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Restaurant.org

THE LAST FOOD MILE CONFERENCE

Laura Abshire
Director of Sustainability Policy
National Restaurant Association

National Restaurant Association

Founded in 1919, the Association represents America's restaurant industry which is:

- Nation's second largest private sector employer
- An industry with 13.5 million employees
- Nearly one million locations
- Annual sales of more than $683 billion

Why should we care about food waste?

- Approximately 40% of the food we produce in the U.S. ends up in landfills.
- Food waste is the largest component of municipal solid waste in the U.S.
- Billions of dollars, barrels of oil, water and energy is lost globally every year producing food that is never consumed.

Food Waste Laws are Emerging

States and Cities that have banned landfill disposal of food waste:

- NYC
- Massachusetts
- Connecticut
- Vermont
- Seattle
- San Francisco
- Portland

Recent Trends

NRA surveyed nearly 1,300 chefs on the top food trends for 2015.

Restaurant.org/Conserve

Serving Up Sustainability

Conserve: A Resource for Everyone

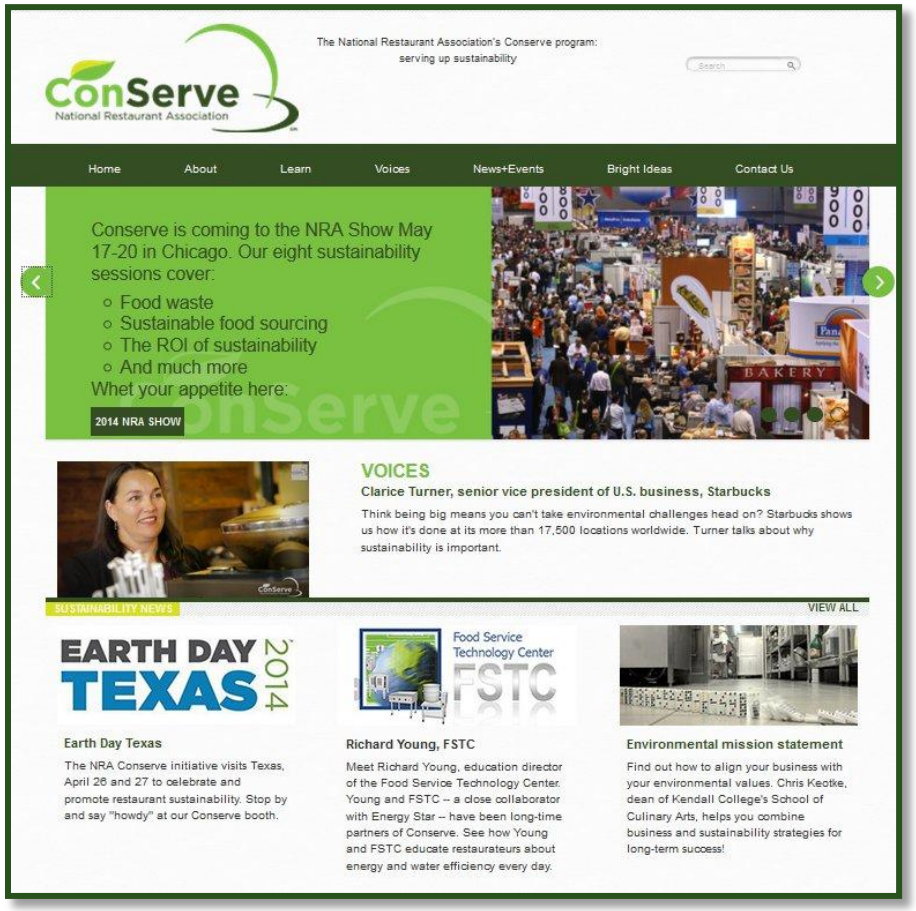
- Free sustainability education for restaurateurs
- Dynamic content:
  - 50+ videos
  - Best practices in water, energy, and waste reduction
  - “Conserve Conversations” & blogs with industry leaders
  - “Ask the Expert” Q & A
  - Monthly newsletters

