



***<http://conserve.restaurant.org>***



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**US Composting  
Council**



[Restaurant.org](http://Restaurant.org)



**SHARED VISION of the National Restaurant Association, National Restaurant Association Educational Foundation and State Restaurant Associations:**

***We will lead America's restaurants into  
a new era of prosperity, prominence  
and participation, enhancing the  
quality of life for all we serve.***

***Our Vision***

**Restaurant.org**





# *Industry Imperatives*

**Jobs  
and Careers**

**Food and  
Healthy Living**

**Profitability  
and Entrepreneurship**

**Sustainability and  
Social Responsibility**





**We create value  
for our members in five ways**

**Advocacy and representation**  
**Tools and solutions**  
**Education and networking**  
**Research and insights**  
**Responsible stewardship**

*Conserve is the Association's environmental initiative that delivers sustainability education, tips, tools & resources to our members and the foodservice industry at large.*










**US** Composting  
Council

<http://conserve.restaurant.org>

# *Sustainability & Social Responsibility Industry Imperative*



-  *Conserve Solutions for Sustainability – <http://conserve.restaurant.org>*
-  *Conserve Sustainability Education Program*
-  *Conserve Solutions Center at the NRA Show 2012*
-  *Conserve Sustainable Action Zones (in partnership w/ Elemental Impact)*
-  *Policy & Government Relations*
-  *Research & Knowledge Center (NRA/GP Recycling Research, Industry Forecast, etc.)*
-  *Editorial, Content Development (Association publications, ProStart content, etc.)*





***Organics recycling and commercial composting are entering into a new era of opportunity within the foodservice industry.***



