

How to Make Money and Save the World



Gary Hirshberg

Chairman of the board and former CEO, Stonyfield Farm

In 1983, Gary Hirshberg and his business partner set out with seven cows at their organic farming school to prove that sustainability can be highly profitable. Thirty years later, his company, Stonyfield Farm, at \$350M in annual sales, is the world's largest organic yogurt company, supporting thousands of family farmers on hundreds of thousands of highly productive chemical-free acres. Now Stonyfield's chairman, the former "CE-Yo" serves on many corporate boards and advises business and government leaders on sustainable solutions that enhance profitability for all stakeholders.

In this talk, Hirshberg will share his experiences and examples about how we can all think differently about harmonizing positive business and environmental outcomes. He will also describe his work as chairman and co-founder of the Just Label It campaign, which advocates for mandatory national labeling of genetically engineered foods, and explains how this campaign fits into a larger sustainability context.

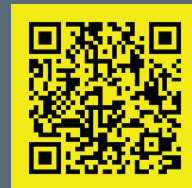
Tuesday, January 28, 2014

7:00 - 8:45 p.m

Tempe Center for the Arts

700 W. Rio Salado Parkway, Tempe, AZ 85281

(dessert reception will follow)



RSVP link: Download any free QR-Code reader app to your smart phone. Scan this code and it will take you directly to the RSVP page.

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