

CONSUMER BRANDS ASSOCIATION: CPG SUMMIT 2023 SUPPLY CHAIN WORKSHOP

CAN CPG COMPANIES



SESSION 5:

INTRODUCTIONS

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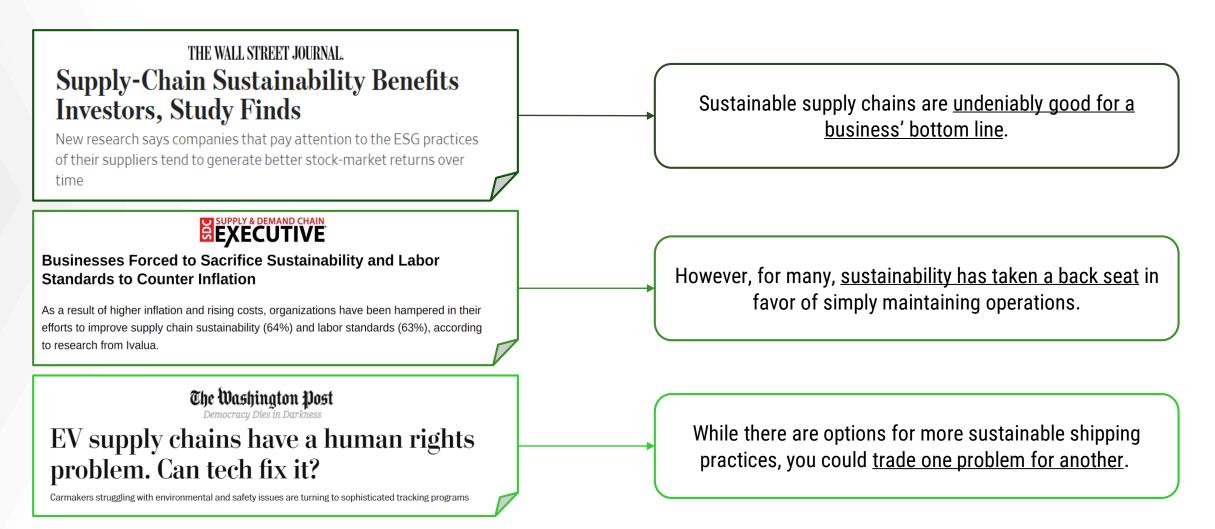


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WHAT'S BEING SAID ABOUT SUSTAINABILITY?

In the media, sustainability is a shared problem without a clear solution.



WHAT WE'RE SEEING IN OUR RESEARCH



(Scan to View & Download Study)



Consumers Say They Want It

- 84% of consumers are more likely to purchase from sustainable brands
- 61% are willing to wait longer for delivery if it reduces environmental impact.

And Companies Are Taking Notice

 81% of companies have increased their focus on supply chain sustainability within the last 3 years (and 97% of \$800M+ shippers)

WHAT WE'RE SEEING IN OUR RESEARCH

But taking notice is one thing. Putting it into practice is another.



of global supply chains have sustainability initiatives of some kind



of global supply chains currently include sustainability as a requirement in their RFPs

Questions to Consider for the Session:

- What is the high-level state of sustainability within your supply chain?
- What are the timeline(s) associated with your supply chain sustainability goals?
- What supply chain verticals are you prioritizing when it comes to sustainability?
- What scalable successes and common challenges have you encountered on your sustainability journey?