**US** Composting  
Council

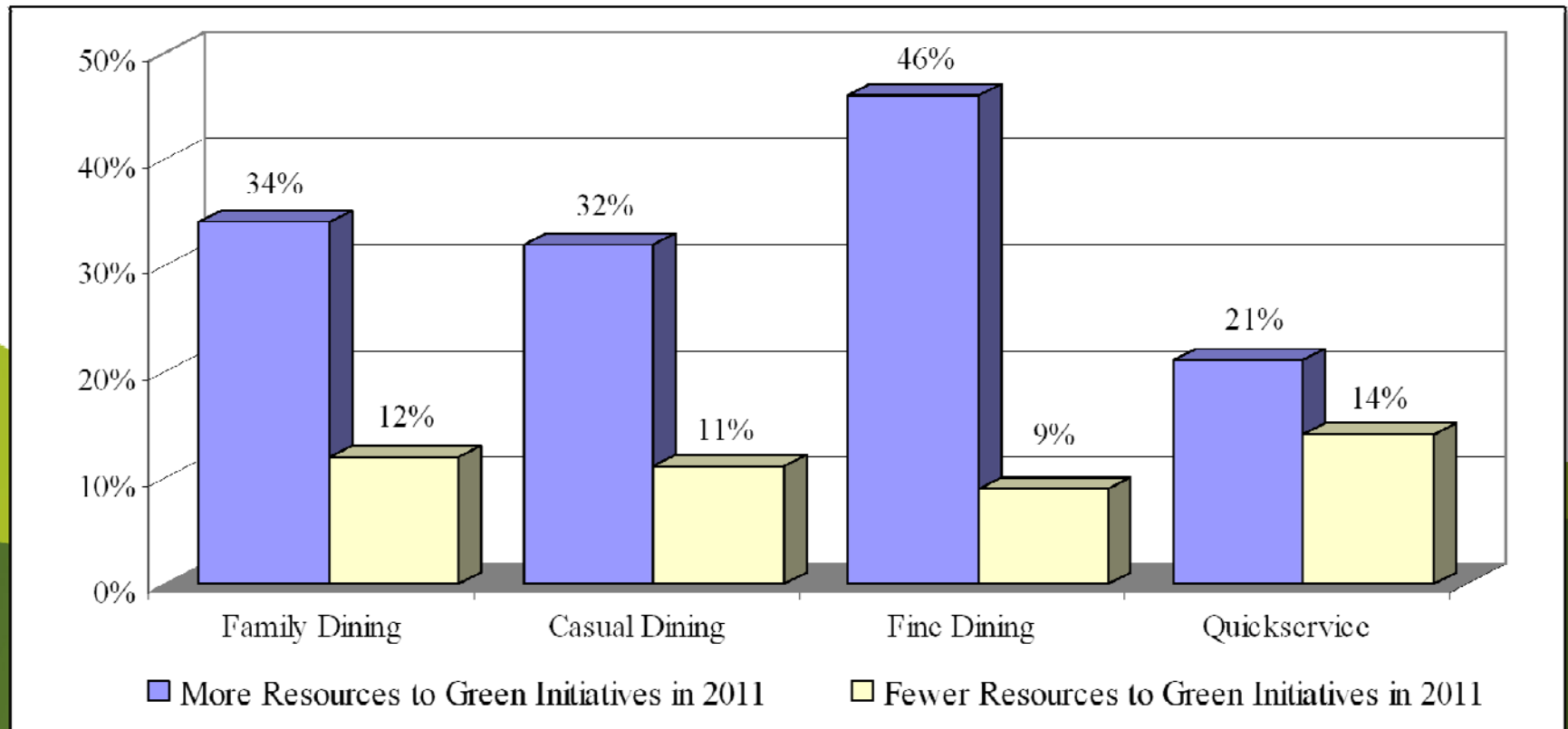
<http://conserve.restaurant.org>



## Going Green

### Restaurant Operators' Plans for Spending on Green Initiatives in 2011

*Percent of operators, by type of operation*



Source: National Restaurant Association, November 2010 Restaurant Operator Surveys



# *National Restaurant Association | Georgia-Pacific Recycling Research*



**Over 1 out of 10 restaurant operators participate in a composting program**



National Restaurant Association & Atlanta's Zero Waste Zones program begin collaborative effort in 2011





# *National Restaurant Association | Georgia-Pacific Recycling Research*



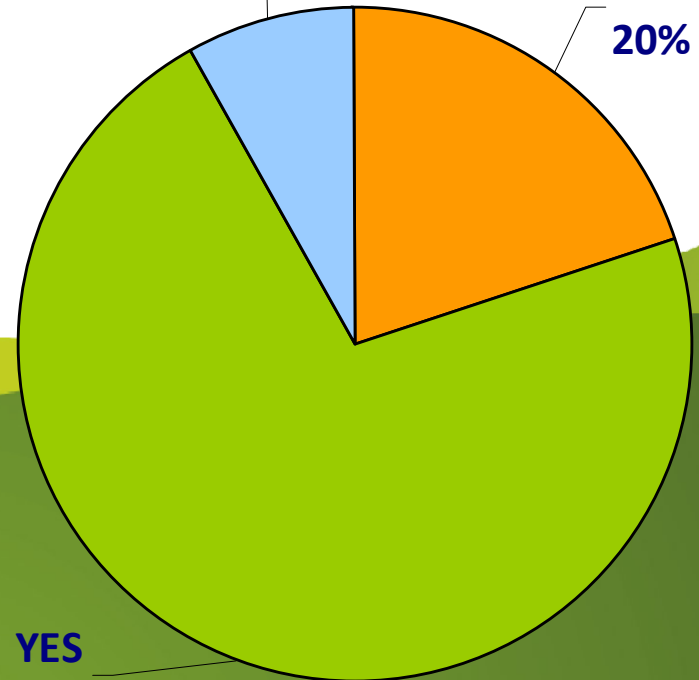
## **Nearly Three Out of Four Restaurant Operators (72 percent) Said Their Business Purchases Products Made From Recycled Materials**



Don't Know  
8%

NO  
20%

YES  
72%





# National Restaurant Association | Georgia-Pacific Recycling Research



**Almost 1 in 4 restaurateurs report  
customers asking staff if their  
restaurant has a recycling program**



And the opportunity to make  
a **dramatic impact** is...



