



The Earth WISE Bulletin

The Sustainable Business Bulletin

Marion County

Volume 3, Issue 5

Winter 2013

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Important dates:

- Dec. 21 Winter Solstice
- Dec. 25 Christmas
- Jan. 1 New Year's Day
- Jan. 18-20 Mid-Valley Home Show at Oregon State Fair
- Jan. 21 Martin Luther King Jr. Day
- Jan. 22 Green Awards Nominations due ★
- Feb. 18 Presidents' Day
- Mar. 2 Fourth Annual Mid-Valley Green Awards ☆
- Mar. 25-29 Spring Break

Waste not, dispose not

How operational efficiencies become a bigger piece of Willamette Valley Fruit Company's sustainability pie

Where there is fruit, there is bound to be pie, juice and preserves.

And where there is fruit production, there is bound to be waste.

But Willamette Valley Fruit Company (WVFC) has been able to turn their waste into profit time and again. From reusing water and recycling pumpkin cans to sealing cool air in the freezer and switching to high-efficiency lighting, the company has proven that good environmental decisions are also good business decisions.



Pie anyone?

The fruit processing plant is surrounded by acres of fields devoted to fruit growing. There are between 30 and 40 growers in a 15-mile radius around the company.

This means one thing: lots and lots of fruit. Millions of pounds are processed at WVFC in the summer.

Top-quality fruit is quick-frozen; lesser-quality fruit is packaged for yogurt, ice cream fillings and juice concentrates.

Most of that fruit must be washed, which means the use of gallons and gallons of water. Instead of just sending it to a drain, the used water is pumped to pits where debris is filtered and the water is then used to irrigate farmers' fields near the plant. More than 400,000 gallons of water is applied to the land after filtration each year.

Clean fruit must be frozen quickly or risk the decline in taste. During the busy summer months when berries are harvested all day long, forklifts are constantly moving in and out of the freezer, stacking fruit.

"We try to freeze fruit within 24 hours of picking it—to lock in the taste and freshness," said Derek Imig, inventory and logistics manager.



Derek Imig, inventory and logistics manager

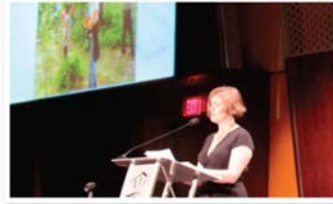
Green Awards - Nominations 2013 MID-VALLEY GREEN AWARDS

Nominations Sought

Do you know a person, business, or organization that acts, thinks and does green? Then you need to nominate them today!

Green Award categories include:

- Recycler of the Year
- Sustainable Organization of the Year
- EarthWISE Certified Business of the Year
- Green Building of the Year
- Green Apple Education Award
- Green Product/Service of the Year



Nomination forms and category descriptions are available at www.midvalleygreenawards.org or you may call Friends of Straub at (503) 391-4145 to request a mailed copy.

NOTE: Nominations due by midnight January 22, 2013 to be eligible.

It's hard to believe but the 2013 Green Awards are right around the corner. Now is a great time to be thinking about that person, business, educator, or organization that deserves a "shout" for all of their sustainable efforts.

When are the nominations due? The fine print on the ad on the left says it all: midnight, January 22nd.

When does the magical night happen? That would be:

**Saturday, March 2nd
5 pm to 9 pm
Salem Conference Center**

Proceeds from a silent and oral auction at the event help support the many free or low cost educational programs provided by the Friends of Straub Environmental Learning Center.



Public Works Environmental Services
503.588.5169 *Se habla español*
mcrecycles.net



121115-15c

Strategic Energy Management Workshop

Free for PGE's commercial and industrial customers

This free, half-day seminar provides attendees an overview of Strategic Energy Management (SEM) and how the foundation of SEM is based on the classic continuous improvement (Plan, Do, Check, Act) model. This workshop will help you better understand SEM, identify which elements apply to your organization, and help you identify future trainings to meet your specific needs.

Feb. 27, 2013

7:30 AM to noon

Chemeketa Center for Business & Industry
626 High St. NE, Salem

To register: PGE.Seminars@pgn.com or call 503-464-8020 and press "1" for classes.



Does your business have a Master Recycler?

Marion County to offer class this winter

Quick. What's the fastest way to give your green team a sustainability tune-up? If the above header doesn't give it away, here's a little fact that might: approximately 30% of all EarthWISE businesses have staff that participated in the MR program. The connection?

Master Recyclers learn about the things that make sustainable organizations function—waste reduction, reuse, green buildings, outreach, and a whole lot more. Plus, the opportunity to network with other like-minded folk is priceless in itself.



