

## **Sustainable Business Initiative and Registry**

NJ WasteWise Business Newtwork  
May 14, 2014

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## **Sustainability Initiatives**

- Sustainable Jersey – Municipalities and Schools
- Garden State Green Hotels Project – Hotels
  - EPA Region 2 Pollution Prevention Grant
- Sustainable Business Initiative – Businesses
  - NJ Small Business Development Center
  - EPA Region 2 Pollution Prevention Grant

## Sustainable Business Initiative (SBI)

- Initiative of the NJ Department of Environmental Protection (NJDEP)'s Sustainability and Green Energy (SAGE) Program in partnership with NJ Business stakeholders.
- Includes representatives from State government, the business and non-profit sectors.

[www.nj.gov/dep/sage/sustain\\_bus.html](http://www.nj.gov/dep/sage/sustain_bus.html)

## SBI: Two Primary Goals

1. Promote sustainability planning & practices among NJ businesses to:
  - Enhance economic success;
  - Enhance environmental protection; and
  - Improve quality of life.
2. Identify & share resources to:
  - Educate; and
  - Encourage (provide support to) the NJ business community on the sustainable return on investment (SROI).

## How do we accomplish our goals?

**Initial Idea:** Develop a Certification Program Modeled after the Sustainable Jersey Program.

Challenges:

- 566 Municipalities versus thousands of businesses
- Limited capacity

**New Approach:** Sustainable Business Registry

- Modeled after State of Maryland's program
- EPA Region 2 Funding
- NJ Small Business Development Center to take the lead
- Simpler approach – good first step

## NJ Sustainable Business Registry

- Checklist Approach
- NO-Cost to Business to Apply
- Target: Small Businesses – 100 employees or less
- Not 3<sup>rd</sup> party verified, rather 10% Audit
- Technical Assistance: consultants and workshops

## NJ Sustainable Business Registry

### Categories:

- Management & Leadership
- Waste
- Energy
- Transportation
- Water
- Green Building
- Environmental Restoration
- Community
- Emergency Preparedness
- Industry-Specific
- Other

## NJ Sustainable Business Registry

### Why Join??

#### Membership Benefits:

- Free Marketing
- Free Information & Technical Assistance
- Webinars
- Recognition

## NJ Sustainable Business Registry Application

### Requirements:

1. Be located in NJ
2. Share information on FIVE activities
3. Provide at least one measurable result for activity adopted
4. Provide cost savings for one activity adopted
5. Re-register once every two years and add one additional activity and one measurable result

## Sustainable Business Case Studies

Examples of six businesses working towards sustainability:

Custom Cleaners

RC Fine Foods

Terhune Orchards

Bradley Car Care

Kitschens Inc.

McCaffrey's Market

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## Custom Cleaners

**Risk Mitigation:** Required by the landlord to NOT use Perchloroethylene . As a result, invested in “Wet” cleaning equipment. Washing machines did not cost more money but did need additional tensioning equipment.

**Economic Benefits:**

- Energy – 40% savings, Water and Waste Reduction (reuse hangers)
- Time savings – takes less time to clean
- No longer purchase Perchloroethylene = No Hazardous waste disposal fees
- No air permits AND No inspections from NJDEP

**Health Benefits:** No headaches or dizziness!

**Marketing:** Currently they advertise the process as “organic” cleaning. They developed their customer base first! Business went up after they started to advertise their process as “organic”. Customers like the smell (no chemical smell) and feel the products is brighter in color.



## Terhune Orchards

Terhune started in 1975 with 55 acres – now have 200 acres, up to 35 employees and grow 35 to 40 types of crops ranging from apples to zucchini.

**Benefits:**

- Make more money! Save money on the costs of energy, water and fertilizer
- Reduces Risk – Reduced Regulations
- Stability w/ employees – they like working at the farm, reduces turn-over rate and they do not have to train more new employees
- Happy and loyal customers!

