

EFFICIENCY

- We increased net pounds sold by .59%, while pounds produced decreased by .96%, compared to 4Q 2007. Selling more while producing less is a sign of improving efficiencies throughout all areas of our business.
- During the quarter, we completed a lighting retrofit project at our Winston-Salem, N.C., bakery that is projected to save approximately 500,000 kwh of electricity annually. This is a savings of 389 metric tons of CO₂ or the annual electricity usage of 46 homes.

TRANSPORTATION

- During 4Q 2008, we shipped 35 truckloads of bakery snacks via rail service from our bakeries in the East to the West Coast. By using rail rather than truck transport, we saved an equivalent of 51,129 miles, 964 barrels of crude oil, and 414.5 metric tons of CO₂.

RECYCLING

- We diverted 1.72 million pounds of trash from landfills into recycling programs during 4Q 2008. This is equivalent to recycling the total annual trash output of 715 households or saving 2,494 metric tons of CO₂.
- We achieved an average recycling rate of 22% of total trash collected. This lower rate is the result of reductions in the recycling industry due to the economic downturn.
- We improved our recycling poundage by 53% over 4Q 2007.

OUR SUSTAINABILITY COMMITMENT

Flowers Foods recognizes that without a healthy environment it cannot be successful.

Our company is committed to applying the principles of sustainability to all aspects of our business. We encourage every Flowers employee and associate to accept responsibility for conserving natural resources and for seeking ways to improve the company's use of those resources.

Working together with our employees, business partners, suppliers, and customers, we strive to prevent waste of water, packaging, energy, and other resources through recycling, use reduction, further integrating sustainability into our core processes, and education.

Our commitment to sustainability makes us a stronger corporate citizen as we do what is right for all our stakeholders and the environment.