*\*from the Tier 1 US food-to-landfill assessment conducted by BSR on  
behalf of the GMA | FMI | NRA Food Waste Collaboration, January 2012*

	Industrial	Commercial	Institutional	Residential	Total Food Waste DISPOSED (US tons)
BSRestimate	659,889	17,657,312	4,000,000	17,369,754	39,686,955

**17.6 million tons**

**39.7 million tons**

**...very, very real.**



US Composting  
Council

<http://conserve.restaurant.org>

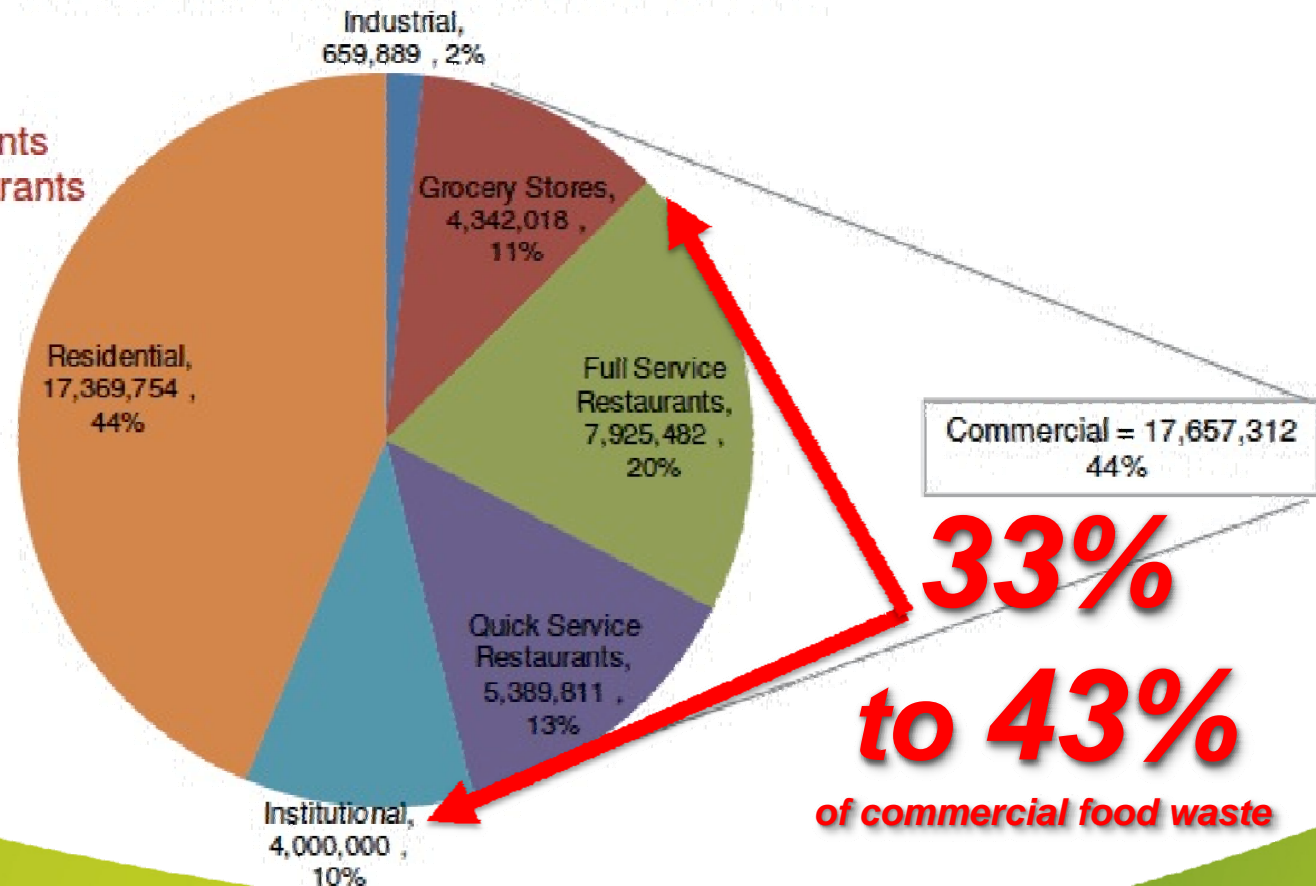


Category breakdown based on BSR  
Estimate of  
(Food Waste Disposal)  
Total = 39.7 million tons

**US - Food Waste Disposal Data - breakdown by sector**

**Breakdown by sector:**

44%	Residential
20%	Full Service Restaurants
13%	Quick Service Restaurants
11%	Grocery Stores
10%	Institutional
<u>2%</u>	<u>Industrial</u>
100%	

