



earth matters

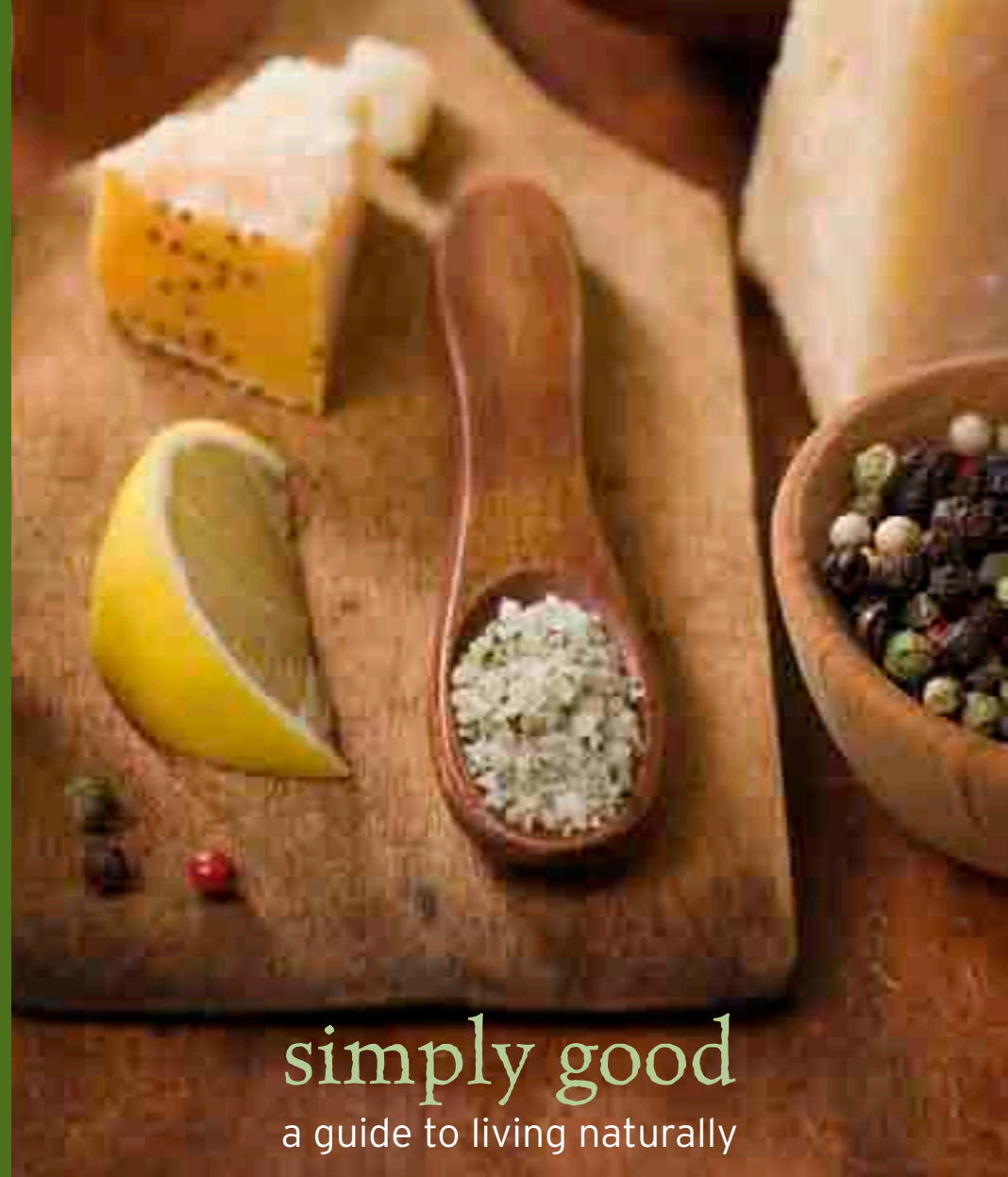
Hannaford has a history of working hard to protect the health of our planet. We've been recycling for over three decades, and now more than 60% of company-wide waste, equaling more than 58 tons, is recycled every year.

In addition to recycling, we began major energy-saving initiatives in the early 1980s. Now, overall energy use in a typical Hannaford store is 40% lower than the average U.S. supermarket, based on Energy Star reports. This represents energy savings of 240,000,000 kilowatt-hours per year, which is enough energy to power 22,000 homes or a small city for an entire year.

You can join our mission by recycling your plastic bags right in our stores, keeping them from hitting the landfills, or by reusing a bag and receiving a 5¢ refund every time. It pays to be green.



www.hannaford.com



simply good
a guide to living naturally





A Natural Commitment

At Hannaford, sharing our passion includes offering products and knowledge that promote health and well-being for you and for our planet. Our commitment includes offering over 3,000 organic and natural grocery items, and over 100 organic produce items, that are good for you as well as our environment. You'll find all of your mouth-watering favorites to enjoy in their purest form - natural, fresh, and remarkably delicious. In this guide we'll show you how easy it is to support an all-natural lifestyle at Hannaford.



