



Foodservice Guide To Going Green



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Why Go Green?

There are many opportunities for restaurants to minimize impact on the environment. Many are simple, common-sense operational changes – and almost all of the suggestions have financial benefits.

Cut Costs

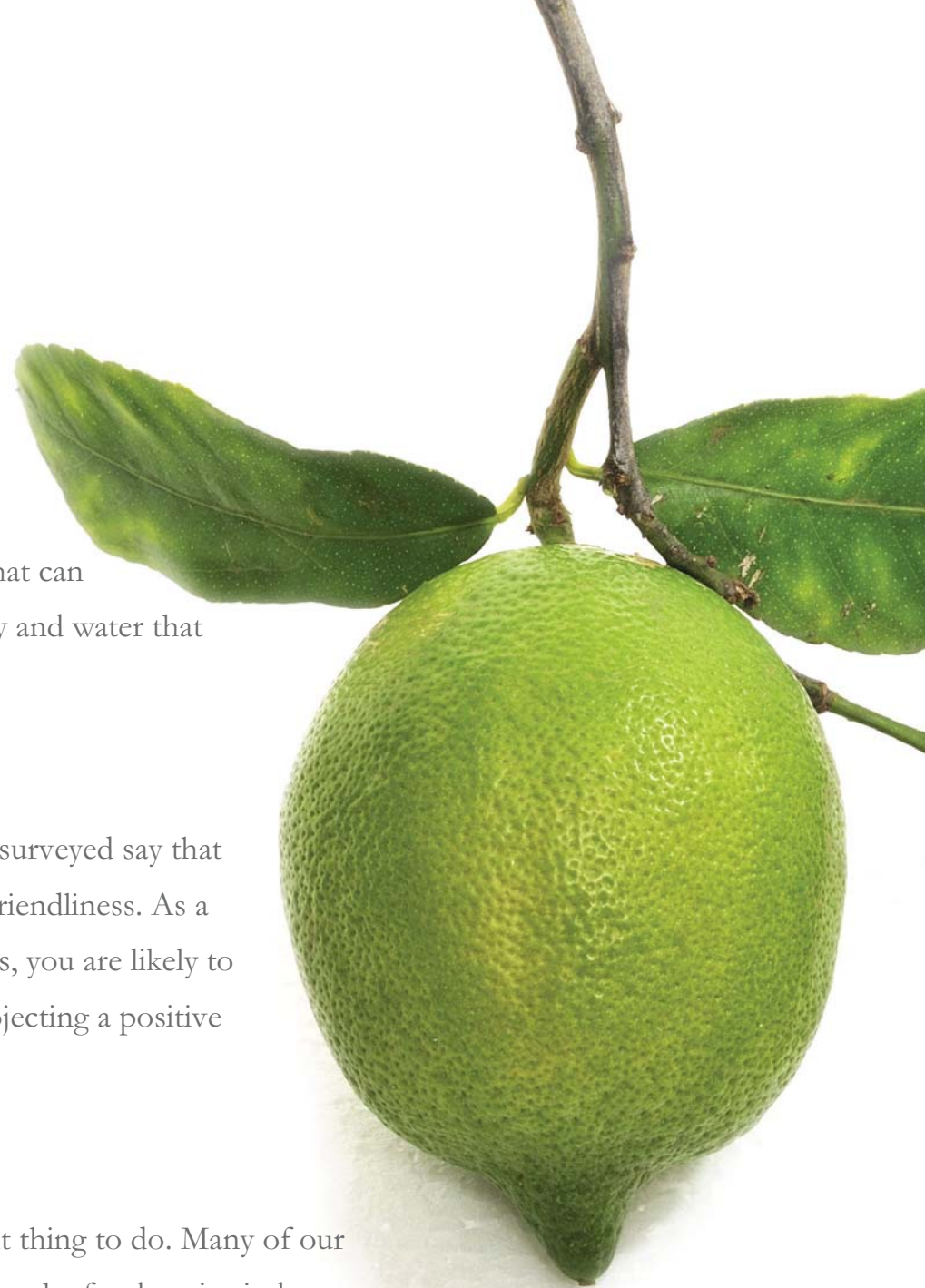
“Going green” is not a trend; it’s a smart way of doing business that can benefit your bottom line. Reducing the amount of food, electricity and water that are used can decrease operating expenses.

Attract Customers

According to the National Restaurant Association, 62% of adults surveyed say that they are likely to choose a restaurant based on its environmental friendliness. As a result, by going green and promoting your environmental activities, you are likely to drive in new customers and increase customer loyalty. And by projecting a positive image, you may even receive publicity.

Create a Healthier Environment

Reducing your restaurant’s impact on the environment is the right thing to do. Many of our planet’s limited amount of natural resources are being consumed by the foodservice industry.



