

US EPA ARCHIVE DOCUMENT

May 14, 2012

Mr. Josh Secunda
U.S. Environmental Protection Agency (EPA)
Region 1, New England
1 Congress Street, Suite 1100
Boston, MA 02114-2023

Subject: **Progress Report for Maine's Green Grocery Store Program** to Reduce Stormwater Pollution and Advance Sustainable Business Practices

Dear Josh:

Attached is Maine Department of Environmental Protection progress report covering the January 1, 2012 through March 31, 2012 quarter of the Maine Green Grocery Store Program to Reduce Stormwater Pollution and Advance Sustainable Business Practices. This report includes accomplishments of discrete tasks. We are continuing to work with smaller independent, larger supermarkets and Maine Grocers Association to increase the number of participating and certified Environmental Leader grocery stores. We appreciate your comments and suggestions received to date, and we look forward to continuing to work with EPA and our growing list of participants and partners in this project.

Please let us know if you have any questions or comments at (207)-287-8550 or by email at roy.t.krout@maine.gov.

Sincerely:

Roy Krout
Office of Assistance
Maine Department of Environmental Protection

C: Anne Leiby (EPA), Jerry Filbin (EPA), Scott Bowles (EPA), Jennifer Linn (EPA), Marge Miranda (EPA), Sherri Walker (EPA), Julie Churchill (ME DEP), Don Witherill (ME DEP), Jeff Dennis (ME DEP)

Progress Report (01/01/12-03/31/12)

Award: State Innovation Grant
Recipient: Maine's Green Grocery Store Program to Reduce Stormwater Pollution and Advance Sustainable Business Practices

Overview

The Maine Department of Environmental Protection's (ME DEP) Office of Assistance (OA) has continued to advance the development and implementation of their green grocery store program addressing stormwater pollution and advancing sustainable business practices. This voluntary certification approach is modeled after the ME DEP's nationally recognized and highly successful Environmental Leader green certification programs for Maine's hospitality and restaurant sectors, a program that has been replicated in at least six other states. The green grocery store program is assisting these businesses with sustainable practices to become recognized as certified Maine Environmental Leaders.

Maine's certification workbook includes a point system for becoming a greener business and achieving Environmental Leader branding recognition. The workbook requires 20 points under stormwater best management practices (e.g. vegetative buffers, maintenance of storm drains, etc.) to achieve certification. Additional sections address implementation of sustainable business practices including: cleaning chemicals used, waste management, maintenance, food product quality (measurement of organic, local and sustainable products) and energy efficiency measures. An innovative and voluntary solution such as the certification program for Maine grocery stores offers an alternative to the traditional enforcement compliance model that allows us to proactively work with unregulated facilities and encourage upgrades in stormwater Best Management Practices (BMPs) and advance sustainable business practices.

Activities During Reporting Period

In this reporting period (January 1, 2012 through March 31, 2012), the Maine DEP's OA green grocery store certification program has:

- Continued to work with participating grocery stores and organizations to increase the number of Maine grocery stores certified as Environmental Leaders for their sustainable business practices. Currently twenty-three grocery stores have become certified, including twelve Hannaford supermarkets. Hannaford is continuing to work with the Maine DEP's OA and has recently communicated their goal of achieving certification for all their Maine grocery stores!!;

