

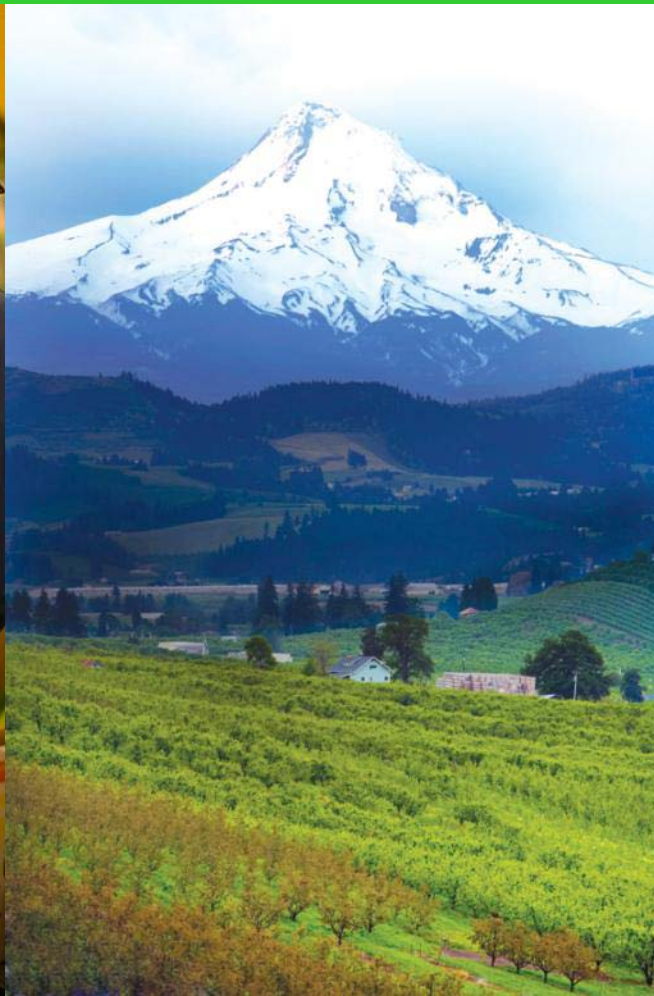
US EPA ARCHIVE DOCUMENT

EPA Disclaimer

Notice: This document has been provided as part of the U.S. Environmental Protection Agency Sustainable Materials Management Web Academy (formally RCC) Recycling and Solid Waste Management Educational Series. This document does not constitute EPA policy or guidance and should not be interpreted as providing regulatory interpretations. Inclusion within this document of trade names, company names, products, technologies and approaches does not constitute or imply endorsement or recommendation by EPA. Information contained within this document from non-EPA presenters has not been screened or verified. Therefore, EPA has not confirmed the accuracy or legal adequacy of any information provided by the non-EPA presenters and used by EPA on this web site. Finally, links to non-EPA websites are provided for the convenience of the user; reference to these sites does not imply any official EPA endorsement of the opinions, ideas, data or products presented at those locations nor does it guarantee the accuracy of the information provided.

NEW SEASONS MARKET

Heather Schmidt Sustainability Manager



Food Waste Prevention & Diversion

Our Story & System

How did we do it?

How do we know it worked?

What did we learn?

What are the impacts?

Who are We?

Friendly, neighborhood
grocery

Locally owned & operated
since 1999

Privately held

12 stores, 2,200 staff

Built on sustainable practices

Leadership and staff equally
passionate about and
committed to sustainability



Sustainable Business Model



Regional food & farm partner

1/3 of product from local Home Grown region

Local community partner

10% of after tax profits back to community

Progressive health benefits

Minimum wage starts at \$10

Our System

Food Waste Recovery

Getting Started

Began composting produce
in 2003

Started Green Teams in
each store in 2007

Followed with phased approach program

Created comprehensive
composting & recycling
program & other practices



Components of Program



Prevention
Reduction
Donation
Diversion
Education

Food Waste Prevention & Reduction

Local, direct distribution
Strong local vendor and
farmer relationships
Cross-department support
Value-added programs



Food Waste Donation

Food Bank partnerships at each store
Food and product donation to staff
Informal community partnerships



In 2010, donated estimated
1,040 tons of edible food

Food Waste Diversion

Compost infrastructure throughout

All stores, back of the house & customer side

Collection of deli grease, FOG, & meat rendering



Compost diversion increased
41% in first year

How did we do it?