Tips For A Greener Restaurant

This section offers tips and ideas for how restaurants can reduce wastes and operating costs through recycling . Keep in mind that you don't need to follow all of these suggestions at once; just pick areas that are most applicable to your business and then expand from there.

Develop a plan

The first step in going green is to develop a true sustainability plan that works for you. Many states have environmental standards and regulations for restaurants and offer certification programs to help you demonstrate and communicate your environmental commitment.

Recycle

Perhaps the simplest thing restaurant operators can do to get started on the green-ward path is to include recycling in your business plan:

- Set up a glass, aluminum, plastic and cardboard recycling program with a local collector.
- Also consider recycling toner cartridges, office paper, batteries, fluorescent lamps and electronics.
- Set up a rendering service for your waste grease, fat or used cooking oil.
- Use vegetable and meat trimmings for soup stock.
- Donate unsold or excess food that meets quality and safety standards to food banks, local farmers or zoos may also use food scraps as animal feed.
- Donate empty plastic containers that can not be recycled in your area to schools, nurseries or churches.

Involve employees

In implementing any of these environmental strategies, restaurant operators should also include staff in the discussion, which may even result in higher productivity and better morale.

- Train employees on energy saving procedures and the importance of energy conservation.
- Create incentives for staff to reduce the breakage or loss of your restaurants' china, glass and silver supplies.

Conserve energy

Conserving energy is a great way to help the environment and reduce costs.

- Use high efficiency compact fluorescent lightbulbs.
- Set lights on timers and/or install motion detectors in storerooms, offices and restrooms.
- Turn off interior/exterior lights and cooking hoods when not in use.
- Be sure to unplug computers, electronics or other small appliances when not in use.
- Purchase EnergyStar computers, appliances, etc.
- Install thermal-rated windows and/or tinting.
- Use ceiling fans.

Replace lighting

Another inexpensive technique for reducing energy use is to change your lighting:

- Replace incandescent with longer lasting CFL light bulbs or LED lights.
- Replace traditional exit signs with LED exit lighting.



Clean and maintain

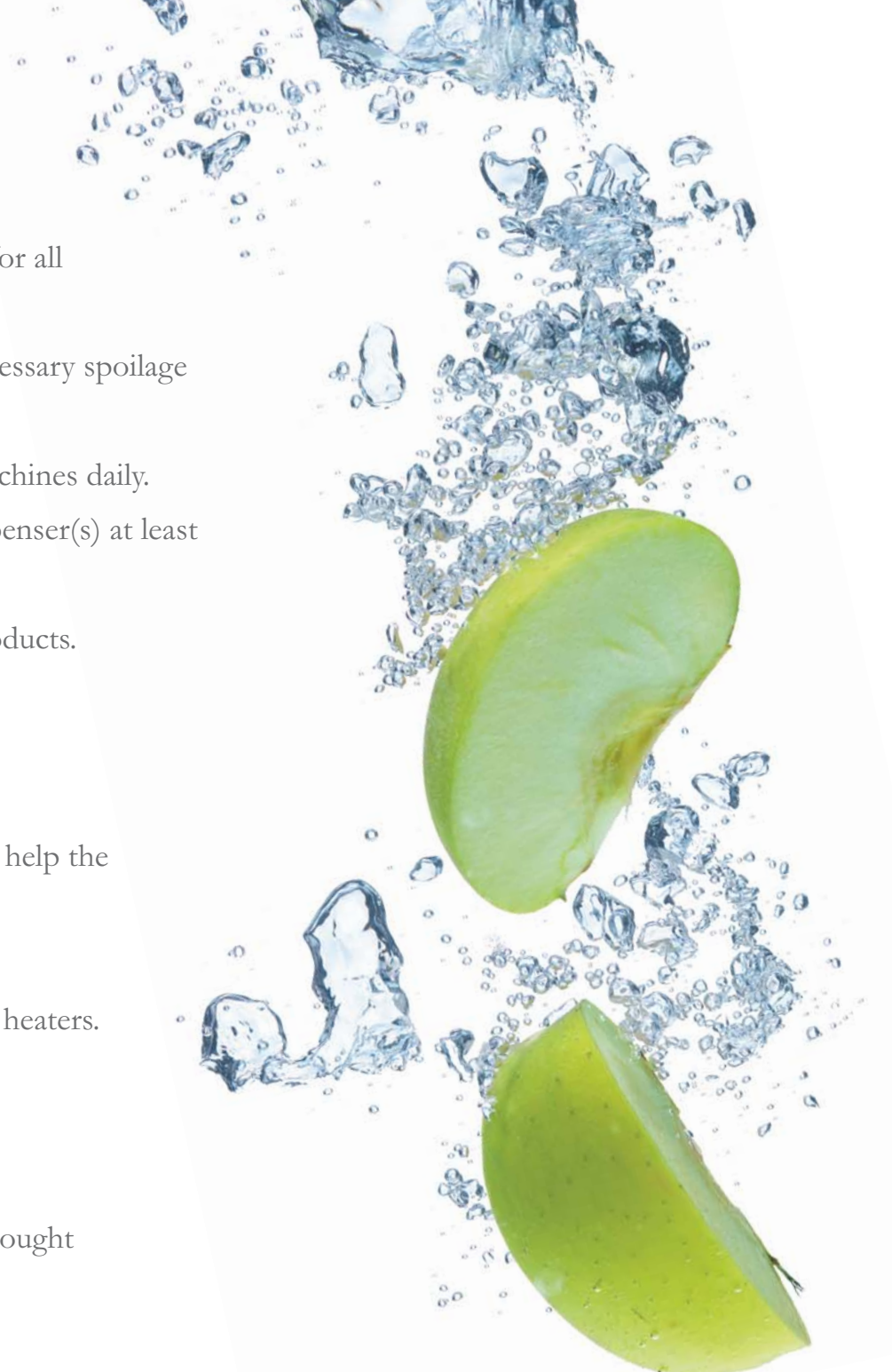
Clean equipment uses energy more efficiently.