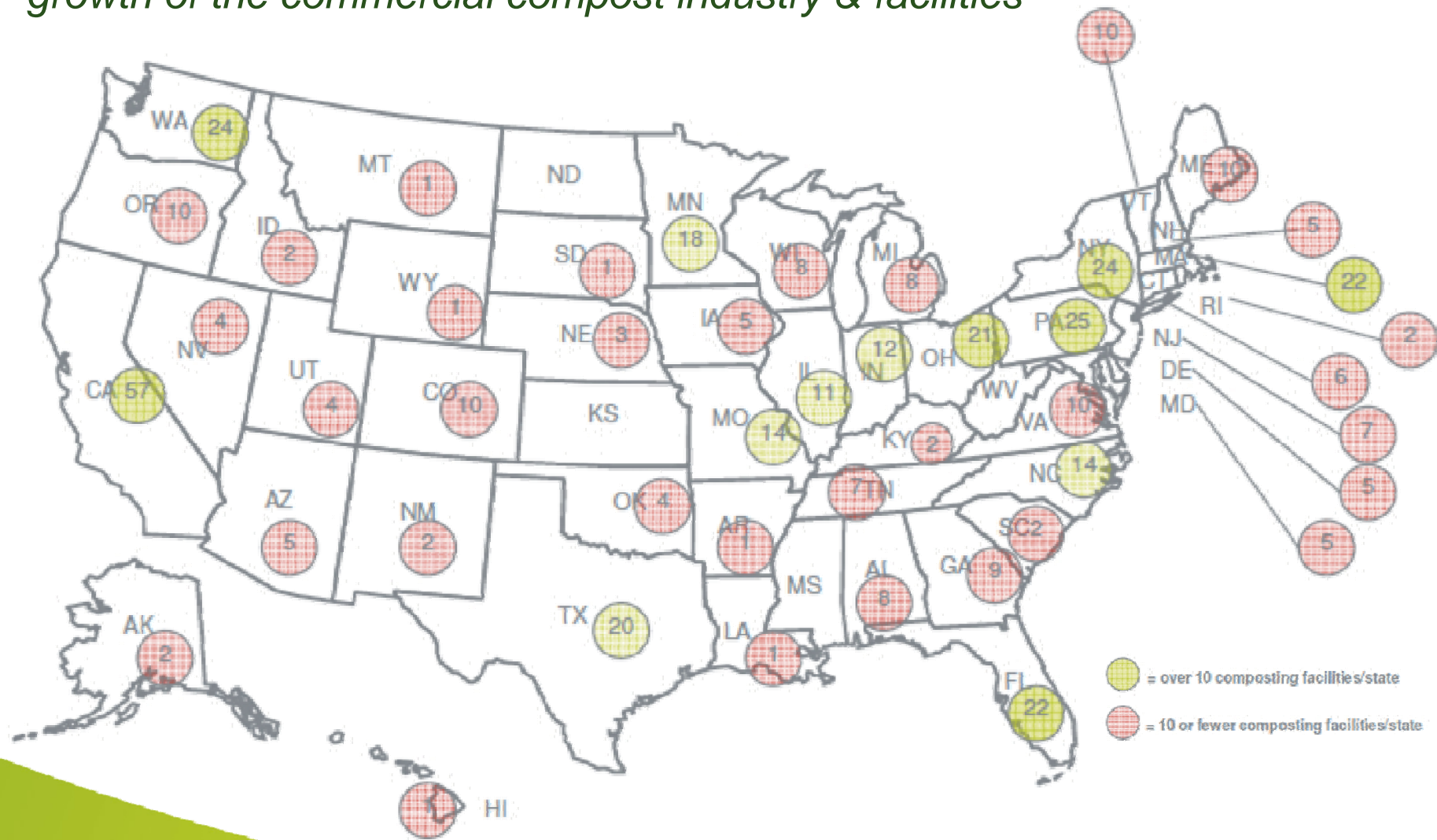


## Breakdown of food waste to landfill

\*from the Tier 1 US food-to-landfill assessment conducted by BSR on behalf of the GMA | FMI | NRA Food Waste Collaboration, January 2012



Ability for restaurants to compost **depends** on the growth of the commercial compost industry & facilities



## Breakdown of compost facilities

\*from the Tier 1 US food-to-landfill assessment conducted by BSR on behalf of the GMA | FMI |  
NRA Food Waste Collaboration, January 2012 – Map Source: Findacomposter.com



*<http://conserve.restaurant.org>*





## Greener is better!

- ▶ Industry-tryed best practices
- ▶ Educational videos by industry experts
- ▶ Money-saving techniques
- ▶ Personalized action plan
- ▶ Listing on the consumer site

▶ [Learn More](#)

## Did You Know

More than 60 percent of restaurants invested in energy-saving equipment in the last two years.