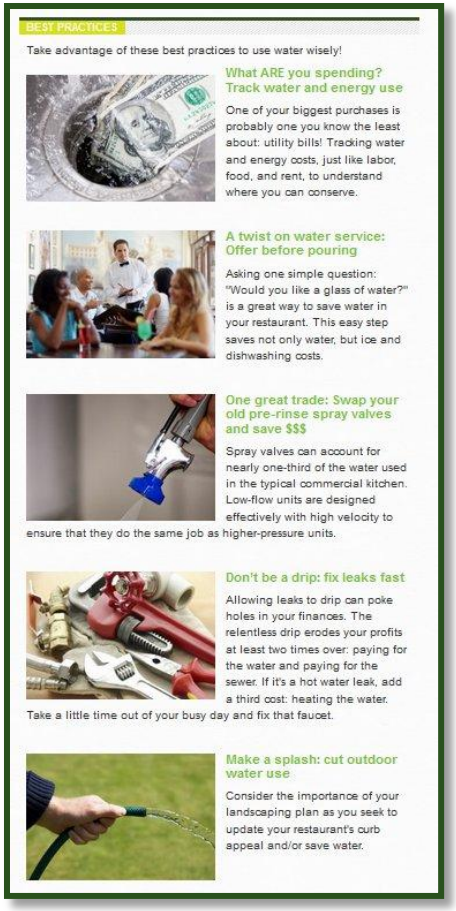
ConServe
National Restaurant Association