Details: The seven week class runs every Thursday, from 6:15 PM to 9:00 PM, beginning Feb. 7 until March 21. Registration deadline is Jan. 7th. For more info email EarthWISE@co.marion.or.us.

At a Glance

Willamette Valley Fruit Company

2994 82nd Ave NE
Salem, OR 97305
503.362.8857
www.wvfc.com

WVFC believes in taking care of the environment. First, they reduce waste: All of the fruit grown for them finds place in pies, juices or freezer bags, and water that has been used to clean fruit is used for irrigation. But in two particular areas, the company has proved that greening a business saves money. Here's how:

Energy reduction: A new cooling system and high-speed roll-up doors for the freezer means the company saves more than \$12,000 a year on energy costs. Efficient lights in the processing plant save about \$2,300 a year in energy costs.

Recycling: Recycling aluminum cans during the busy pumpkin pie season pays about twice what it costs for the special collection container for those cans. Cardboard recycling has saved \$58,000 since 2005.

EarthWISE: WVFC was originally certified in 2008 and is one of five EarthWISE food manufacturing companies in Marion County.



The old walk-in warehouse cooler had two garage doors and an old cooling system with fans and compressors. To load up all the fruit during the day, workers had to keep both doors open a lot. The fans were constantly running to keep a 30-degree temperature inside while it was 90-degrees outside.



Automatic high-speed roll-up doors allow for faster forklift loading

In spring 2012, Willamette Valley Fruit Company replaced the cooling system in the freezer, which saved the company 60 percent on energy costs. They then replaced the garage doors with high-speed roll-up doors that operate with a motion sensor. The sensor opens the door when a forklift approaches and immediately closes it to seal in the cool air. With an Energy Trust of Oregon incentive, Willamette Valley Fruit Company will see payback from their investment after just more than a year—with energy savings of more than \$12,000 a year.

Two years earlier, the company replaced the energy inefficient lights in the processing plant with efficient halogen bulbs. It was an almost \$10,000 project—with a \$2,628 Energy Trust of Oregon incentive—and the switch means \$2,304 in energy savings each year.

A second round of lighting efficiencies in the stores, offices and warehouse saves \$1,072 a year in energy costs. That project cost \$3,284 with the Energy Trust of Oregon incentive.

“So much of what you can do to reduce your carbon footprint turns out to work out financially,” he said. “You are probably going to save a lot of money to become EarthWISE certified.”

Nowhere is that more true for WVFC than in its recycling program.

In the winter, the company packs mushrooms for a company in Pennsylvania. Millions of mushrooms arrive from Canada and California in hundreds of cardboard boxes each week. Add those to the cardboard boxes used for baking supplies in the company's pie kitchen and other fruit that arrives in 35-pound boxes, and the cardboard could easily create a mountain taller than the warehouse. The company's garbage hauler, Pacific Sanitation, leaves a huge cardboard compactor at WVFC, and then takes the compacted cardboard to Garten Services. Garten offers the company a credit for recycling the cardboard: \$14,420 in 2011 alone. Since 2005, WVFC has saved \$58,060 just for recycling



their cardboard. And since 2007, more than 1.3 million pounds of cardboard has been recycled.

In the fall, the company's pie bakers crank out special runs of pumpkin pies for the upcoming holidays. Thousands of

aluminum cans are placed in Pacific Sanitation's 30-yard box and taken to Cherry City Metal. The money WVFC gets for the scrapped aluminum pays Pacific Sanitation for the rental of the box. In 2011, the \$409 credit for recycling the cans paid for the box plus an additional \$215 to WVFC.

The pie bakers also use milk like a gardener uses water. Pie makers could fill a 90-gallon rollcart with milk cartons in one day. Those are now crushed so as to not fill the rollcarts so quickly because WVFC has to pay the garbage hauler for each of the rollcarts.



During pumpkin pie season, Willamette Valley Fruit Company recycles aluminum cans by the dumpster-load.

Excess food waste, another byproduct of a pie kitchen, is placed in a food cart delivered by Pacific Sanitation. All old fruit, parts of the fruit like strawberry tops and coffee grounds and other food waste from the store end up in the cart. In the summer, Pacific Sanitation dumps the cart in Willamette Valley Fruit Company's own compost area. In other seasons, Pacific Sanitation takes it to a food composting facility.