"To forget how to dig the earth and to tend the soil is to forget ourselves."

Mohandas K. Gandhi



Organic vs. Natural

The difference between organic and natural or all-natural is based on the growing, handling and processing of the product. The term “organic” is regulated by the USDA, but the use of the terms “natural” and “all-natural” is only regulated for meat and poultry, so, often items called “natural” aren’t quite as natural as you would expect. At Hannaford, we use the following FDA guidelines to define our organic and natural selections.

Natural

Products that are made without artificial ingredients including colors, flavors, preservatives, hydrogenated oils, high-fructose corn syrup, artificial sweeteners, refined sugars, added growth hormones, antibiotics, growth-promoting drugs, MSG or nitrates/nitrites. Products may be minimally processed in a way that does not fundamentally alter the raw product.

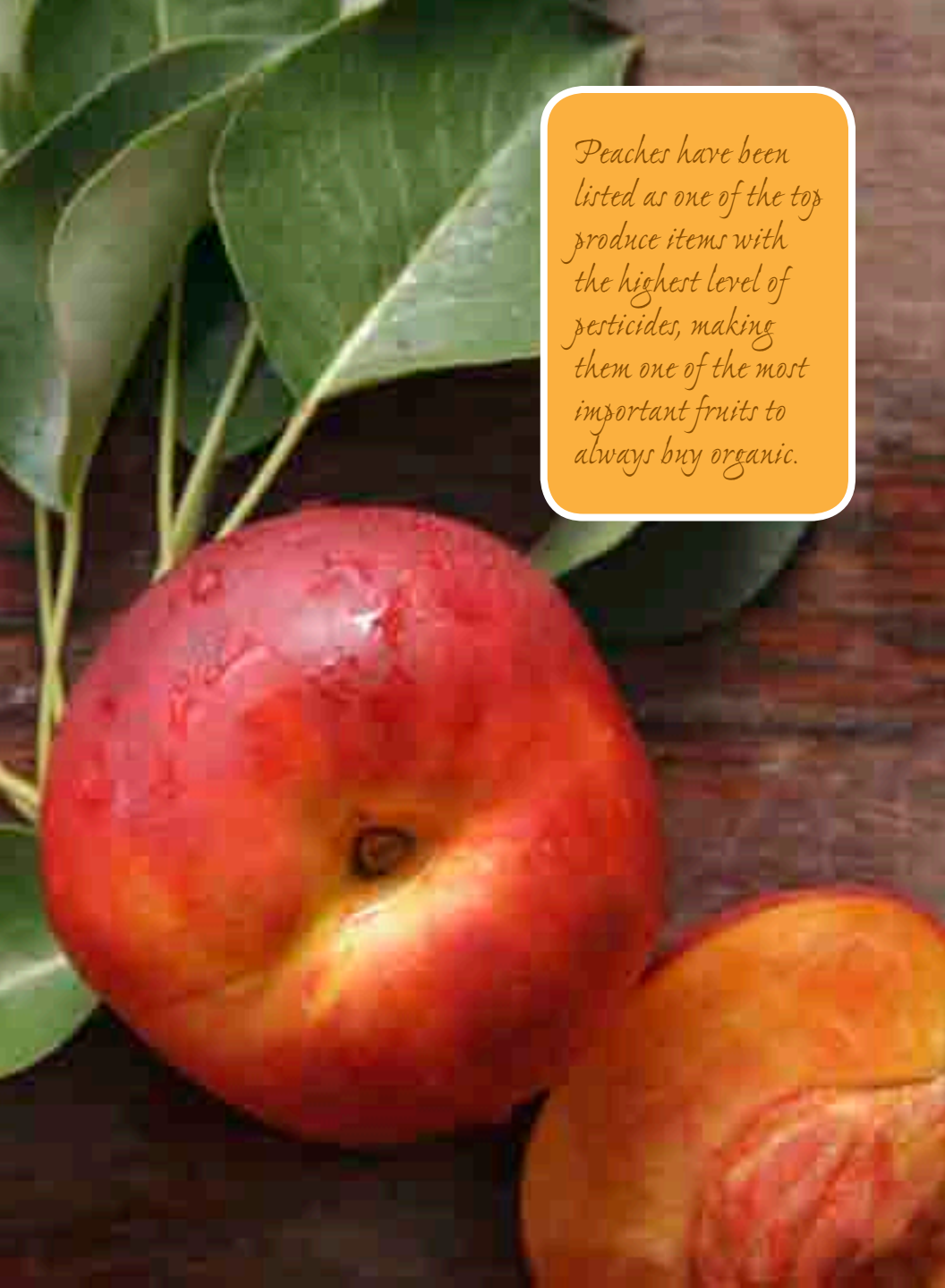
Organic

Organic produce and groceries are grown and made without using most conventional pesticides, sewage sludge or petroleum-based fertilizers, bio-engineering (GMOs), or ionizing radiation, keeping toxic chemicals out of our precious air, earth and water. Any soil used must have been clean and pesticide-free for at least 36 months. Organic farmers emphasize the use of renewable resources and the conservation of soil and water to enhance environmental quality for future generations.