Behind the Scenes

Green Teams



Set up Green Teams in each store

Represent departments, monthly meetings

Provides leadership, education, collaboration

Builds community relationships

Fosters ongoing sustainable programs

Phased Approach



Focus on department with most impact

Focus on-site waste first

Get the infrastructure in place—give people the tools first

Add other departments

Develop materials and training

How do we know it
worked?

Tracking the progress

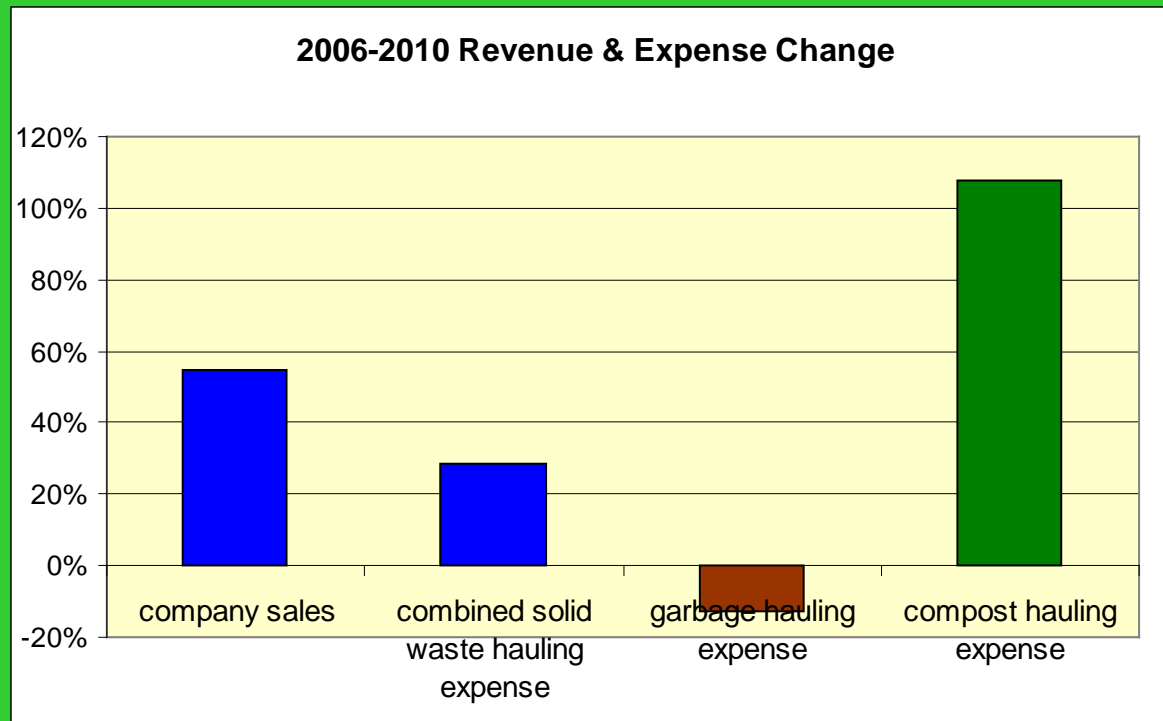
Increased Diversion

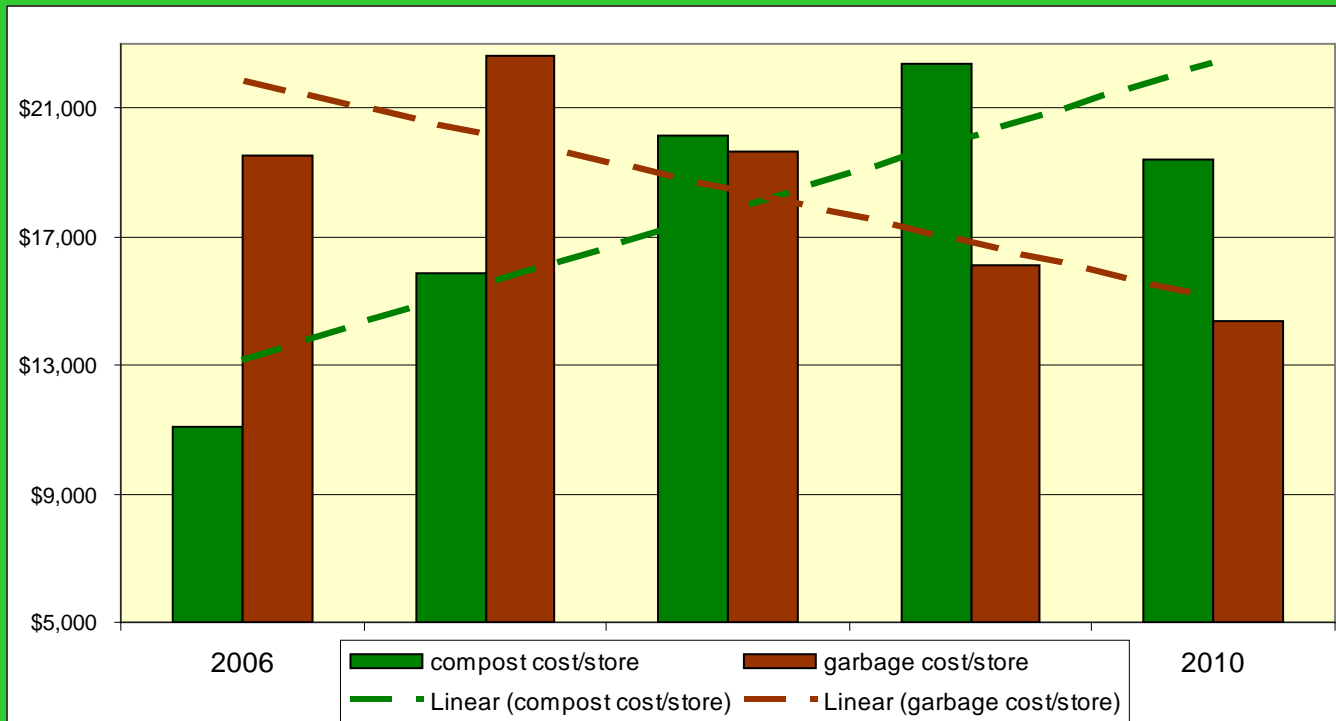
Compost tonnage
diversion increased
109%

Last year we composted
2,346 tons (4,692,000
million pounds)



Created Cost Savings





Engaged Staff



Put us on a sustainable
change continuum

Created conversation
buzz

Ranked by staff as
highest area of
personal satisfaction

Recognized for Sustainability



What did we learn?

Best Practices

Create a waste to worth shift



Which...

Impacts upstream food waste prevention & reduction

Impacts downstream diversion

Impacts other sustainable practices

We Learned

Be practical

Adapt to make it work

Don't try to be perfect

Go for the biggest impact

Ask questions

Avoid the police state

Think out of the box

Be persistent



Important Elements

Point person

Cohesion & consistency

Leadership

Passion

Tools and support

Communication



What are the impacts?

Global Local Individual



Prevents pollution

Produces nutrient-rich soil

Enriches land

Serves customers and
community

Provides hands-on
opportunity for staff

Staff retention & morale

Creates cost savings



NEW SEASONS
MARKET