



Scope of Report


To provide greater transparency in our business operations and supply chain, we have expanded the scope of our 2010 Corporate Responsibility Report to include both our owned and leased property and two of our contracted partner factories.

In 2010, we opened two offices to better work with and serve our customers. Our Bentonville office opened April 1, 2010. At the end of 2010, we closed our office in the UK and on December 15, 2010, we opened a new office in Amsterdam. Along with providing 2010 data for our offices and our joint venture factory, PMI Joinease (PMI JO), this report includes data from two of our partner factories. In future reports, as we train our other partner factories on gathering metrics associated to our Key Performance Indicators (KPIs), the scope of our reports will continue to expand.

This report follows the Global Reporting Initiative's 3.1 reporting tool, adhering to the operational control GHG and resource accounting method. Our reporting period is January 1, 2010 to December 31, 2010.

When evaluating this report against the GRI guidelines, we self-declare an Application Level B. For our Code of Conduct and our 2009 Corporate Responsibility Report please visit: pmi-worldwide.com

For more Information on the Global Reporting Initiative Framework and the GRI 3.1 Guidelines, please visit: globalreporting.org

For questions about this report, please contact Valerie Bone, Director of Corporate Responsibility, at: pmi.csr@pmi-worldwide.com 



Profile Disclosure	Description	Cross-reference/Direct answer	Page Number
G3.1 Content Index			
STANDARD DISCLOSURES PART I: Profile Disclosures			
Profile Disclosure	Description	Cross-reference/Direct answer	Page Number
1. Strategy and Analysis			
1.1	Statement from the most senior decision-maker of the organization.	CEO Letter - Embedded Sustainability	4
1.2	Description of key impacts, risks, and opportunities.	Report Introduction - Taking on the Challenge	5
2. Organizational Profile			
2.1	Name of the organization.	Pacific Market International, LLC (PMI)	Front Cover
2.2	Primary brands, products, and/or services.	At PMI, we manufacture, market and design innovative food and beverage solutions. Our vision is to revolutionize the way people enjoy food and beverage everywhere.	6
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	Headquartered in Seattle, WA, PMI has offices in Amsterdam, Bentonville, Manila, and Shanghai. We work with factories in China to manufacture our product lines, including PMI Joinease of which we are partial owners. The North American Logistics Center is in Auburn, WA where we contract the services of freight and warehouse companies. Additionally, PMI has three distribution centers in the Netherlands and China. From these locations we manage product lines that ship to fifty countries around the globe.	Back Cover
2.4	Location of organization's headquarters.	Seattle, WA, U.S.A	Back Cover
2.5	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	China, the Philippines, the Netherlands, & the United States	Back Cover
2.6	Nature of ownership and legal form.	Pacific Market International is a Limited Liability Corporation (LLC) and is privately held.	
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	We sell our products in North America, South America, Europe, Africa, Asia, and Australia through specialty, commercial, mass, and outdoor retailers.	Back Cover
2.8	Scale of the reporting organization.	In 2010, PMI had 168 Employees and \$116M in gross sales	2 & 3
2.9	Significant changes during the reporting period regarding size, structure, or ownership.	In 2010, PMI closed our UK office and opened an office in Amsterdam, the Netherlands and in Bentonville, AR, U.S.A. to better serve the markets in which we do business.	3
2.10	Awards received in the reporting period.	We received seven awards in the reporting period	7

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3. Report Parameters			
3.1	Reporting period (e.g., fiscal/calendar year) for information provided.	January 1, 2010 to December 31, 2010	3
3.2	Date of most recent previous report (if any).	We published our 2009 Corporate Responsibility Report in December of 2010.	
3.3	Reporting cycle (annual, biennial, etc.)	Annual	
3.4	Contact point for questions regarding the report or its contents.	Valerie Bone, Director of Corporate Responsibility; pmi.csr@pmi-worldwide.com	19
3.5	Process for defining report content.	Based on our goals, values, and stakeholder feedback, we re-assessed and identified what is material to our business, using this as a gauge to define the content of the report. Issues that are material to our business stem from our business operations and what drives our operations: Our Strategic Pillars.	3, 8
3.6	Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers). See GRI Boundary Protocol for further guidance.	The boundary of this report includes our offices, our joint venture factory, and two of our contract factories. We adhere to the operational control GHG and resource accounting method. We report on each entity against itself for easy year over year comparison.	3
3.7	State any specific limitations on the scope or boundary of the report (see completeness principle for explanation of scope).	We did not report on our Amsterdam Office in our 2010 report which was opened December 15, 2010. We did not have tracking systems in place to capture relevant data.	3
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.	The boundary of this report includes our offices, our joint venture factory, and two of our contract factories. We adhere to the Operational Control GHG and Resource Accounting Method. We report on each entity against itself for easy year over year comparison.	3
3.9	Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report. Explain any decisions not to apply, or to substantially diverge from, the GRI Indicator Protocols.	We work with each office / factory to collect raw data from utility statements in order to provide accurate calculations. We extrapolated data received from our Bentonville office, which opened April 1, 2010, to match the reporting period and allow for comparison with other offices.	3
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/acquisitions, change of base years/ periods, nature of business, measurement methods).	We have included 2009 data to show our progress towards our goals. Where information has remained the same from our previous report, we have restated it. We also recalculated baseline data where we received more accurate data.	3,10,15,16, & 17
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	We have expanded the scope of our 2010 report to include our new Bentonville office and two of our contract factories.	3