Conserve Sustainability Advisory Council

Member Organizations

New Conserve Website

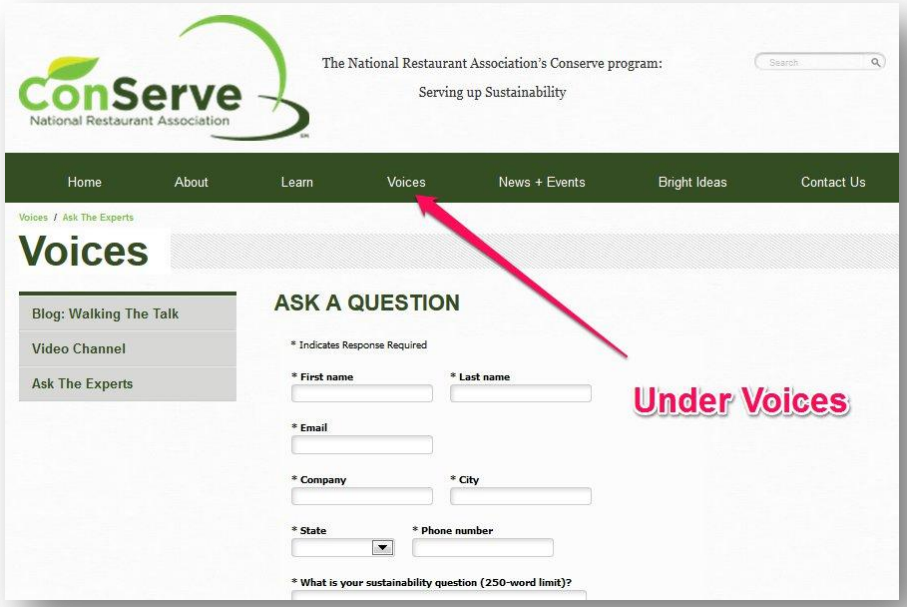




Restaurant.org/Conserve

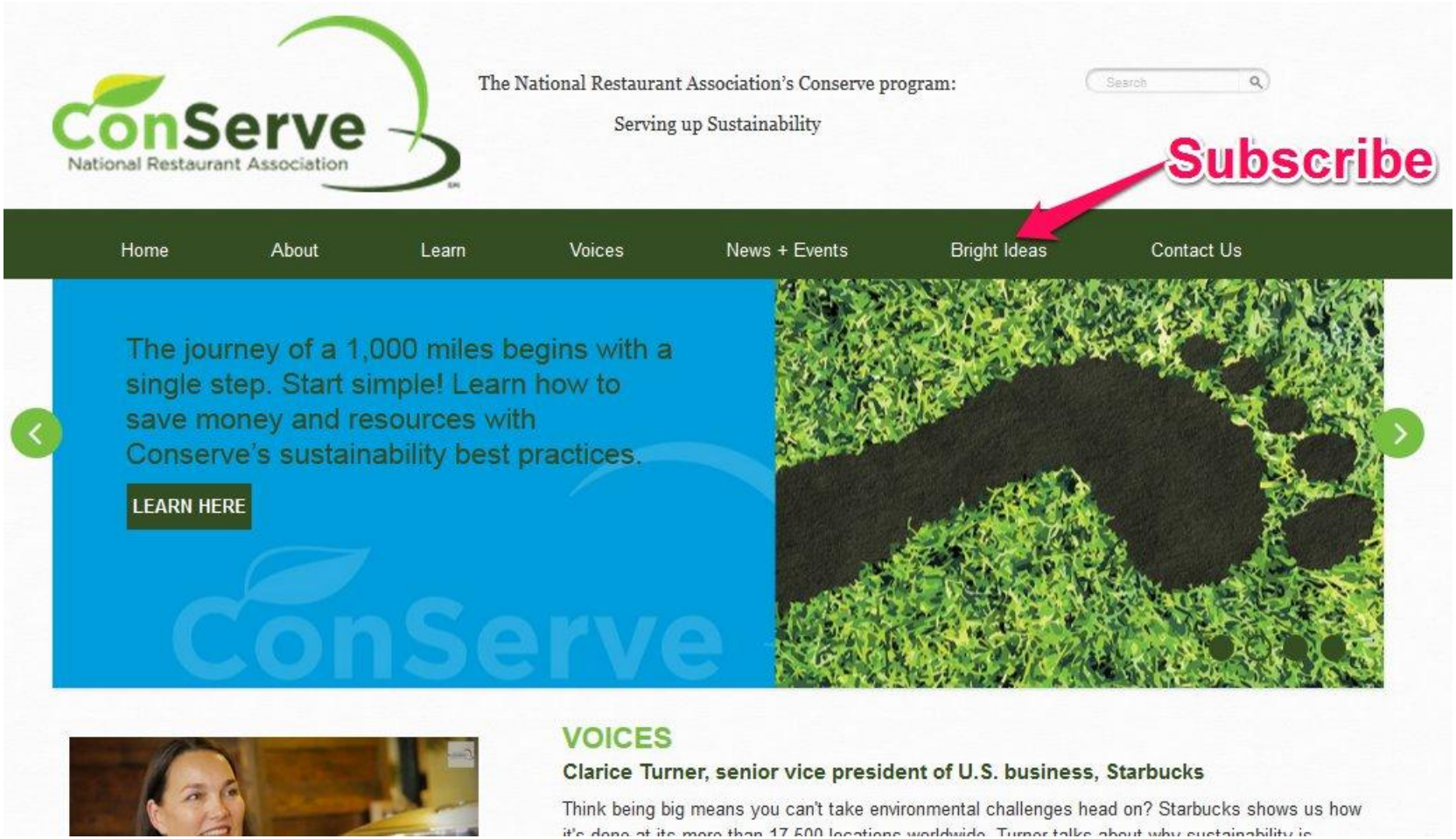
Have Sustainability Questions?