Organic eggs and dairy products come from animals that are given no antibiotics or growth hormones, and are fed organic feed and/or graze in organically certified pastures.

Look for our organic signs and tags throughout our stores to locate your favorite organic items.





Peaches have been listed as one of the top produce items with the highest level of pesticides, making them one of the most important fruits to always buy organic.

USDA Certified



In 2002, the United States Department of Agriculture (USDA) started the Natural Organic Program, which regulates the way organic foods are grown, produced and handled. This certification gives credibility to the term "organic." Our organic partners have all passed a thorough inspection that ensures they're following the strict procedures and stringent regulations established by the USDA.

What does it all mean?

When looking at labels, you'll see the word "organic" used in many ways. Here is a list of terms based on USDA guidelines to make things clear:

100% Organic

Every ingredient in the product was raised, harvested, and processed in an organic environment as approved and certified by the USDA.

Organic or USDA Organic

Item must be made of at least 95% organically produced ingredients to receive USDA seal. The remaining 5% of ingredients must be from the USDA's approved list of nonagricultural substances or ingredients that are not available as organic. Some examples include baking soda, cornstarch, xanthan gum, pectin, baker's yeast, citric acid and vitamin C.

Made with Organic Ingredients (does not get USDA seal)

Contains at least 70% organic ingredients. Product may also list up to three of its organic ingredients or food groups. If the product contains less than 70% organic ingredients, the term "organic" cannot be used anywhere on the front of the package.

Organic & Natural at Hannaford

Take a walk through our stores and get a real taste of what organic and natural is all about and why we think it's... simply good.

Organic Produce Grown clean, these delicious fruits and vegetables maintain their naturally exceptional, farm-fresh flavor. Take a bite of a crisp organic carrot and see if you can taste the difference.

All Natural Meats We're proud of our all-natural beef, poultry and pork from ranchers and farmers who raise their animals without antibiotics or growth hormones. Our strict quality standards ensure the most tender, freshest, most flavorful meats.

Bakery Freshly baked organic artisan breads, made with only the finest natural ingredients, are the perfect companion to any meal. Find a delicious selection of all natural muffins, rolls, crusty and dessert breads. We have something to tempt your taste buds any time of the day.

Deli Looking for something quick and easy and good for you, too? All-natural soups, pastas, sandwich meats and rotisserie chicken are just a few solutions to your dinner dilemmas. Enjoy our impressive offering of organic and natural specialty cheese with a glass of organic wine.

Grocery You'll find thousands of organic and natural grocery items in our stores, including everything you need to stock your pantry, clean your house, and feed your pet. In addition, you'll discover an amazing selection of bulk items that's hard to beat.

Health & Beauty We think you'll be amazed at our selection of all-natural supplements and probiotics, along with all the lotions, shampoos and salves to pamper your body naturally.

Natural Baby Care When you're looking for the purest, most natural things for baby, look no further. We carry a wonderful selection of organic baby foods, as well as an amazing selection of organic and natural skin care to pamper baby.





*"To eat is a necessity,
but to eat intelligently is an art."*

Francois de La Rochefoucauld

Nature's Place

Hannaford wants to make organic and natural foods an affordable option for everyone. That's why we've introduced the Nature's Place brand, with hundreds of delicious new items, and many more to come. We've chosen the products you buy most and created high quality, great tasting, value-priced organic and natural choices just for you. Here's a sampling of Nature's Place items to look for:

Nature's Place Rotisserie Chicken Naturally raised on a vegetable diet, with no hormones or antibiotics, ever. All of our Nature's Place chicken is free farm certified by the American Humane Association.

Nature's Place All-Natural Meat The highest quality, poultry, beef and pork raised on farms which provide plenty of fresh air, sun and room to grow naturally. They are never given antibiotics or growth hormones and fed no animal by-products, ever. We think the flavor can't be beat.

Nature's Place Organic Cheese Our offering of organic specialty cheese includes sharp cheddar, parmesan, feta, blue and gorgonzola - the taste is simply delectable.

Nature's Place Organic Artisan Bread Only the purest ingredients make up our amazing collection of organic breads. Sesame Semolina, Rosemary Olive, Monterey Sourdough and Raisin Pecan are just a few of the many flavors you'll love.

Nature's Place Grocery and Dairy You can now enjoy staples like whole grain bread, peanut butter, organic milk, juice, cereal, pasta and olive oil, just to name a few, in their most natural form, at every meal, every day.

Nature's Place[®]