Profile Disclosure	Description	Cross-reference/Direct answer	Page Number
3.12	Table identifying the location of the Standard Disclosures in the report.	The condensed Standard Disclosure table can be found on page 19 of the 2010 Corporate Responsibility Report. The full Standard Disclosure table can be found at www.pmi-worldwide.com	19
3.13	Policy and current practice with regard to seeking external assurance for the report.	We currently do not have a policy or practice with seeking external assurance.	
4. Governance, Commitments, and Engagement			
4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	PMI has a five-member board of directors, which evaluates the strategy set by the Leadership Team and offers guidance and strategic alternatives. Committee work is usually headed by the seven-member Leadership Team led by the CEO.	
4.2	Indicate whether the Chair of the highest governance body is also an executive officer.	The Chair of the board, the highest governance body, is CEO and Founder Rob Harris.	
4.3	For organizations that have a unitary board structure, state the number and gender of members of the highest governance body that are independent and/or non-executive members.	The five member board is all male.	
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	Mechanisms are in place for employees to voice their ideas and opinions to top leadership through open forums within all of our offices and through suggestion boxes in our factories.	
4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization's performance (including social and environmental performance).	The base compensation for our employees is linked to the specific role, the expertise required, and industry experience. There are bonuses that are tied to company financial performance as well as individual performance goals. As social and environmental responsibility are a part of the pillars on which our strategy is based, success in these areas is factored into the success of the business as a whole.	
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	Our bylaws, which apply to the Board of Directors, state that any conflict of interest must be disclosed and that the conflicted party must remove themselves from either influencing or voting on certain policies, strategies, or other related matters.	
4.7	Process for determining the composition, qualifications, and expertise of the members of the highest governance body and its committees, including any consideration of gender and other indicators of diversity.	Members of the Board of Directors are chosen based on their professional qualifications, expertise, and previous experience in the areas of business leadership and development and consumer goods.	
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	Strategic Pillars and Corporate Values - page 8 Code of Conduct - website: www.pmi-worldwide.com	8

Profile Disclosure	Description	Cross-reference/Direct answer	Page Number
4.9	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles.	The Board of Directors has quarterly meetings at which they advise on the organization's identification and management of key areas of performance including economic, environmental, and social performance.	
4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.	All board members have a responsibility to act in a fiduciary manner in the best interest of all shareholders, consistent with the overall strategy and mission of PMI. This is evaluated at quarterly board meetings.	
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	PMI believes in proactively eliminating risk in our materials, manufacturing process and business operations in order to provide products that are healthy and safe for consumers.	9
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	The PMI Code of Conduct is based on the Fair Labor Association (FLA) Code of Conduct (1998). It was revised and republished in 2010. We use the Green House Gas Protocol (GHG) to assess our carbon foot print. We use Grant Thornton and Deloitte Touche Tohmatsu as our external financial auditors and are in full compliance of International Accounting Standards as well as American GAP. We work with the Better Business Bureau, Prevention and Detection of Fraud.	
4.13	Memberships in associations (such as industry associations) and/or national/international advocacy organizations in which the organization: Has positions in governance bodies; Participates in projects or committees; Provides substantive funding beyond routine membership dues; or Views membership as strategic.	We are members of, and participate on subgroup committees of, the Outdoor Industry Association.	
4.14	List of stakeholder groups engaged by the organization.	Our stakeholders include: employees, customers, suppliers, and consumers.	
4.15	Basis for identification and selection of stakeholders with whom to engage.	The identification and selection of stakeholders with whom we engage is a natural extension of how we approach our business. Our primary stakeholders have always been our employees, our customers and our suppliers. We have daily interaction with all three of these stakeholder groups. In addition, we regularly seek guidance from NGOs and consultants.	
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	Quarterly open forums and company retreats provide employee engagement that is beyond day to day working, providing input to strategic initiatives. Customer engagement goes beyond sales via interface with our customers' CSR managers. This interaction provides rich information and the opportunity for strategic alignment.	
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.	Key topics raised by stakeholder engagement are listed in our materiality chart on page 3.	3