- We have answers!
- Ask the Expert on Restaurant.org/Conserve

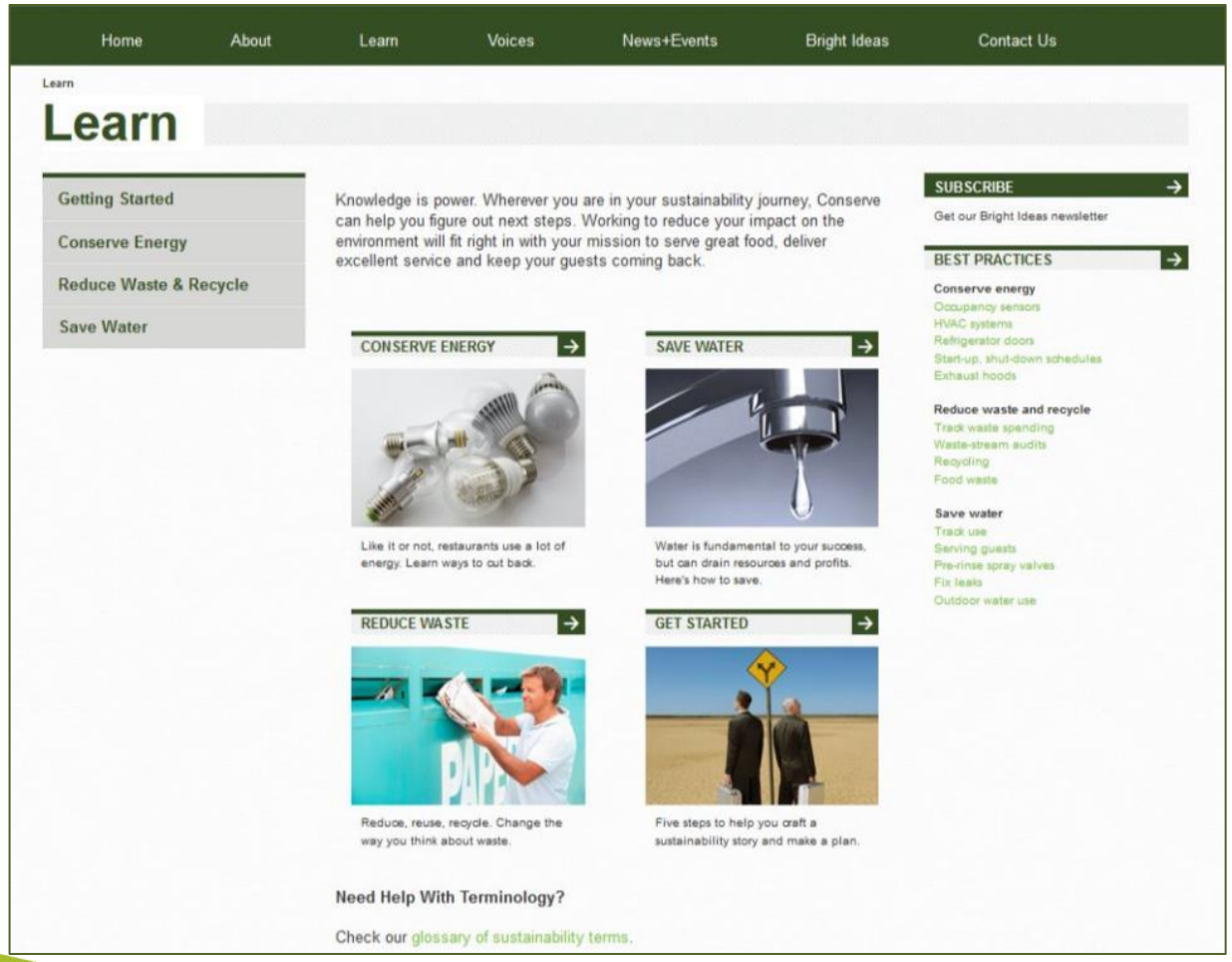


Restaurant.org/Conserve

Sign up for the Conserve Newsletter



Learn Section for Restaurants



- Getting Started
- Conserve Energy
- Reduce Waste
- Save Water

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."

Food Waste Reduction Alliance

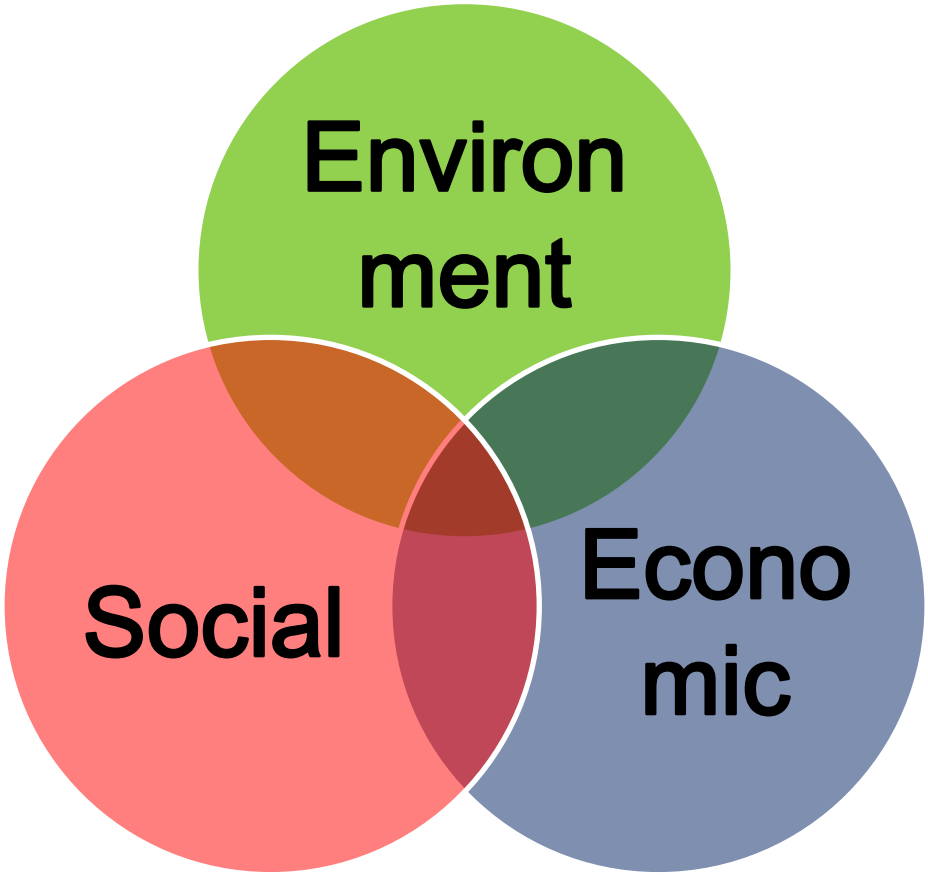
Industry partnership to reduce food waste:

