honours young Canadians for their vision, leadership, innovation, achievement and community involvement. Jason has worked with Sobeys since 1992 in progressively senior operations and merchandising roles. His commitment extends beyond Sobeys into the community where he serves as Chair of the Grocery Industry Foundation Together (GIFT) in Atlantic Canada. GIFT Atlantic makes a meaningful difference in the lives of children by contributing more than \$500,000 to children's charities in Atlantic Canada each year. This is the second year in a row that a Sobeys employee has received the award.

™ The Caldwell Partners

Developing tomorrow's leaders

During fiscal 2009, Sobeys Inc. began training chartered accountants through an innovative professional program developed in partnership with the Institute of Chartered Accountants of Nova Scotia (ICANS). Diane Cameron (above right), Director, General Accounting and Reporting, was instrumental in Sobeys becoming one of a select group of leading corporations across Canada to provide CA designation training in industry. As an enhancement to the program, Sobeys created a mentoring program that pairs CA students such as Jennifer Sheppard (above left) with an experienced CA such as Diane.



Helping kids coast-to-coast

As corporate sponsors, Empire Theatres and Sobeys Inc. assist Kids Help Phone in raising funds for bilingual, confidential and anonymous phone and online counselling and support service for children and youth across Canada. During fiscal 2009, Empire Theatres raised more than \$85,000 through initiatives such as the first national Movie Day for Kids Help Phone, the Being There for Kids Dinner, the annual Walk for Kids Help Phone and in-theatre coin box programs at all theatre locations. In addition to fundraising support, Empire Theatres helps raise awareness of Kids Help Phone through in-theatre advertising. Sobeys' support of Kids Help Phone has focused primarily on the annual Being There for Kids Dinner, which last year raised more than \$1.2 million for this vitally important service.