Profile Disclosure	Description	Cross-reference/Direct answer	Page Number
STANDARD DISCLOSURES PART III: Performance Indicators			
Economic			
Disclosure on Management Approach			
Two of PMI's values that have been drivers of company management since 1983 are: Honesty & Ethical Behavior and Sound Financial Thinking. As a privately held company, PMI is able to invest wisely with long term goals in mind. All aspects of the global business are conducted in accordance with our values.			
Economic Performance			
EC4	Significant financial assistance received from government.	We do not receive any assistance or funding from the government to support our business.	
Market Presence			
EC6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	When possible, we utilize locally-based suppliers in our operations but the proportion of spending is proprietary information.	
Environmental			
Disclosure on Management Approach			
At PMI, we have always focused on sustainable business practices while bringing innovative product solutions to market. We make reusable, sustainable products in facilities where workers are treated with dignity and respect while working to reduce our impact on the environment, embedding environmental stewardship into the heart of our business strategy. To continue to minimize our environmental impact and contribution to climate change, we need to take additional steps in the ways we collaborate with our employees, suppliers, and customers.			
Energy			
EN3	Direct energy consumption by primary energy source.	Gasoline / Petrol = 534.40 MMBTU Diesel = 331.74 MMBTU Natural Gas = 163.02 MMBTU	15 & 16
EN4	Indirect energy consumption by primary source.	Electricity = 33,566.45 MMBTU	15 & 16
EN6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	In December 2010 we completed a BSR Energy Efficiency Partnership Project at PMI JO in order to reduce our energy use in manufacturing. We will be able to report on changes in 2011.	15
EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	In December 2010 we completed a BSR Energy Efficiency Partnership Project at PMI JO in order to reduce our energy use in manufacturing. We will be able to report on changes in 2011.	15
Water			
EN8	Total water withdrawal by source.	56,677,294 Liters - Factories 4,778,440 Liters - Offices (Bentonville, Seattle, and Shanghai)	15 & 16
EN10	Percentage and total volume of water recycled and reused.	12,754,960 Liters - Factories 22.5% percent of water is recycled/reused at the factory level	15 & 16

Profile Disclosure	Description	Cross-reference/Direct answer	Page Number
Emissions, effluents and waste			
EN16	Total direct and indirect greenhouse gas emissions by weight.	6,469.19 Tonnes CO2e - Factories 288.48 Tonnes CO2e - Offices	15 & 16
EN17	Other relevant indirect greenhouse gas emissions by weight.	Scope 3: 887.40 Tonnes CO2e - Freight 189.6 Tonnes CO2e - Commuting	15 - 17
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	At PMI JO, we completed a BSR Energy Efficiency Partnership Project in which we installed metering systems to better track energy and water use, did insulation modification on our injection mold machines to reduce energy usage through heat savings, and rebuilt and reconfigured elements of our machinery to further reduce energy usage and through that reduce our GHG emissions.	15 - 17
EN22	Total weight of waste by type and disposal method.	2,661 kg Hazardous Waste - Factories 10 kg Hazardous Waste - Offices (Shanghai) 23,150 kg Non-Hazardous Waste - Factories 5,030 kg Non-Hazardous Waste - Offices (Seattle and Shanghai)	15 & 16
EN23	Total number and volume of significant spills.	Zero	
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally.	Zero	
Products and services			
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	We design, manufacture, and market reusable beverage and food containers which can be used hundreds of times instead of one time use paper and plastic products. In addition many of our products are recyclable at end of life and a growing percentage of our products are made with recycled materials.	9
Transport			
EN29	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	887.40 Tonnes CO2e - Freight	15 & 16
Social: Labor Practices and Decent Work			
Disclosure on Management Approach			
We are committed to ensuring that workers who produce products for PMI live and work in a healthy environment and earn a fair wage for work performed. Top management believes that our factories must be safe and humane places to work. Our Code of Conduct drives compliance activity to support this approach. It is our belief that investing in Corporate Responsibility is the right way to do business.			