## Tips & Tools

- ▶ [Top 10 Tips](#)
- ▶ [Facts & Stats](#)
- ▶ [Glossary](#)



## Watch Conserve In Action



## Welcome to the National Restaurant Association Conserve Initiative



### What's New

- ▶ First-ever foodservice sustainability conference to explore complex issues
- ▶ NRA to work with Zero Waste Zone to reduce organic waste
- ▶ National Restaurant Association, Georgia-Pacific Professional to collaborate on recycling best practices
- ▶ Follow us on Twitter

## Conserve Now



### Take Simple Steps

- ▶ [Tour our Virtual Restaurant](#)
- ▶ [See what other restaurateurs say about Conserve](#)
- ▶ [Focus on energy, water and construction](#)
- ▶ [Get our top 10 tips](#)

## Conserve Case Studies

NATIONAL  
RESTAURANT  
ASSOCIATION®

**IT PAYS TO  
BE A MEMBER**

Find out how you can  
start saving today

## Improving Your Experience with Conserve

On this site, you can sign up for the Conserve Sustainability Education Program and/or log in to your account. Find additional resources and background on the program at [conserve.restaurant.org](http://conserve.restaurant.org), which will be Conserve's new home on the web in the coming months.



## Striving for Sustainability?

The Conserve Sustainability Education Program is an online resource to help restaurants reduce operating expenses and leave a lighter footprint on our environment.

## SIGN UP

Learn Best Practices  
Improve Bottom Line  
Connect with Peers

[Learn More](#)

1. Drive cost savings and increase efficiency
2. Reduce restaurants' impact on environment
3. Educate restaurants on environmentally friendly practices
4. Measure and quantify the impacts of adopting environmentally friendly practices
5. Promote restaurateurs' environmental efforts to their guests/general public
6. ***Make sustainable practices mainstream***

## California Cafe



**California Cafe**  
12949 Alcosta Blvd.  
San Ramon, CA 94583  
United States

Ph.: 202-492-8807  
Fax:  
[agulden@restaurant.org](mailto:agulden@restaurant.org)

[View On Map](#)

<http://conserve.restaurant.org>

[EDIT](#) [Preview](#)

### Subscription Info

Purchased On: **March 26, 2010**  
Activated On: **March 26, 2010**  
Date Last Updated: **December 07, 2011**  
Days Until Expiration: **445**  
Auto Renew: **×**

Welcome Alisha!

[Log Out](#)



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## Greener Best Practices



[Print Action Tracker](#)



[Print Action Plan](#)

[Collapse All](#)



Energy Efficiency

▶ EXPAND



Water Conservation

▶ EXPAND





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## Greener Best Practices



[Print Action Tracker](#)



[Print Action Plan](#)

[Collapse All](#)



Energy Efficiency

[Expand All](#)

[COLLAPSE](#)

▶ Track & Manage Energy Use

▶ Lighting

▶ Refrigeration Fixes

▶ Kitchen Equipment

▶ Water Heating

▶ HVAC



Water Conservation

▶ EXPAND



Waste Reduction

▶ EXPAND



## General

## Recycle

## Compost

Food waste is often the largest waste stream in your restaurant. Non-edible food scraps (plate scrapings, fruit and vegetable peelings, stale baked goods, spoiled foods, etc.) can be collected and converted into compost that can be used to fertilize plants, lawns and gardens.

[Read More](#)[View Educational](#)

Status:

Expense: \$ - \$\$

Set on: 4/27/2010 2:26:37 PM

## Recycle

Recycling transforms waste into renewable resources and diverts reusable materials from landfills. Both you and your guests can contribute to the effort, so make sure your recycling procedures are visible for both staff and guests.

[Read More](#)[View Educational](#)

Status:

Expense: \$

Set on: 4/27/2010 2:26:37 PM

Recycling significantly reduces the amount of raw materials, energy and water generated from the production of new products and materials. It can also reduce your waste-hauling charges.

