POWER

An Elemental Impact Industry Working Group

POWER – Perishable Waste to Energy Recycling
Mobilizing the Foodservice Industry to Embrace Organics Collection

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Zero Waste Zones | Elemental Impact

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Driving Force in 2008 the City of Atlanta lost a convention to the City of Orlando because the client perceived Orlando as a greener city.

Criteria includes organics collection, IF a composting facility is within economic distance.

February 10, 2009 Launch

Atlanta zones are a template for national expansion.
Foodservice Industry

The catalyst to bring the community together to embrace zero waste initiatives
Foodservice Industry Facts

- Almost 1 million locations
- Employs almost 13 million Americans
- Over $580 billion in revenue
- Controls 49% of the food dollar
- Overall economic impact exceeds $1.5 trillion
- Every dollar spent in a restaurant generates an additional $2.05 spent in the nation’s economy
- 91% of foodservice operations employ less than 50 employees
- Today – 130 million people will be foodservice patrons
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.
We create value for our members in five ways:

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

Restaurant.org
Conserve: Solutions for Sustainability is the National Restaurant Association’s sustainability initiative that encourages foodservice operators to become more sustainable businesses by adopting voluntary, restaurant-specific best practices that reduce environmental impact and promote business growth.
Vital to Composting

• Largest producer of the 31 million tons per annum of food residuals going to landfills – these are 2008 numbers

• Influence up stream with food processors

• Influence down stream with consumers ~ chefs are local heroes
Composting Challenges

- **Permit timing** ~ 18 months average time to receive a permit
- **Contamination** ~ top management buy-in & training key to preventing/eliminating
- **Heavy & wet** ~ transportation challenges
- **Strong market for compost** ~ a MUST for industry economic vitality
NRA Answer to Challenges

- Top 20 advocacy group in Washington
- The industry leaders serve in NRA leadership ~ subtle influence behind the scenes
- NRA addresses industry training ~ ability to develop protocol for operating practices dedicated to a contaminant-free organics stream
Beyond Foodservice

- Focus on corporate campuses with foodservice operations
- Impact on corporate carbon footprint
- Multi-use buildings give general office & residential organics collection options
Local Restaurant

- Burgerville
- Kimpton Hotels and Restaurants
Industry Leaders
Local / seasonal food offerings
Wind power
- 100% - 39 units & corporate office
- 17.4 million tons of CO₂
- 1,700 cars or 19 million miles

FOG to Fuel
- 53,000 gallons of FOG into 39,750 gallons of biodiesel in 2007

Fast food chain goes local
Recycling and composting

Divert 85% of waste or 3,468 tons of waste

Save a minimum of $100,000
Menus printed on recycled paper
Organic/biodynamic wine and cocktails
Support Monterey Bay Seafood Watch
Energy efficient equipment – fishnick.com
Restaurant compost programs (33% underway)
Best practices across their portfolio
- Recycled glass plates
- Reclaimed wood table tops
Focused on proper training and education
Staff involvement – Green teams
Compostable / biodegradable products
Local / seasonal food offerings
Roof top gardens
Greener landscaping
Water saving devices
Recycling and composting

Cardboard
630 tons/yr of cardboard recycled per restaurant
Saves 10,710 trees/year
Saves 1,890,000 kWh/year
Saves each restaurant at least $750 per year
One restaurant saved over $10,000

Paper, plastic and metal recycling
270 tons/yr of comingled recycling
Saves each restaurant at least $250

With over 45 locations, Kimpton’s restaurant recycling programs save more than $90,000/year, almost 2 million kWh of electricity and more than 10,000 trees!
NRA – ZWZ Partnership

- Exploring the potential
- ZWZ Presentation at NRA Board Meeting
Remember:

We are just beginning … Stay Tuned