



THE ORIGINAL GREEN  
SEAL OF APPROVAL  
SINCE 1989

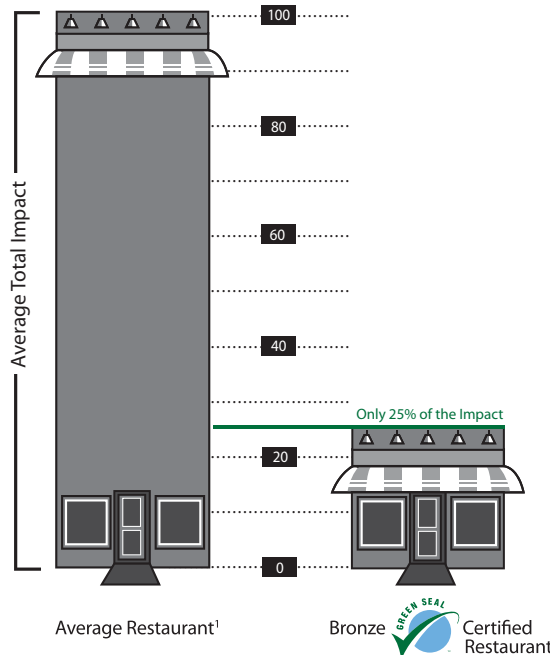
# Green Seal-Certified Restaurants

## *Environmental Impact Sources, Solutions & Savings*

Greening your operation can provide many opportunities for savings, both financial and environmental. Green Seal provides the scientific data and case studies to prove this is the case.

### ***Environmental Savings***

In developing the Green Seal Environmental Standard for Restaurants and Food Services, GS-46, Green Seal conducted the first life-cycle study of restaurants and food services. The results of this study show where the real environmental impacts lie, and GS-46 provides guidance on how to effectively reduce those impacts.



The life-cycle study examined eleven different areas of environmental and human health impact, including **carcinogens and respiratory issues**, global effects such as **greenhouse gas and ozone**, and environmental issues like **land use and ecotoxicity**.

***The average total impact of a restaurant certified at the entry level (Bronze) is reduced by 75%. Total greenhouse gas reductions average 75%.<sup>2</sup>***

ENVIRONMENTAL  
LEADERSHIP STANDARDS

CERTIFICATION FOR  
PRODUCTS, SERVICES,  
PROPERTIES & COMPANIES

PARTNERSHIPS IN  
GREEN PURCHASING &  
FACILITIES MANAGEMENT

SUSTAINABILITY  
RESEARCH & LIFE CYCLE  
ANALYSIS

### ***Financial Savings***

You can make significant improvements on your environmental impact and it can have a no net cost, with potential for major savings. **See sample case study on back.** The life-cycle study shows that the leading cause of environmental impact in a restaurant is food, representing up to 95% of total environmental impact of a food service operation.

- Reducing wasted food, while good for the environment, can also save you about 7% on your total food bill.
- Buying responsibly grown food (certified organic or environmentally preferable) could increase food cost initially, but finding local options and serving seasonal selections could help reduce cost and help develop new suppliers.

Additional environmental impacts come from energy and water use and sources of solid waste, like disposable products. Fortunately, saving energy and water also saves money.

- Tracking and conserving energy use through regular maintenance, programmable

(continued on back)

<sup>1</sup> A single unit operating for three years with annual revenue of \$1-\$2 million and monthly purchasing about \$60,000 of food.

<sup>2</sup> The avoided emissions for certifying to the Bronze level of GS-46 is 80.9 tons of CO<sub>2</sub> eq.



thermostats and lighting controls can save about 7% on energy bills.

- Installing a low-flow pre-rinse spray valve and low-flow faucets can average \$550 annually.
- Recycling, composting and reducing the amount of disposable products used can reduce your waste hauling and supply costs.

In addition to the above savings, research has shown the potential for added business.

- 60% of consumers say they are more likely to visit a restaurant that offers food that is environmentally responsible.<sup>1</sup>
- 44% of consumers say they are likely to make a restaurant choice based on a restaurant's efforts to conserve energy and water.<sup>2</sup>
- When asked the likelihood of visiting the "green" store or restaurant, consumers responded:<sup>3</sup>
  - 49% equally as likely regardless of distance/effort required
  - 26% more likely if no extra distance/effort required
  - 8% more likely even if extra distance/effort required
- Green programs can be found in all 50 states and hundreds of cities in the US. Many of these programs support green operations through tourism and visitors bureau promotion as well as tax incentives and energy rebates. Green Seal can help certified restaurants in finding these resources.

### **Green Seal Restaurant Case Study:**

Featuring a single unit operating for three years with annual revenue of \$1-\$2 million and monthly purchasing about \$60,000 of food.

Source	Solution	Savings	Investment
Wasted Food	Track wasted food, actively reduce what you see wasted	+\$50,000 savings	
Conventionally Grown Food	Buy responsibly grown food - beginning with ¼ of food purchased		-\$50,000 (but could be offset by charging a premium for more expensive items)
Environmentally Intensive Food	Reduce red meat purchases and reduce portions sizes of red meat. Find food options that weren't air transported or grown out of season in a fossil fuel- heated greenhouse.	(Possible savings by buying less red meat overall)	
Energy Use	Track energy use, install energy-saving devices and conserve.	+\$5,000 <sup>4</sup>	
Water Use	Using less heated water saves energy. Install water-saving devices.	+\$550	
Disposable Products & Solid Waste	Find ways to reduce use of plastic disposable products or find options that are less reliance on fossil fuels (e.g. with recycled content). Track waste and hauling fees.	(Possible savings in hauling fees, reduction in purchases)	
Green Seal Certification	Certification fees for third-party evaluation (average yearly cost for 3 years of certification)		-\$1,840 averaged fees (probable additional income through marketing of certification)
<b>NET</b>	<b>75% reduction in environmental foot print</b>	<b>Savings of AT LEAST \$3,710 per year</b>	

You can find more solutions in the Green Seal Guides to GS-46, the full GS-46 standard, and additional information at: [http://www.green seal.org/certification/standards/gs46\\_restaurantfoodsvcs.cfm](http://www.green seal.org/certification/standards/gs46_restaurantfoodsvcs.cfm)

<sup>1</sup> NRA 2009 Industry Forecast

<sup>2</sup> NRA 2009 Industry Forecast

<sup>3</sup> SCA 2009 Green Buying Remains Strong During Down Economy. Last accessed 5-4-09 <http://www.torkusa.com/Pages/News/News.aspx?id=160913>

<sup>4</sup> \$ 0.10/KWh and \$1/therm