

IFDA Sales & Marketing Conference

The Sustainability Triangle

A Prelude to the Future: The University Dining Approach

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The Producer is the Star!

- Fairly Traded
- Humanely Raised
 - Fresh
 - Organic
- Minimal Processing
- Local *But Familiar

Healthy!

- But Tastes Great

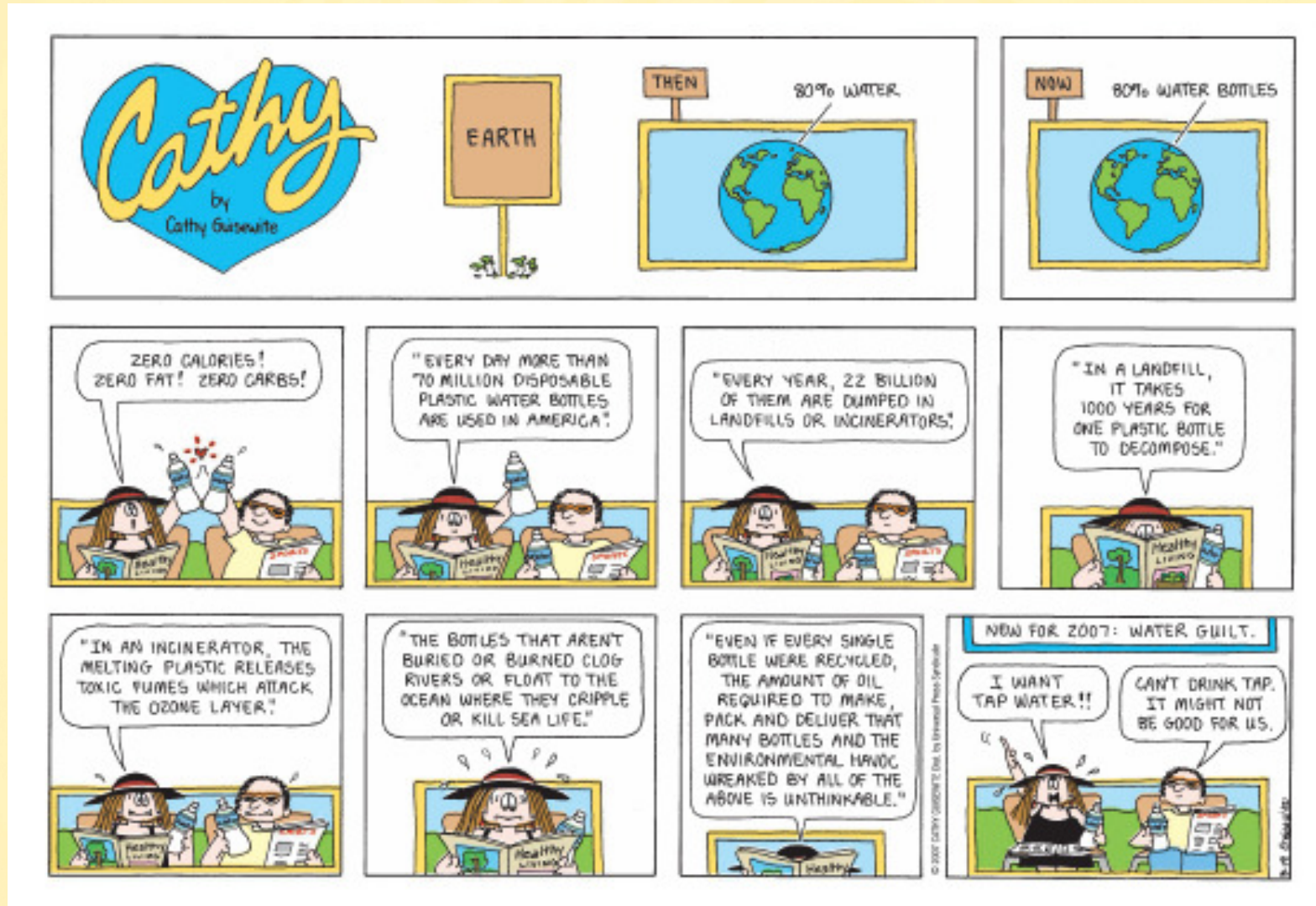


Bottled Beverages

- Love/Hate Relationship



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Triple Filtered Water

Aquaconsciousness (noun)

BUZZWORD

In an effort to curb the fossil-fuel consumption that comes with shipping bottled water around the world, a small but growing number of restaurants are offering customers only local tap water. Bay Area restaurants Nopa in San Francisco and Chez Panisse in Berkeley were among the first to make the switch. In New York, Mario Batali and Joe and Lidia Bastianich's Del Posto is in the process of going purely local, but some of this stuff will be a step up from standard tap: These restaurants are also offering *house-made* sparkling water. -Eric Steinman

October 2007 >> bonappetit.com



Composting

- Both Pre & Post Consumer



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Complete the Circle



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Recycling Cooking Oils

- And completing the circle



The Greener Oil Company provides a free waste vegetable oil collection service for restaurants and food service providers in the Richmond, Washington, DC, Northern Virginia and Baltimore areas. Your restaurant can **GO GREEN** knowing that 100% of your waste oil is recycled into biodiesel fuel.

Call us!
D.C./Baltimore (301) 595-5115
Richmond (804) 937-7373
or [click here](#) to contact us.

FREE. Our reliable, friendly and clean service is completely free.

EXCELLENT SERVICE. With routine pick-up schedules and call-in emergency service, you can rest assured that you will no longer have to deal with the headaches and mess that your current grease service may provide you.

ENVIRONMENTALLY FRIENDLY. Our environmentally friendly company contributes to a cleaner environment and energy independence.

BIODIESEL. 100% of your waste oil is recycled and used in the production of biodiesel fuel. Biodiesel is a 100% biodegradable fuel that burns cleaner than petroleum diesel, emitting far fewer harmful toxins and pollutants into the air we breathe.

[sign up](#)

The Greener Oil Company . D.C./Baltimore (301) 595-5115 . Richmond (804) 937-7373 . info@greeneroilco.com

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Recycle – Recycle – Recycle

- Cardboard
- Mixed Paper
- Glass
- Metals
- Plastics
- Motor Oils
- Toner Cartridges
- Batteries
- Fluorescent Lighting
- Electronics

Zero Waste Football Game



A Prelude to the Future: The University Dining Approach

President's Climate Commitment

- Carbon Neutral Campus
- Environmental Education of ALL Students
- Signed by over 500 University Presidents

Our College Age Guests Are Looking For Us AND Our Suppliers To Do It All:

- High Expectations
- Quick and Widespread Negative Reactions
- Campus Urban Myths

Looking For Suppliers Who Are Committed To:

- Energy Efficiency in Manufacturing & Distribution
- Water Conservation in Production & Distribution
 - Minimal and/or Reusable Packaging
 - Social Conscience
 - LEED Certified Facilities
 - Provide Education to Our Guests
- Understand the Value of the “Brand Name!”

Of Course The Products Need To:

- TASTE GREAT
- Be Reasonably Priced

And The Worst Thing
Any Of Us Can Do Is:

GREEN WASH