

National Restaurant Association

Laura Abshire
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Government Affairs

Find Your Story

“When a restaurateur **grabs hold of the role of storyteller** and starts telling about where the food is coming from and how you can **connect with people** in your community who have supplied some of it, suddenly the restaurateur takes on a role that is, to me, sort of the ground level of **real sustainability.**”

- Chef Rick Bayless





Install ENERGY STAR qualified fixtures and CFLs in your dining area and reduce energy consumption and heat output by 75 percent.



MEMBER SPOTLIGHT

Kevin Murphy, Colore Kitchen

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GENERAL NEWS

VIEW ALL

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Sample News Item

September 14, 2013
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What Happened?

September 17, 2013
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Arriving Tomorrow

October 7, 2013
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TWITTER

Natl Restaurant Assn
Join us for a webinar Dec 11 from 1-2 EST highlighting the top tips from our online review guide <http://it.co/F542zrVVG90>

Natl Restaurant Assn
3 reasons why a mobile strategy is essential for restaurants hit @DigitalCoco <http://it.co/L0n82UJfV>

Natl Restaurant Assn
#Restaurant Performance index hits four-month high in October <http://it.co/IFH6rQG8K2x>

Natl Restaurant Assn
3 great ways to take your restaurant's @Facebook page to the next level via @annatauzin <http://it.co/7pJK111z3>

New Zero Waste Zones

New website at:
Zerowastezones.org



***Goal:* Help shift Atlanta's business culture toward environmental sustainability**



Overview: Participant Criteria

- First, everyone must recycle.
- Second, everyone must do some community outreach.
- Third, choose one of three tracks for first 12 months:

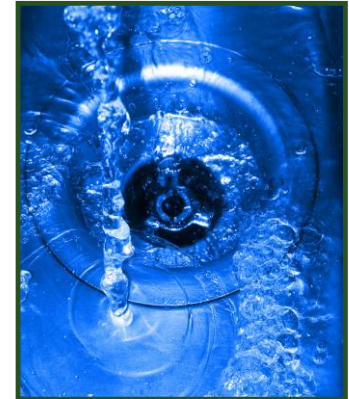
Waste Reduction



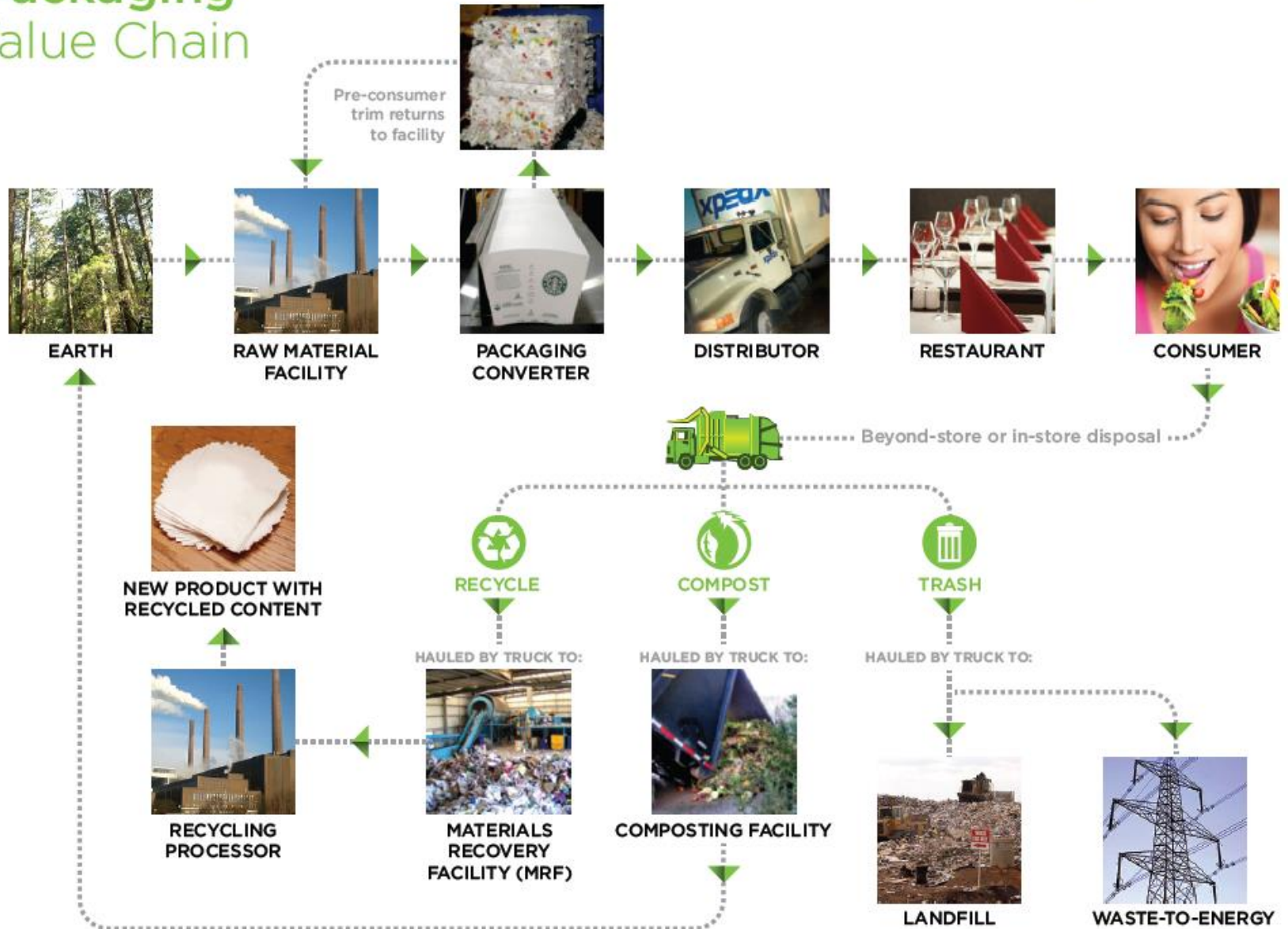
Energy Efficiency



Water Conservation



Foodservice Packaging Value Chain



Recycling Toolkit

National Restaurant Association
Recycling Toolkit

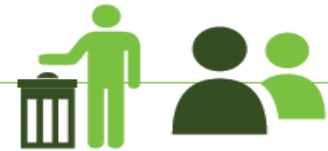
1.

Write an environmental mission/policy statement that includes goals reflective of your company's commitment. **Communicate the policy** to all employees. Make sure you **set reduction goals** that are specific and measurable.



2.

Smaller businesses should appoint a recycling coordinator to manage the recycling. Larger operations should **establish a green team** to develop and implement the program. Those who manage the programs should be genuinely interested and able to communicate the ideals and goals of the program.



6.

Set up a logging system and record the volume of recyclable materials leaving your establishment; this will provide an indication of how much compensation you receive for them.



How to start recycling at your restaurant

By recycling and diverting material from landfills, operators can reduce costs and create an extra revenue stream. It also shows customers and employees their commitment to protecting the environment, while saving energy and other resources simultaneously. Following are some tips to help restaurateurs get started.

3.

Make sure your staff understands which materials are recyclable and which are not (in your area). Train them on proper separation and cleaning. This will cut down on contamination.



5.

In self-serve establishments, post signs in the front of the house letting customers know you recycle and what they should do with cans, bottles, packaging etc. **Recycling bins in public areas** with special openings that are easy to understand often have the best results. In the back-of-the-house, **make sure your recycling and trash bins** look different, are clearly marked and conveniently located so employees will use them.



4.

Find a hauler who will accept your recyclables as well as waste materials. Visit <http://earth911.com/recycling> for how and where to dispose of recyclables.



CASE STUDY

Going green **saves** green at Croc's restaurant



For Laura Habr, ecological and economical conservation have combined to become center-of-the-plate at Croc's 19th Street Bistro, the restaurant she owns and operates with her husband, Kal, in Virginia Beach, Va.

In business for 20 years, Croc's is, possibly, more relevant now than when it first opened its doors. Today the 125-seat eco-friendly bistro is its state's first restaurant to be certified "Virginia Green," a designation signifying it implements green business practices into its operations. Those include recycling, reduction of disposables, grease recycling, elimination of Styrofoam, water efficiency and energy conservation.

Habr's interest in operating a green restaurant is manifold, but primarily it reflects her love for the community and makes good business sense, too.

"This is our 20th year and that, in and of itself, is about reinvention and staying attuned to things," she said. "We have to recycle, renew and reuse ourselves. It's all about looking at what you have and improving on it."