**Actions:**

Drip Irrigation  
 Monitor well water  
 Grow a variety of plants - diversity  
 Practice Integrated Pest Management  
 Grow organic vegetables  
 New barn – use cold storage and solar panels  
 = very energy efficient  
 Use seconds, e.g. apples = apple pies  
 Compost everything else!



[www.terhuneorchards.com](http://www.terhuneorchards.com)

## Kitchens Inc.

Represents 4 restaurants in Asbury Park area.

### Actions:

- Purchase Sustainable Meat, Fish, Produce
- Started Farmers Market in community 3 years ago  
– buy all produce that is left at the end of the day.
- Community / School Gardens
- Filter their water
- Waste – Recycle, Use biodegradable straws, bags, offer to go containers  
Switched to single stream at one restaurant and saved a lot of money



### Marketing: Have very loyal customers!

- Weekly e-newsletter, advertise in Edible Jersey
- Recently created their own “green” logo to identify sustainable options on their menu.
- Thursday nights – Farm to Table night.
- Cooking Demonstrations.

### Employees: Need to educate employees

Staff applications ask employees about their environmental ethic / knowledge.

[www.kitchens.com](http://www.kitchens.com)



## RC Fine Foods

RC Fine Foods is a second generation business started by Rubin Cohen and his wife in 1972. Now run by Gary Cohen and his two sisters, Susan and Barbara.

### Benefits:

- Photovoltaic panels generating 30% of energy in food processing facility warehouse.
- Return of Investment – SREC’s return on investment is estimated at seven years.
- Employee Retention and Moral – “Feel Good” about carbon foot print.

### Actions:

- Photovoltaic panels
- LED lighting throughout facility
- Energy efficient mechanical equipment – refrigeration, HVAC, heat exchangers, and closed loop water system.
- Recycling – ReUse
- Recycle packaging.
- Grease by products in grease trap
- Roof ballast reused for landscaping.



[www.rcfinefoods.com](http://www.rcfinefoods.com)



## Bradley Car Care

Bradley Car Care is located in a residential neighborhood in Bradley Beach. It was certified as a Green Automotive Repair Program (GARP) facility in March 2012.

### Actions:

- Replaced solvents parts washer with aqueous microbial parts washer
- Installed secondary spill containment pans under drums
- Now use spill pans at work stations
- Funnel stacking with drip collector
- Oil spills cleaned with remedial absorbents and cleaners
- Recycling practices in place for paper, metal and plastic
- Exterior enclosed shed to store batteries and oil drums



[www.bradleycarcare.com](http://www.bradleycarcare.com)



Privately owned with four stores in NJ & PA

### Sustainable Actions:

- Transportation: Reduced truck deliveries from 13 per week to 8 per week, by having trucks full of product in lieu of having smaller deliveries more frequent. These full truck deliveries also proved to be more efficient.

### Waste:

- Extensive Food Waste Recycling Program
  - Each department separates food, organic waste goes into green bins with compostable liners which then goes into store compactors and picked up bi-weekly.
- Cut waste by 55% by volume due to compactor, thus reducing collection of garbage by 50%.
- Plastic bag recycling and reusable bag rebate program.

### Energy:

- Display refrigeration has LED lighting and latest efficient fan circulators.
- LED lighting throughout store

[www.mccaffreys.com](http://www.mccaffreys.com)



### Economic Benefits:

- Reduction in truck deliveries reflected a savings of \$34,526.00 /year on freight charges
- Re-usable bag program amounted to \$4,167.28 in savings
- Energy savings amounted to \$52,923.00

### Employee Benefits:

Invested in training personnel working with prepared foods/ and in deli to follow organic and food waste recycling practices. Easy to read graphics for employees to follow.







# THANK YOU

**New Jersey Department of Environmental Protection  
Sustainability and Green Energy  
[www.nj.gov/dep/sage](http://www.nj.gov/dep/sage)**

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