- Implement a monthly cleaning and maintenance program for all of your equipment.
- Keep refrigerators in good running order to prevent unnecessary spoilage resulting from broken equipment.
- Clean the heads and dispenser tips on all your beverage machines daily.
- Check the syrup-to-water calibration on your beverage dispenser(s) at least twice a week.
- Keep oven equipment calibrated to prevent over-baked products.
- Clean your fryers and filter the oil daily.

Decrease water usage

Water usage is another area where restaurants can do their part to help the environment while saving money.

- Run dishwashers, washing machines only when full.
- Install low-flow toilets, waterless urinals and tankless water heaters.
- Only serve customers water upon request.
- Fixing leaks can also help decrease water usage.
- Discourage water-based clean-up by sweeping first.
- Use an effective landscape management plan that utilizes drought tolerant species, rain gauges, etc.



Reduce Waste

Switching to recycled paper products is the obvious choice when trying to go green, but did you know that there are a few easy things you can do to cut back on consumption even more:

Front of the House

- Distribute condiments and cutlery from behind the counter instead of offering them self-serve.
- Use non-bleached napkins and coffee filters.
- Move napkin dispensers to the tables. Customers are more likely to only use the napkins they need.
- Print menus on recycled paper and/or use soy-based inks
- Use serving containers in sizes that coordinate with your portions and minimize the use of unnecessary packaging of take-out foods.
- Consider installing hand blow dryers in your restrooms. Not only does this eliminate the need to purchase paper towels, it also saves more money and hassle in the long run by making cleaning more efficient.

Back of the House

- Adjust inventory levels on perishables to minimize waste due to spoilage or dehydration.
- Develop daily production charts to minimize over-prepping and unnecessary waste.
- When prepping food, especially bulk meats and whole vegetables, only trim off what is not needed.
- Compost food scraps on-site or at a composting facility.
- Have employees use permanent-ware mugs or cups for their drinks.
- Place rubber mats around bus and dishwasher stations to reduce china and glass breakage.



Helpful Products



Choosing to utilize natural, organic and sustainable products in your operation can be attainable. Here is how Performance Foodservice is making strides to offer you greener products.

Organic and Natural Products

As more and more restaurants make the decision to utilize organic and natural products in their operations, the selection of products available steadily grows. Performance Foodservice has partnered with a leading organic and natural foods supplier to offer you the best national and local brands available. For more information about the products available to your area, please contact your sales representative.

Sustainable Fish

Where seafood comes from and how it is harvested is quickly becoming a question that both operators and patrons want the answers to. Performance Foodservice supports sustainable fish practices and sits on the boards for both the National Fisheries Institute and the Better Seafood Board. Many of our suppliers and brands offer sustainable seafood products. Because products available vary widely based on your geographical location, please contact your local sales representative for more information.

Available Brands & Products

Brilliance Oils & Shortenings

Did you know that using a higher grade oil can reduce the amount of oil you use by up to 1/3? That equates to less used oil and packaging to dispose of, less time and expense for cleaning it out, and more money in your pocket. Ask your sales representative today about upgrading your shortenings and oils to Brilliance.

