



# Leading Changes at Leading Companies



Costco Case Study



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Fruuit CEO **David Frazer** has a decade of experience in leading change at leading companies. He most recently worked with **Costco** to reduce plastic in their supply chain.

David's work lessened the financial, regulatory, and social risks that **Costco** faces as the world's third largest retailer.





In 2022, David and his team at Mackenzie identified a critical gap in Costco's ESG strategy: insufficient disclosure and reduction efforts around plastic use.

This sparked an engagement campaign in February 2022, where **David urged Costco to publicly report the volume of plastic use in its Kirkland Signature products.**





Fast forward to October 2023, Costco committed to a comprehensive **five-year plan focused on packaging reduction.**

By November, senior management compensation was tied to progress in reducing plastic packaging—an impressive policy shift **influenced by David’s guidance.**





David's impact is already measurable:  
in December 2023, Costco proudly  
disclosed a reduction in their plastic  
packaging footprint by **14.4 million**  
pounds.



source: myplasticfreelife





Through **Fruit Consulting**,  
David helps companies develop  
actionable ESG strategies, reducing  
risks and fostering long-term  
sustainability.

Chat with us

