

# Our Approach to Responsible Water Use

As the most vital natural resource on the planet, water plays an integral role in maintaining biodiversity within our ecosystem. Though water is a plentiful, shared resource in Canada, we have a responsibility to use water responsibly within our enterprise operations and to protect local water sources.

Water consumption represents a small percentage of our operating footprint, but food production relies heavily on a sufficient supply of clean water. Starting in 2012, we partnered with WWF-Canada to create the Loblaw Water Fund and were the largest financial contributor to their freshwater program, supporting grants to 73 restoration projects from coast to coast and restoring 3,300 hectares of important watersheds and habitat.

Within our apparel brand, Joe Fresh®, we launched a core denim program 'Zero Blue Water' with fabric manufacturing that uses no fresh groundwater. In 2021 the production of 300,000 yards of denim fabric using reclaimed water saved approximately 7.9 million litres.

To support better outcomes in our water use and conservation efforts, our Environment and Corporate Real Estate teams work closely to identify opportunities and technologies, like the following key water management outcomes, since 2017:

- Designed all new stores with low flow/volume fixtures
- Implemented stormwater systems which are designed to control flow, ensuring the protection of local waterways
- Implemented Stormcepter at each of our grocery locations, to protect waterways from hazardous material spills and stormwater pollution
- Transitioned to drought tolerant landscaping thereby minimizing irrigation

We will continue to monitor our enterprise water consumption to ensure we are reducing our water waste. We will provide updates on these new initiatives and technologies through our annual ESG Report. We are committed to conserving water where we can, and to emphasizing waterway and marine protection as we further enhance our approach to restoring biodiversity in Canada.