However, recycling is not available in all municipalities. Check your local regulations to find out what recycling services are offered in your location.

Examples of recyclable materials include:

- Paper products (newspapers, bags, trays)
- Cardboard.
- Metals (aluminum, stainless steel, copper, foil wrap, etc.).
- Glass.
- Plastic.
- Film plastics (plastic wrap, plastic shopping bags, etc.).
- Fluorescent light bulbs.
- Fats, cooking oil, and grease (FOG).
- Batteries.
- Linens and uniforms.
- Electronics (cell phones, TVs, computers, etc.).
- Office supplies, including toner/ink cartridges.

## Tools

Recycling Center Locator

["Recycling" – Earth911](#)

## Additional Information

["Waste Reduction" – National Restaurant Association](#)

**Best Practice*****BMP Video*****Additional  
Information  
on Best Practice**



Water Conservation

EXPAND



Waste Reduction

Expand All

COLLAPSE

Track & Manage Waste

Divert the Waste Stream

### Compost

Food waste is often the largest waste stream. Non-edible food scraps (plate scraps, peelings, stale baked goods, spoiled produce) and converted into compost that can be used on lawns and gardens.

[Read More](#)

### Recycle

Recycling transforms waste into new products, diverts reusable materials from landfills, and guests can contribute to the effort. Recycling procedures are visible for both staff and guests.

[Read More](#)

### Glass

Tip for recycling glass:

- Sort glass by color (brown, green, clear).

[Read More](#)

### Metals

Set on: 6/21/2011 2:43:22 PM

Status:

Will implement within 1 year

Set on: 8/10/2011 9:55:27 AM

Status:

### Recycle









# BMP Status

- Implemented
- Not Implemented
- Will Implement in 6 Months
- Will Implement in 1 Year
- Not Applicable

## General

## Recycle

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[Read More](#)



[View Educational Video](#)

Status:

Expense: \$ - \$\$

ROI: < 1 - 2 years

### Recycle

Recycling transforms waste into renewable resources and diverts reusable materials from landfills. Both you and your guests can contribute to the effort, so make sure your recycling procedures are visible for both staff and guests.

[Read More](#)



[View Educational Video](#)

Status:

Expense: \$

ROI: < 1 year

Set on: 4/27/2010 2:53 PM

\$\$\$

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### Tools

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["Recycling" - Earth911](#)

### Additional Information

["Waste Reduction" - National Restaurant Association](#)

Additional -  
Content, Tips,  
Tools & Resources

Return  
On  
Investment

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Energy Efficiency

▶ EXPAND



Water Conservation

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## Greener Best Practices

**ConSERVE™**  
A GREENER CHOICE RESTAURANT  
**ACTION PLAN**

**California Cafe**

is participating in an educational program that assists restaurants in conserving natural resources and preserving our environment.  
This establishment is working to implement the sustainable practices listed on this document and will strive to further broaden its environmentally friendly efforts in the future.  
Conserve Participation Period: **March 26, 2010 - March 25, 2013**

BEST PRACTICE	STATUS	DATE
Energy Efficiency Track Energy Usage	Implemented	10/20/10 8:30:00 PM
Energy Efficiency Conduct an Energy Audit	Will implement within 6 months	5/29/2010 5:29:00 PM
Energy Efficiency Install an Energy Monitoring System (EMS)	Will implement within 6 months	5/29/2011 1:13:10 PM
Energy Efficiency Install a Turn-Up and Shut-Down Schedule	Implemented	6/5/2011 11:54:26 AM
Energy Efficiency Maintain Refrigerator Doors	Implemented	6/20/2011 1:04:11 PM
Energy Efficiency Upgrade Back-of-House Lighting	Will implement within 6 months	6/20/2011 1:10:10 PM
Energy Efficiency Install Low-Watt (or No-Watt) Exit Signs	Will implement within 6 months	5/22/2011 11:55:35 AM
Energy Efficiency Control Outdoor Lighting	Will implement within 5 year	3/26/2010 5:02:13 PM
Energy Efficiency Replace T-12 Fluorescent Lamps	Implemented	5/22/2011 10:29:40 AM
Energy Efficiency Replace Lighting Bulbs or Lamp on Fixture (DeltaLight)	Implemented	5/24/2011 11:24:52 AM
Energy Efficiency Reduce Lighting Bulbs or Lamp on Fixture (DeltaLight)	Implemented	5/24/2011 11:24:52 AM
Energy Efficiency Clean Refrigeration Coils	Implemented	5/28/2010 10:21:15 PM
Energy Efficiency Install Empty Containers and Plastic Dishes	Implemented	5/28/2011 11:28:40 AM
Energy Efficiency Maintain Your Dishwashing Machine	Implemented	5/28/2011 11:28:40 AM
Energy Efficiency Install Hot Water Lines	Implemented	3/26/2010 5:02:25 PM
Energy Efficiency Install a Demand Ventilation Control System	Implemented	3/26/2010 4:10:12 PM
Energy Efficiency Track Water Usage	Implemented	5/20/2010 10:17:30 PM
Water Conservation Conduct a Water Audit	Implemented	
Water Conservation Use Water Wisely	Implemented	
Water Conservation Install Low-Flow Pro-Flush Spray Valves	Implemented	