Braveheart Black Angus Beef

Braveheart Beef is sourced less than 150 miles from each of our processing facilities, significantly reducing miles driven to produce our meat. The angus cattle are fed an entirely vegetarian diet and then are finished on locally grown corn. Our meats are also the best trimmed in the business - meaning less for you to trim and dispose of in your own operation. *Coming Soon - Braveheart Natural.*

First Mark

First Mark offers many recycled products that are EcoLogo™ Certified and perfect for anyone looking for easy ways to start the transition toward a greener operation. Choose from dinner, beverage and dispenser napkins in a variety of sizes. Our paper towels deliver performance and economy for kitchen and washroom needs and are available in roll, c-fold, multifold and multifold natural. First Mark premium bath tissue rolls are biodegradable and septic-tank safe.

Additional Products

Performance Foodservice offers many useful green products from a variety of vendors.

***GreenBox** - Pizza box made of 100% recycled materials, this container is also 100% reusable.*

***SCA/Tork** - Offers disposables that are EcoLogo™ Certified.*

***Georgia Pacific** - Provides an entire line of products that contain or use recycled fiber.*

***Fabri Kal** - Offers disposables that are made from corn-based plastics.*

***GenPak** - A line of biodegradable disposables that are made from corn wheat and rice resins.*

**Ask your sales representative today about specific products available in your area.*

Check List

Looking for a place to start? Begin by tracking your overall water usage and wastewater, your energy bills, and your overall waste. Once you know these numbers, watch them go down over time as you begin implementing some of the items below:

Recycling

- Glass
- Steel and Aluminum Cans
- Composting of excess food
- Grease Recycling
- Plastic
- Paper, cardboard and newspaper
- Toner cartridges
- Packing Supplies
- Fluorescent Lamps
- Batteries
- Electronics

Water

- Preventative maintenance of drips and leaks
- Water-flow metering to discover leaks and areas of high use
- High efficiency dishwashers
- Discourage water-based cleanup (sweep first)
- Use Microfiber mops
- Low flow restrictors on faucets and showerheads
- Low flow toilets or waterless urinals
- Effective landscape management plan
- Implement a Green roof
- Cisterns and drip-line irrigation
- Rain barrels
- Effective stormwater management
- Minimization of impervious areas (paving, concrete, etc)
- Vegetative buffers around streams and ponds

Energy

- Purchase EnergyStar computers, appliances, etc.
- High efficiency hand-dryers
- Install ceiling fans
- High Efficiency Heating & Air Conditioning (HVAC) followed up with routinely scheduled maintenance.
- Use natural lighting whenever possible
- Install solar panels
- Install lighting sensors indoors and outdoors
- Utilize high efficiency compact fluorescent lightbulbs in all canned spotlights
- High efficiency fluorescent ballasts and lamps (T-5's & T-8's)
- Use thermal-rated windows and/or tinting
- Additional insulation where needed
- Use downward-facing lighting in parking areas and other outdoor areas
- Consider design and operation of buildings that are "LEED" certified
- Purchase "Green Tags" or "Renewable Energy Certificates" to offset the additional cost of using energy from renewable sources.
- Purchase fuel-efficient delivery vehicles
- Invest in durable equipment and furniture
- Use of reused building materials or those from sustainable sources
- Use Latex Paint
- Preventative maintenance of all vehicles and equipment
- Last-in/first-out inventory
- Utilize less toxic materials whenever possible

Waste Reduction

- Donation of excess food
- Effective food inventory control to minimize wastes
- Locally grown produce and other foods and Organic and "sustainably-grown" foods
- Filtering of grease rather than recycling
- Disposable containers made from bio-based materials, recycled content, or are compostable
- Non-bleached napkins and coffee filters
- Recycled-content paper-towels and toilet paper
- Print menus on recycled content paper and use soy-based inks
- Screen-based ordering systems
- 2-sided copies/printing
- Electronic correspondence, email marketing and forms
- Using "Green" Cleaners
- Utilize toilets and faucets with sensors

Additional Resources



There are many other helpful resources to assist restaurant operators in their efforts to become more environmentally friendly. Here are a few to help get you started and which we found helpful when compiling this guide:

The National Restaurant Association's Conserve Solutions for Sustainability Initiative

<http://conserve.restaurant.org>

Green Restaurant Association

<http://www.dinegreen.com>

Environmental Law and Policy Center of the Midwest's Ideas to Improve Restaurant Environmental Practices

<http://www.greenrestaurants.org>

Energy Star Guide for Restaurants

http://www.energystar.gov/ia/business/small_business/restaurants_guide.pdf

U.S. Composting Council

<http://www.compostingcouncil.org>

Chef's Collaborative

<http://chefscollaborative.org/>

NOAA / National Marine Fisheries Service: Fish Watch

<http://www.nmfs.noaa.gov/fishwatch/>

National Fisheries Institute and the Better Seafood Board

<http://www.aboutseafood.com>