- **Grocery Manufacturers Association**
- **Food Marketing Institute**
- **National Restaurant Association**

FOOD WASTE REDUCTION ALLIANCE

INTRODUCTION TO THE FOOD WASTE CHALLENGE

Challenge:
Feeding the planet is a struggle, and will only become more difficult with more than nine billion people expected on the planet in 2050. The United Nations has predicted that we will need up to 70% more food to feed [illegible]cted



OUR PRIMARY OBJECTIVES

Initially, the FWRA set two primary objectives: reduce food waste to landfills and increase food donation. As the Alliance has evolved, those objectives still ring true, although the objective to reduce food to landfills has expanded. Our current goals are to:

GOAL #1:
Reduce the amount of food waste generated

GOAL #2:
Increase the amount of safe, nutritious food donated to those in need

GOAL #3:
Recycle unavoidable food waste, diverting it from landfills

INTRODUCTION TO THE FOOD WASTE CHALLENGE

NATIONAL RESTAURANT ASSOCIATION	FOOD MARKETING INSTITUTE	GROCERY MANUFACTURERS ASSOCIATION
Aramark Corporation	Delhaize America	Campbell Soup Company
Darden Restaurants	Hannaford Supermarkets	ConAgra Foods, Inc.
McDonald's Usa	Publix Super Markets, Inc.	Del Monte Foods
Sodexo	Safeway Inc.	General Mills, Inc.
The Cheesecake Factory	The Kroger Co.	Hillshire Brands Company
Wendy's QSCC, Inc.	Wegmans Food Markets, Inc.	Kellogg Company
Yum! Brands	Weis Markets, Inc.	Nature's Best
		Nestlé USA, Inc.
		Unilever



BEST PRACTICES & EMERGING SOLUTIONS

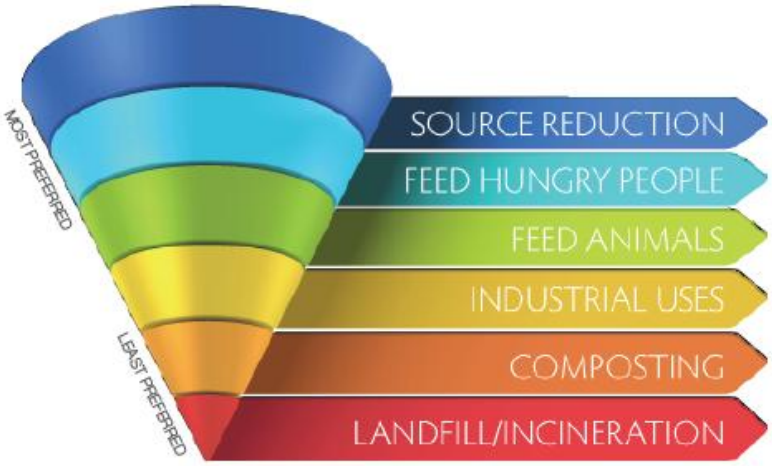
TOOLKIT

FOOD WASTE REDUCTION ALLIANCE

GETTING STARTED:
BEST PRACTICES TO KEEP FOOD OUT OF LANDFILLS

There are some tools you can leverage to get you started:

1. Conduct a Waste Characterization Audit
2. Establish Standard Operating Procedures
3. Develop and/or Strengthen Relationships with waste providers, donation agencies, etc.



