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very day people toss trash onto the world's garbage heap, crowding the Earth, destroying the environment and sacrificing our future. Earth Day was set aside to commit ourselves to saving that future.

Every day is Earth Day at Publix. We have always been committed to preserving our environment. We realize that each of us must do more and not a moment too soon! We generate almost 180 million tons of garbage a year...about 3.5 pounds of trash per person a day.

Every day, Publix associates help keep the Earth cleaner by reducing, reusing and recycling materials whenever we can. Our efforts can reduce waste, save energy, conserve natural resources, reduce litter and pollution, create jobs, help the economy and reduce the amount of land needed for land fills.

It makes sense for all of us to pull together and do what we can to preserve our precious planet. We hope that this brochure explains in more detail some of the things Publix is doing for our future. It is our fervent desire that what we do on the job and in our homes will encourage others to do the same.

We urge everyone, both corporately and individually, to do their part. One way you can help is to join efforts of existing groups. Publix believes that the Keep America Beautiful program is one of those groups that will indeed make a difference in our future.

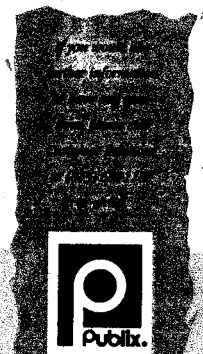


Did you know that polystyrene foam used at Publix...

- ◆ does not deplete our ozone layer. ◆ does not degrade in a landfill, so it cannot leach into the groundwater supply.
- ◆ does not contain colorants or fire retardants.
- ◆ can be recycled into park benches, picnic tables, flower pots, fence posts and other useful items. ◆ only emits water, carbon dioxide and trace levels of ash when burned properly, same as paper, and actually aids in the burning of wet garbage, as it is highly combustible. ◆ comprises much less landfill space than paper or wet garbage (yard waste).



◆ Printed on 100% Recyclable Paper. Paper stock used contains 50% recycled paper with a minimum 25% post consumer waste.



Publix Super Markets ◆ Customer Relations ◆ P.O. Box 407 ◆ Lakeland, Florida 33802



Reduce

Publix reduces the amount of waste we generate in all areas of our operation. Paper bags and/or plastic bags—Our front service

personnel are carefully trained to bag customers' purchases the most efficient way possible.

Fuel consumption—Publix loads our trucks for prime efficiency in delivering product to our stores. (One truck may be loaded for

multiple stops.) Our trucks often return to the warehouse loaded with a manufacturer's product, or with pallets, paper

bales, milk crates, etc. Paper consumption—We constantly review all of our paper work to see where we can reduce our paper consumption.

Publix associates reduce the use of envelopes with our Inter Department Delivery System. In this system one envelope can be used up to 28 times

Plastic—We now use the "bag-in-a-box" packaging system for our floor cleaning products instead of plastic pails. Tires—We use retread tires as

long as it is safe to do so. Our discarded tires are cut into small pieces to take up less space in land fills.

Packaging—Our produce Departments are directing their efforts to source reduction.



Reuse

Publix reuses as many materials as possible. Banana boxes—

These boxes are used to send damaged goods back to our damage

control center. Produce containers—Publix uses reusable wire

crates for shipping produce to our stores. Tires—Our trucks use

retreads as long as safety permits. Bags—Most of our stores offer reusable shopping bags for sale. Water containers—Water vending

machines are available in many Publix stores. Pallet service—Publix has wooden pallets which are reused as many times as safety permits.

Milk Crates—Our dairy processing plant uses plastic crates for delivery of milk and cultured products to our stores. These are then sent back to the plant to be cleaned for reuse.



Recycle

Publix recycles everything we can and has been doing so

for many years. Publix has recycling facilities in our distribution centers.

This pamphlet proudly bears two logos. The first logo represents that the paper stock used is made from recycled paper. The second logo signifies that this pamphlet is completely recyclable.



Our efforts include: Cardboard boxes—Publix recycles more than 84,000 tons of cardboard a year (saving 1,428,000 trees).

Paper—Publix corporate and divisional offices, and retail locations recycle paper.

Wood—We grind up old pallets and crates, which produce an average of 21

tons of wood chips every day. Bone & fat—We sell, bone, fat and grease from our Meat Departments to process into other products.

Pallet wrap—Many manufacturers wrap their pallets of products with plastic for protection during shipping. Publix recycles this plastic.

Metal—Scrap metal from our Maintenance, Garage, Refrigeration and Carpenter Shop is recycled. Drink cans—Publix associates crush

aluminum cans for recycling. Paper & plastic bags—Our bags are made from recycled material and are themselves recyclable. Our stores

offer collection containers for used bags. Tractor oil—The oil in our Publix tractors is recycled. Freon—Our automobile and truck air

conditioning systems, as well as our refrigeration units, have Freon capturing and recycling capabilities. Batteries—Publix recycles

automotive & industrial batteries. Plastic pails—Publix recycles plastic pails used at our retail stores.

Publix encourages everyone to join us in recycling.