Much of the company's recycling efforts are related to pie production. From aluminum cans for pumpkin pie filling to milk cartons, the pie kitchen uses a lot of recyclables. Willamette Valley Fruit Company has found a way to make recycling generate the company money.

WVFC pursued EarthWISE certification because it fit perfectly with many of the actions the company was already doing.

"We do it because it is the right thing to do," said Derek. "We want to take care of what God has given us."



Written by Beth Casper

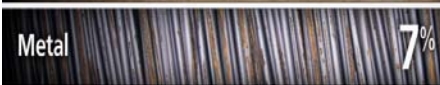
The *EarthWISE Bulletin* routinely highlights EarthWISE members who are leaders in sustainability leaders in Marion County. If you have a suggestion for a business you think should be highlighted, please send it to: EarthWISE@co.marion.or.us.

Ask Mister Sustainability

Question: We have a really robust recycling program but we're still generating garbage at pretty much the same rate as we did a few years ago. What's the next best step to end this madness?

Great question, and one that many should be asking their-own-selves.

The fastest way to reduce waste is to know what you're throwing away in the first place. And the best way to know that is by doing a waste audit that systematically categorizes the stuff going into your dumpster. Yep, I'm giving you a legitimate excuse to do a dumpster dive.



However, before you break out your slime suite and snorkel, navigate over to mcEarthWISE.net and then click on "resources" to find directions and forms that will help make sense of what you're finding. If you still have questions, just give those EarthWISE guys a call or email.

What will you discover from this endeavor? You'll discover materials that could have been recycled or composted or maybe never purchased in the first place. You might discover ways to redirect items so that they won't end up in the dumpster. You might even discover that you can save some money every month by switching to a smaller garbage container.

Even the State of Oregon does a dumpster dive, of sorts. Every five years the Department of Environmental Quality (DEQ) conducts a waste audit of all the counties (or wastesheds as they like to call 'em) and painstakingly analyzes the results to document and detail what's getting tossed. The percentages on the left are the results of the latest DEQ effort (2009) for Marion County (MC).

What does it tell us? It tells MC folk that about sixty percent of the stuff that gets pitched into the dumpster could have been diverted—either composted or recycled in some way—and we need to target those items with greater vigor, create new programs, call out the Marines!

What will your business do when it finds out?

Factoid Department

Fake or fir? A New York Times article reports that Canadian firm, Ellipsos, found that an artificial tree would have to be reused for more than 20 years to be greener than buying a fresh-cut tree annually. Calculations included greenhouse gas emissions, use of resources, and human health impacts.

Speaking of recycling, Marion County's recovery rate for 2011 was 60.8%, its highest rate in history.

Does that make it the best recovery rate in the state? Nope. Lane County came in at 61.5%.

Marion County was #2. Dang that Lane County.

Which item was recovered most? Statewide, it was metal (25%). Yard debris came in second at 18%.

If records are your thing, 2011 was also a banner year for steel. In all of North America, 92% of the stuff was recovered in 2011. So says the Steel Recycling Institute.

And what if you don't recycle stuff? A study by **Healthier Hospitals Initiative** found that by focusing on waste and energy reduction, the U.S. healthcare sector could save over a billion dollars a year. But not if they don't recycle, too. Tell your local hospital.

Time to recertify already?

These EarthWISE businesses just did



BrucePac Meat Product Designers



Holly Chamberlain, DDS



Jonathan's Restaurant



SAIF Corporation



Marion Polk Food Share

EarthWISE Member Directory

* Denotes new EarthWISE business

Construction

Advantage Precast, Inc.
Arbuckle Costic Architects, Inc.
Barnwood Naturals, LLC
Carlson Veit Architects, P.C.
CB | Two Architects
Cherry City Heating
Cherry City Remodeling
dalke construction
Day Heating & Cooling*
Jet Industries
Modern Building Systems, Inc.
Pence Northwest Construction, LLC*
Studio 3 Architecture, Inc.

Education

Chemeketa Community College
Woodburn School District

Financial

Financial Products and Services, Inc.
SELCO Community Credit Union

Food

Bentley's Grill
BrucePac - Silverton & Woodburn Plants
Cascade Baking
Jonathan's
Kerr Concentrates, Inc.
Kettle Foods
LifeSource Natural Foods
NORPAC Foods - Stayton, Brooks, & Salem Plants
Spring Valley Dairy
TreeTop
Truitt Brothers, Inc.
Willamette Valley Fruit Company

Government

Champoeg State Heritage Area
Marion County Dog Shelter

Government continued

Marion County Public Works—Silverton Road Campus
Oregon Department of Energy
Oregon Dept. of Administrative Services - 20 Buildings
Oregon Exposition Center
Oregon Lottery
Oregon State Capitol
Oregon State Penitentiary
Oregon - Salem Motor Pool
Salem Civic Center
Salem Fire Department
Salem Housing Authority
Salem - Information Technology
Salem - Public Works Willow Lake WPCF
Salem - Urban Development's Airport Division
Salem - Urban Development's Director's Office
Salem Public Library

Landscaping

DeSantis Landscapes, Inc.
The Garden Angels
Green Acres Landscape, Inc.