- Provided assistance to Hannaford corporate representatives to facilitate certification of additional Hannaford stores by identifying sustainable practices and associated certification points that are common to all their Maine grocery stores;
- Produced January media release cooperatively with Hannaford Supermarkets to generate additional media information for nine recently certified Hannaford stores. (see link: <http://www.maine.gov/dep/news/news.html?id=348038>) Hannaford has commented that EL certification is also “great exposure” for them.
- Also produced media release for recognition of two Environmental Leader grocery stores certified in northern Maine’s Aroostook County in cooperation with our northern Maine regional office director. (see link: <http://www.maine.gov/dep/news/news.html?id=344583>). Also published news story in Bangor Daily News (02/06/12) ([see link](#).) Media information was also developed into a televised news broadcast (see link: <http://wagmtv.com/news/grocery-stores-become-environmental-leaders>). A letter of recognition (dated 03/06/12) followed from Maine’s Senator Susan Collins congratulating Graves’ Shop n’ Save for their accomplishment achieving certification as a Maine DEP Environmental Leader ([see link](#));
- Mapped stormwater features of grocery stores, with assistance from Maine DEP stormwater and GIS staff, to gather site specific stormwater management information to assist participating stores with recommendations for operations and maintenance and improved stormwater bmps;
- Developed the metrics database including energy and environmental metrics;
- Involved all our Department’s regional managers in the project (statewide), collecting comments on workbook practices, developing recognition for certified grocery stores, and inviting additional participation in the project;
- Collaborating with regional expertise on stormwater management UNH stormwater EPA Region I stormwater expert, Mark Voorhees, for assistance with stormwater coefficient measurement information and continued development of metrics database to identify most usable and transferrable information for EPA and other states, particularly Region 1;
- Updated and refined certification workbook, including comments from grocery stores to improve the assistance tool. Our most recent workbook (**February, 2012**) is presented on our web site in two formats (see link: <http://www.maine.gov/dep/assistance/greencert/grocery.html>);
- Continued partnership with Maine Grocers Association, and other partners, including participating corporations and grocery stores to identify and recruit additional participants and provide assistance. Provided newsletter article to

Maine Grocers Association and published in their most recent membership newsletter edition (dated March 30, 2012) *Join the Growing Number of Maine Environmental Leader Grocery Stores* encouraging Maine's grocery stores to participate in our program (see link:
http://campaign.r20.constantcontact.com/render?llr=j6alfzdab&v=001o1NWE3yaJ-oQfj61bN1BQ-Mx6jwhzmDf-4M4JZzwyKSk_6saM7hP6_Gf4rtqonPigaJbYheVJUodrP4OSR-8SA0opWJtewBBYNTaTTA4JT8%3D),

- Contacted additional recommended grocery stores and sent program information to encourage and invite their participation, and;
- Participated in 2 regional grocery store initiative calls with NEMOA, Vermont and New Hampshire in efforts to advance regional participation in the program while also collaborating on technical aspects of the program including metrics.

Planned Activities for the Next Quarter Include

- Participating in Hannaford Supermarkets/Delhaize America Earth Day celebration event (see attachment) scheduled for April 24, 2012 at their Hannaford corporate office in Scarborough, Maine location to provide outreach to associates and staff. The theme of the event will be "*Healthier People, Products and Planet.*" The event also gives our program opportunities to network with Hannaford associates and promote participation in our Environmental Leader certification program. Hannaford is seeking to certify all their Maine grocery stores!;
- Provide assistance to Hannaford corporate staff and individual stores to accomplish Environmental Leader certification of all stores (additional forty-plus statewide);
- Continued participation in regional discussions with northeast states, EPA and NEWMOA to promote assistance and certification services for a regional certification program including the New England region;
- Provide additional stormwater management and business assistance with visits to interested grocery stores. Visits will include meeting with store management to provide stormwater bmp assistance outreach to improve their current practices. Stormwater package will include assistance for determining locations of existing stormwater collection systems and maintenance and operations, and recommendations for developing bmps for improving stormwater management;
- Continue to populate the metrics database with additional stormwater coefficients and including recommendations from EPA Region I stormwater expertise to provide measurement of stormwater bmp practices, etc.;

- Recruit and identify additional Maine grocery store businesses to participate through partners like the Maine Grocers Association, Hannaford Supermarkets, etc.;
- Continue to provide technical assistance and on site grocery store services, including stormwater management and other sustainable business practices, energy efficiency opportunities and referrals to Efficiency Maine for additional energy reduction incentives and grants;
- Develop and update Environmental Leader certification resources to assist grocery stores;
- Provide Environmental Leader decals and logos and certificates for advertising etc., for recognition of grocery stores achieving certification;
- Develop press releases and opportunities for additional media recognition of newly certified and participating Environmental Leaders;
- Update web site with new mapping feature to include names and locations of certified Environmental Leaders, and;
- Continue to involve our Department's regional managers who will be able to assist to improve and strengthen our Environmental Leader services and possibly encourage/increase participation of new grocery stores.