To that end, Habr says she has been diligent about celebrating the agricultural beauty surrounding Croc's location by ensuring its menu reflects the area's sustainable, organic and

locally grown foods when it can. There's also has an herb garden in back of the restaurant and the couple keeps bees that produce the honey used in its menu items.

"Just growing up on the coast here has a lot to do with my interest in [sustainability]," she said. "We're located just off the ocean on the cusp of the Chesapeake Bay. And if you're in the restaurant industry, you have to be frugal and smart. Really, it's a no-brainer."

Speaking of being frugal and smart, Habr has outfitted Croc's with recycled carpet tiles, nontoxic paints, energy efficient

lighting and water-conserving toilets and dishwashers. She also installed a solar-powered hot-water system that heats the water for the restaurant's bathrooms and dishwashers. The project cost \$18,000 and was made affordable through a state grant.

"The grant paid for about 75 percent of it," she said. "We predict the system will pay for itself within two years."

She also applied for a grant to help pay for an Energy Star-rated HVAC system.

"It was available through a program the state of Virginia offered to businesses," she said.

Habr added that those grants are no longer available, but urges operators to research similar assistance that could help them become more sustainable.

"It takes time and research," she said. "For me, it's important to stay on top of things so I know what direction to go in. It is a challenge, a struggle dealing with costs. I couldn't do it without the grants. They really do help."

In addition to saving on heating costs, Habr said her recycling program lowered Croc's operating expenses, too.

"Recycling has saved between \$200 and \$300 a month." Not only that, it also attracts new clientele into the restaurant — customers who are interested in eco-friendly establishments.

Habr noted that participating in the National Restaurant Association's Conserve program has increased her knowledge of sustainability.

"Joining Conserve really engaged me," she said. "I got to see other successes that were happening and was able to see many other opportunities I hadn't thought of, like getting to zero waste. It was wonderful to have that national connection."

"Start with a couple of basic, core activities and build from that," she said. "It can be recycling or making sure your light bulbs are energy efficient and your faucets aren't leaking. Those aren't expensive to do and can make all the difference in the world."

Minimize Waste; Maximize Profits

Start Here

- ❑ **Develop an Environmental Mission/Policy Statement:** incorporating an environmental mission or policy statement into your business plan, or creating a standalone one, clearly defines your restaurant's commitment to the environment, sustainable practices, and overall environmental progress.
- ❑ **Track Your Waste Bills** Track your waste bills in a spreadsheet or designated application that allows you to record and compare waste hauling expenditures over time (weekly or monthly).
- ❑ **Create Standard Packaging Procedures:** standardizing your packaging procedures can help reduce waste, keep supply costs down, and satisfy your guests. Use the proper container size and type for each item and eliminate the use of unnecessary packaging (double-bagging, double-wrapping, etc.). Ask if guest needs plastic cutlery, condiments, etc. for to-go orders rather than automatically including them.
- ❑ **Perform a waste stream audit:** A waste stream audit provides a comprehensive view of your restaurant's waste stream. It will determine and identify opportunities in reducing overall waste, and divert reusable/recyclable materials from landfills.

Waste Prevention

- ❑ **Donate Surplus Food:** Donating surplus food will reduce waste and strengthen your commitment to your community. In addition, many donations are tax-deductible.
- ❑ **Know your local foodservice packaging legislation:** As of May 8, 2013, 87 cities or counties passed ordinances banning polystyrene ("Styrofoam") for takeout containers!
- ❑ **Avoid products with excess packaging:** also, eliminate individually wrapped items if possible. Buy bulk supplies whenever available.
- ❑ **Use cloth towels and sponges:** to clean kitchens rather than paper towels when appropriate.
- ❑ **Reduce junk mail:** remove your company's name from direct mailing lists.
- ❑ **Double-side print:** have printer and copier devices default to double-sided prints/copies.
- ❑ **Purchase recycled content paper products:** when available; try to purchase products with a high post-consumer recycled-content (100% is ideal).
- ❑ **Filter your cooking oil:** regularly filtering fryers greatly prolongs the life of your cooking oil, allowing you to reduce quantities purchased. Use your own filtration system or contract with a company to filter grease regularly.
- ❑ **Recycle Food Waste:** Consider starting a composting program to compost food waste and recycle used cooking oil.

Checklists

- Gateway to deeper Conserve efforts
- Offers steps to take and path forward
- Eventually, develop "roadmaps" for all issues
 - Include best practice lists for each
 - Integrate into new Conserve website ("Learn" webpage)

Thank you

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