Barriers to Donation

The following table outlines the specific types of barriers that companies reportedly face. The most

TYPES OF BARRIERS	MANUFACTURING	RETAIL & WHOLESALE
Transportation constraints	**63%**	42%
Liability concerns	50%	**67%**
Insufficient storage & refrigeration at food banks	50%	50%
Regulatory constraints	50%	17%
Insufficient on-site storage & refrigeration	38%	33%

Reduction of Food Waste in Food Service

In food service, companies must practice these three requirements in unison:

- **Supply Chain:** Whatever goes into a restaurant should be designed to be 1) reusable, 2) recyclable OR 3) compostable.
- **Operations**: Staff should be provided with 1) as many reusable food prep items as possible, 2) clearly marked containers to place recyclable and compostable materials and 3) comprehensive training on processes and material types.
- **Facilities**: Hauling services or reverse logistics should be available to haul away 1) items for reuse, 2) recyclables and 3) compostable material

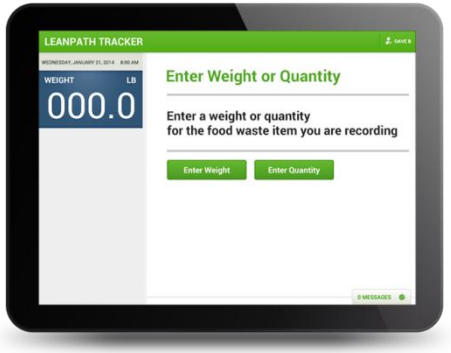
Durable, high-tech, and wireless.

LeanPath Example Automated Monitoring (1-Step, Real Time)

- Camera to capture food waste photos
- Scale connected to an encased touch-screen tablet device
- Configured to your operation: customize culinary staff, food types, stations, pan weights, etc.

LeanPath Example

For Restaurants: Mobile360



New FWRA Assessment Report

- Just released - Analysis of U.S. Food Waste Among Food Manufacturers, Retailers, and Restaurants

- The report analyzes survey data on food waste donation, reuse and recycling, and disposal by the industry. It also characterizes barriers to higher rates of donation, reuse, and recycling.

www.foodwastealliance.org

Restaurant Barriers

54 % of small business respondents and 92 % of larger companies answered that barriers exist to recycling and donating.

Top Barriers to Donation

- Transportation constraints
- Insufficient onsite storage
- Liability concerns
- Regulatory constraints

Top Barriers to Recycling

- Insufficient recycling options
- Transportation constraints
- Management/building constraints

Industry Research

Is your restaurant currently doing any of the following?

Track the amount of food waste on a regular basis (*% yes*):

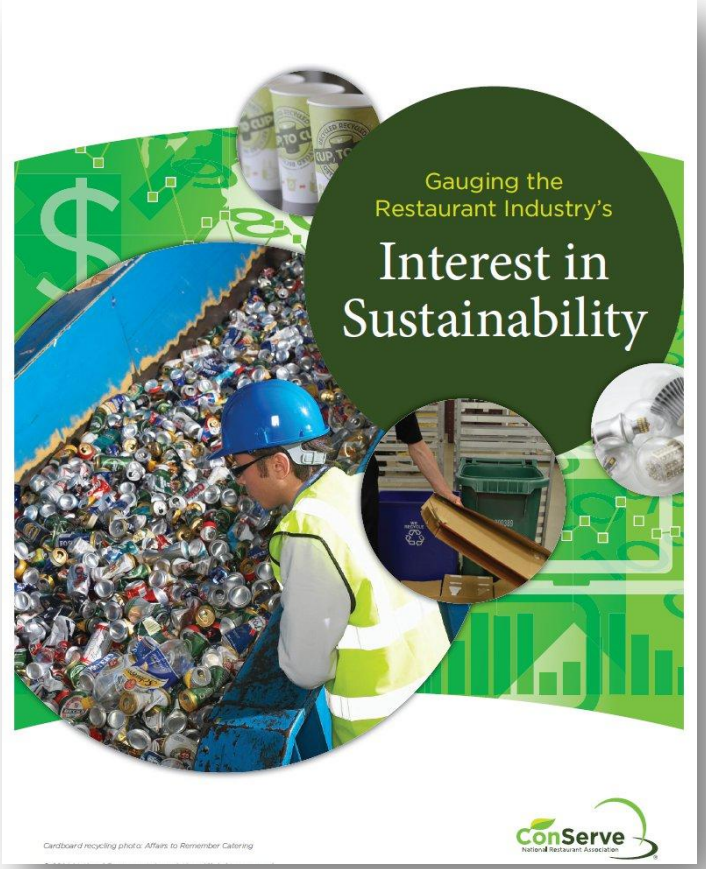
- QSR: 79
- FSR: 70

Donate leftover food:

- QSR: 25
- FSR: 20

Compost food waste:

- QSR: 15
- FSR: 19



QSR = quick-service restaurant
FSR = full-service restaurant

Restaurant.org/Conserve
About: Research+Tools

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