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Employment			
LA1	Total workforce by employment type, employment contract, and region, broken down by gender.	Seattle: 86 FTE, 45 female, 41 male Shanghai: 60 FTE, 39 female, 21 male Manila: 18 FTE, 11 female, 7 male United Kingdom: 1 FTE, 0 female, 1 male Bentonville: 3 FTE, 3 female, 0 male	10
LA2	Total number and rate of new employee hires and employee turnover by age group, gender, and region.	PMI JO experienced a 6% turnover, Factory A 4% turnover, and Factory B a 5% turnover. Retention rates are measured after the Chinese New Year when factories usually experience a high turnover. We will be working with our partner factories to provide more detailed employee information in future reports.	12
Labor/Management Relations			
LA4	Percentage of employees covered by collective bargaining agreements.	None of our employees are covered by collective bargaining agreements. We recognize and respect the legal right of employees to the freedom of association and collective bargaining.	Code of Conduct
Occupational Health and Safety			
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region and by gender.	Injuries: PMI JO: 1.1%, Factory A: 2.05%, Factory B: .9%. We will be working with our partner factories to provide more detailed employee information in future reports.	10
Training and Education			
LA10	Average hours of training per year per employee by gender, and by employee category.	We support all employees participating in training programs but do not have a method to track the number of hours office employees are engaged in training programs. At PMI JO, employees receive 10 hrs of training/year. At Factory A employees receive 7.5 hours of training/year. At Factory B employees receive 3 hours of training/year.	18
LA12	Percentage of employees receiving regular performance and career development reviews, by gender.	In our offices, all full time employees receive semi-annual reviews.	
Diversity and Equal Opportunity			
LA13	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity.	The Board of Directors representation is non-minority, male, and over the age of 50. In the Senior Leadership Team, four are between the ages of 30 and 50 and three are over the age of 50. Two are female and five are male, one being of minority decent. In North America, our staff is made up of 54% female, 46% male and 15% minority group members.	10
Equal remuneration for women and men			
LA14	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation.	The ratio is equitable. Salary figures and calculations are proprietary information.	

Profile Disclosure	Description	Cross-reference/Direct answer	Page Number
Social: Human Rights			
Disclosure on Management Approach			
At PMI, we believe our core values create a special work environment for talented people. Our values fuel our strong corporate culture and shape how we interact with each other, our partner factories, our customers, and our community. The diversity that comprises PMI is integral to keeping our business fueled with innovative ideas and fresh perspectives.			
Investment and procurement practices			
HR2	Percentage of significant suppliers, contractors and other business partners that have undergone human rights screening, and actions taken.	All of our suppliers, contractors, and business partners are screened and action is taken when/if necessary.	
Non-discrimination			
HR4	Total number of incidents of discrimination and corrective actions taken.	None	
Freedom of association and collective bargaining			
HR5	Operations and significant suppliers identified in which the right to exercise freedom of association and collective bargaining may be violated or at significant risk, and actions taken to support these rights.	None	Code of Conduct
Child labor			
HR6	Operations and significant suppliers identified as having significant risk for incidents of child labor, and measures taken to contribute to the effective abolition of child labor.	None	Code of Conduct
Forced and compulsory labor			
HR7	Operations and significant suppliers identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of all forms of forced or compulsory labor.	None	Code of Conduct
Security practices			
HR8	Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations.	100%	Code of Conduct
Assessment			
HR10	Percentage and total number of operations that have been subject to human rights reviews and/or impact assessments.	All of our suppliers are audited by a third party against our Code of Compliance which includes human rights issues.	Code of Conduct
Social: Society			
Disclosure on Management Approach			
Bettering the communities in which we live, work, and play has been part of our philosophy since PMI was founded in 1983. We enjoy working in our sphere of influence to help local organizations solve problems that face the communities in which we operate.			
Local communities			
SO1	Percentage of operations with implemented local community engagement, impact assessments, and development programs.	Four of PMI's five offices were engaged in their local community in 2010 via donations to local organizations and volunteer activities.	

Profile Disclosure	Description	Cross-reference/Direct answer	Page Number
Corruption			
S02	Percentage and total number of business units analyzed for risks related to corruption.	All of our suppliers are audited by a third party against our Code of Compliance which includes corruption issues. Independent financial audits are performed for all PMI business operations on an annual basis.	Code of Conduct
S03	Percentage of employees trained in organization's anti-corruption policies and procedures.	All employees are trained on our policies and procedures on anti-corruption.	Code of Conduct
Social: Product Responsibility			
Disclosure on Management Approach			
We are committed to world class supply chain standards and operating excellence in sales, product development, manufacturing, marketing and all that we do. PMI products meet or exceed all global health, quality and safety requirements. We meet or exceed our customers' expectations.			
Customer Health and Safety			
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	Every product is assessed for health and safety impacts at the concept, engineering, pre-production stage, and production stages. All products must be validated via 3rd party independent lab testing in accordance with all applicable global regulations, before production can begin. We include all health and safety information in product care and use instructions to ensure consumer safety.	
Product and Service Labeling			
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	We comply with all food contact global regulations, including FDA, CPSC, CPSIA, EN, JETRO, REACH, plus FTC guidelines, and ANSI standards. All products meet or exceed FDA, CPSC, and other governmental regulations. Products also comply with REACH and are free from the substances listed on the Substances of Very High Concern (SVHC) list released by the European Chemicals Agency (ECHA) in June 2008.	
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	We do not expressly measure customer satisfaction; however, we conduct five to ten consumer and user related research programs each year. We use both quantitative and qualitative research methodologies. Within these are included, but not limited to, ethnographic connotation, one-on-one interviewing, product usability assessments, and product preference studies.	
Marketing Communications			
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	We are devoted to abiding by the FTC guidelines.	