**ConSERVE™**  
A GREENER CHOICE RESTAURANT  
**ACTION TRACKER**



**Energy Efficiency**  
10 best practices



**Water Conservation**  
5 best practices



**Waste Reduction**  
4 best practices



**Building/Construction**  
1 best practices



**Program Administration**  
3 best practices



**Innovation/Other**  
1 practice

**California Cafe**

is participating in an educational program that assists restaurants in conserving natural resources and preserving our environment.  
Ask us for details about the following practices:





As the operator of this establishment, I attest that this operation has implemented all the sustainable practices listed on this document and will strive to further broaden its environmentally friendly efforts in the future.  
**Signature:**  
**Aisha Gulden, California Cafe**  
**March 26, 2010 - March 25, 2013**



*<http://conserve.restaurant.org>*



## *On the horizon for **Conserve**...*

-  **Zero Waste Zones transformation**
-  **Phase II – Conserve Sustainability Education Program**
-  **Composting Legislation Research –  
Sanford School of Public Policy School, Duke University**
-  **Conserve Solutions Center at the NRA Show 2012**



**US** Composting  
Council

<http://conserve.restaurant.org>

# Success Through Sustainability

- ✓ Sustainability is the #5 overall restaurant trend for 2012
- ✓ 30% of restaurant operators said they purchase compostable products
- ✓ 13% of restaurant operators said their restaurants participate in composting programs — and more would like to

**In 2012, 100% of the foodservice industry now has a place to learn how to make their restaurant more sustainable**

The Conserve Sustainability Education Program<sup>SM</sup> is designed to help restaurants increase their sustainability efforts regardless of their starting point. Participants can create a new sustainability initiative or build on what they are already doing with the program's customized action plan.

Conserve has two great ways for companies to engage with the ever-growing number of sustainability-minded restaurateurs in 2012!

- Join us at the Conserve Solutions Center at the NRA Show 2012
- Participate in our new Promotional Card Program and provide a year's enrollment in Conserve to your customers



[conserve.restaurant.org](http://conserve.restaurant.org)



For more information: email us at [conserve@restaurant.org](mailto:conserve@restaurant.org) and follow us on Twitter [@conservenow](https://twitter.com/conservenow)



Sources: National Restaurant Association What's Hot in 2012 survey; Restaurants Recycle Survey Results (March-April 2011), National Restaurant Association and Georgia-Pacific Professional

# Completing the Circle



## Top 20 trends



- 1 Locally sourced meats and seafood
- 2 Locally grown produce
- 3 Healthful kids' meals
- 4 Hyper-local sourcing (e.g. restaurant gardens)
- 5 Sustainability
- 6 Children's nutrition
- 7 Gluten-free/food allergy conscious
- 8 Locally-produced wine and beer
- 9 Sustainable seafood
- 10 Whole grain items in kids' meals

***1 in 10 Restaurants Compost***

***In 2012, over 80% of Restaurants Recycle***

***#4 – Hyper-Local (roof-top / on-site gardens)***

***#5 – Sustainability***



**US Composting  
Council**

*\* From 2012 "What's Hot" Chef Survey – [www.restaurant.org/foodtrends](http://www.restaurant.org/foodtrends)  
& NRA/GP Recycling Research - [www.restaurantsrecycle.com](http://www.restaurantsrecycle.com)*