Medical

Holly Chamberlain D.D.S., L.L.C.
Chiropractic Physicians, P.C.
Miller Orthodontics
Willamette E.N.T. & Facial Plastic Surgery, LLP

Not For Profit

Assistance League of Salem - Daue House
Assistance League of Salem - Encore Furniture
Family Building Blocks
Garten Services, Inc.
Habitat for Humanity of the Mid-Willamette Valley
Marion-Polk Food Share
SAIF Corporation
Temple Beth Sholom
United Way of the Mid-Willamette Valley
Willamette Lutheran Retirement Community

Holiday mystery revealed

Professional/Services

AAA Cleaning Service - Metro, Inc.
ABC Window Cleaners & Building Maintenance
AJ's Auto Repair, Inc.
Allied Video Productions
Cascade Employer's Association
Compex Two Computers
Designer Cut
Kristin LaMont, Attorney at Law P.C.
Lancaster Mall Operations
Law Office of Eden Rose Brown
Phiz Spa*
Sanford Automotive
T-Mobile
VanNatta Public Relations/Spire Management

Real Estate & Commercial Properties

First American Title Insurance Company
The Epping Group/Creekside Corporate Center
Facet Real Estate Investments LLC
Pringle Creek Community
Sperry Van Ness Commercial Advisors
Wildwood/Mahonia

Recycling/Solid Waste

Agri-Plas, Inc.
Covanta Energy, Marion Facility
D & O Garbage Service Inc.
Loren's Sanitation & Recycling Services*
Marion Recycling Center
North Marion Recycling & Disposal*
Pacific Sanitation

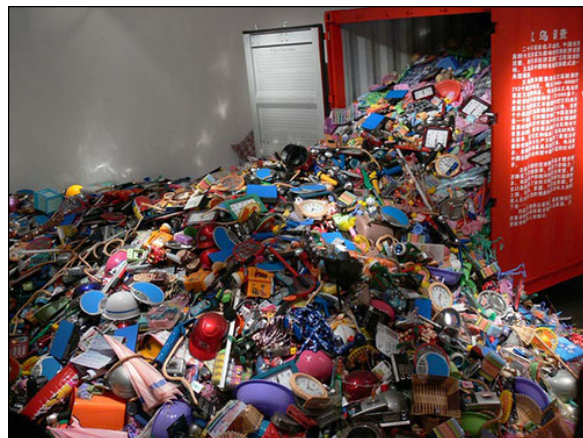
Retail/Wholesale

Habitat for Humanity ReStore
Hillyer's Mid-City Ford
One Fair World*

Tourism

Grand Hotel in Salem
Salem Conference Center
Travel Oregon
Travel Salem

What could Santa do?



You know, for a guy with as much engineering and production savvy as Santa Claus, it doesn't seem that he's dialed into just how much his organization is impacting global sustainability.

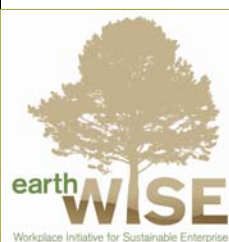
"How's that?" you ask. Well, the elves are crankin' out **stuff** at an eyepoppin' rate, and most of it is junk or soon will be. And for every garbage bag of broken trinkets, there are another 71—yep, that's **SEVENTY-ONE**—bags worth of waste created just to produce them...and that doesn't even count the bag you pay to haul away from your home or business.

That's a lot.

"So, what should I do?" you ask. Well, here's a couple of very simple tips that are true for individuals as well as businesses:

- Buy quality, not quantity. It will last a lot longer and the recipient will remember **you** longer.
- Use reusable packaging, whether it's a simple gift or a pallet-load. Give that shipping container a second life.
- Give time or talent. Think events, shows, movies. Offer your expertise like photography or financial planning.

Are there more? You bet. Check out: www.mcRecycles.net



For more info about EarthWISE visit:
www.mcEarthWISE.net

Or call: 503 365 3188

Or email:
EarthWISE@co.marion.or.us