

# Whole Foods Market North Atlantic Region Organic Waste Diversion

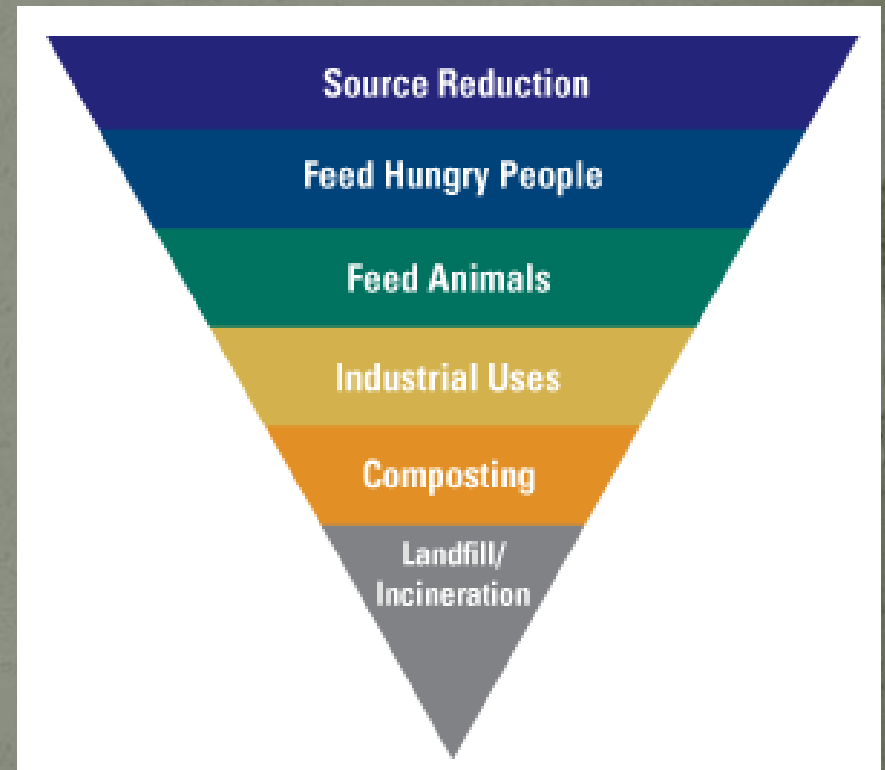
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WasteWise Forum  
May 9, 2017



# Overarching Goals

- Follow the Reduce, Reuse, Recycle guidelines
- Follow the EPA Hierarchy for Waste
- Achieve Zero Waste wherever possible and work towards it in all locations





## Waste Diversion

**What is Waste?** Anything we are “done” with and are disposing.

**Does that mean it's trash?** No!!! Much of what we consider waste has value or use to someone or something else – so we try to divert as much as we possibly can from going into the trash.

**How do we do that?**

- 1. Smart ordering/producing:** over ordering or over producing is a big source of waste, and the easiest way to reduce waste is to use all available tools to order and produce just what is needed.
- 2. Can losses/extra product be re-used somehow in the store?** Whenever possible, culls should be going to other teams like Prepared Foods to be reused or turned into something else.
- 3. Donate anything still edible to Food Bank.** If it can't be sold but is still good, we will donate to a local food bank so it goes to feed people.



## Partnership with Food Donation Connection

- Began in January 2014, and rolled out to all stores by April 2014.
- Offered us the ability to have all items we can possibly donate, be donated.
- Helped us find agencies to pick up 7 days a week in many cases.
- Will vet all agencies for us, ensuring they meet the nonprofit standard for the IRS.
- Track recalled items, can trace from store to agency.
- Offered us reporting unlike anything we had previously.



## Total Donations

We work with many agencies, over 100 in New England, but have a few that we partner with on a bigger scale – including Food For Free and Lovin' Spoonfuls, who combined work with almost all of our Massachusetts stores.

We prioritize donating food over any other possible options.





**Clear Signage is key – both front and back of house.**

We partnered with Recycle Across America 2 years ago to introduce their standard recycling labels to our customers and team members. Their mission to increase recycling matches up with ours to reach Zero Waste, and they've been a great partner.

# Grind2Energy system

- Installed in our Andover store in June 2014
- First grocery store in US to have this system
- Next we installed in 3 city stores: our River St. store in Cambridge, and Symphony and Charles River in Boston.
- 6 more stores installed in the past year.
- We are looking to open all new stores with this system going forward.

















## Jordan Dairy Farm Rutland MA

The slurry of food waste from the 10 stores with the G2E system go to the Anaerobic Digester on Jordan Dairy Farm. The manure from the cows is mixed with the food waste to produce energy, heat and fertilizer.



# Composting

- We still send the rest of our stores' food waste and other compostable materials to various compost facilities.
- Even as we send more of our organic waste to Digesters, we feel there's still a place for traditional composting in our overall waste diversion program.
- Out of total of 42 locations, we have:
  - 17 locations going to Anaerobic Digestion at 3 different Digesters in 3 different states
  - 25 locations going to complete composting facilities (meaning they take everything from meat to dairy etc)

# Waste Sorting Made Fun!

ARE YOU A GREEN MISSION  
**WIZARD OF WASTE?**

Take the **SORTING TESTS** to find out  
how much **GREEN MISSION**  
**MAGIC** you have!



LEVEL 1:  
**RUBBISH  
ROOKIE**



LEVEL 2:  
**SORTING  
SOPHOMORE**

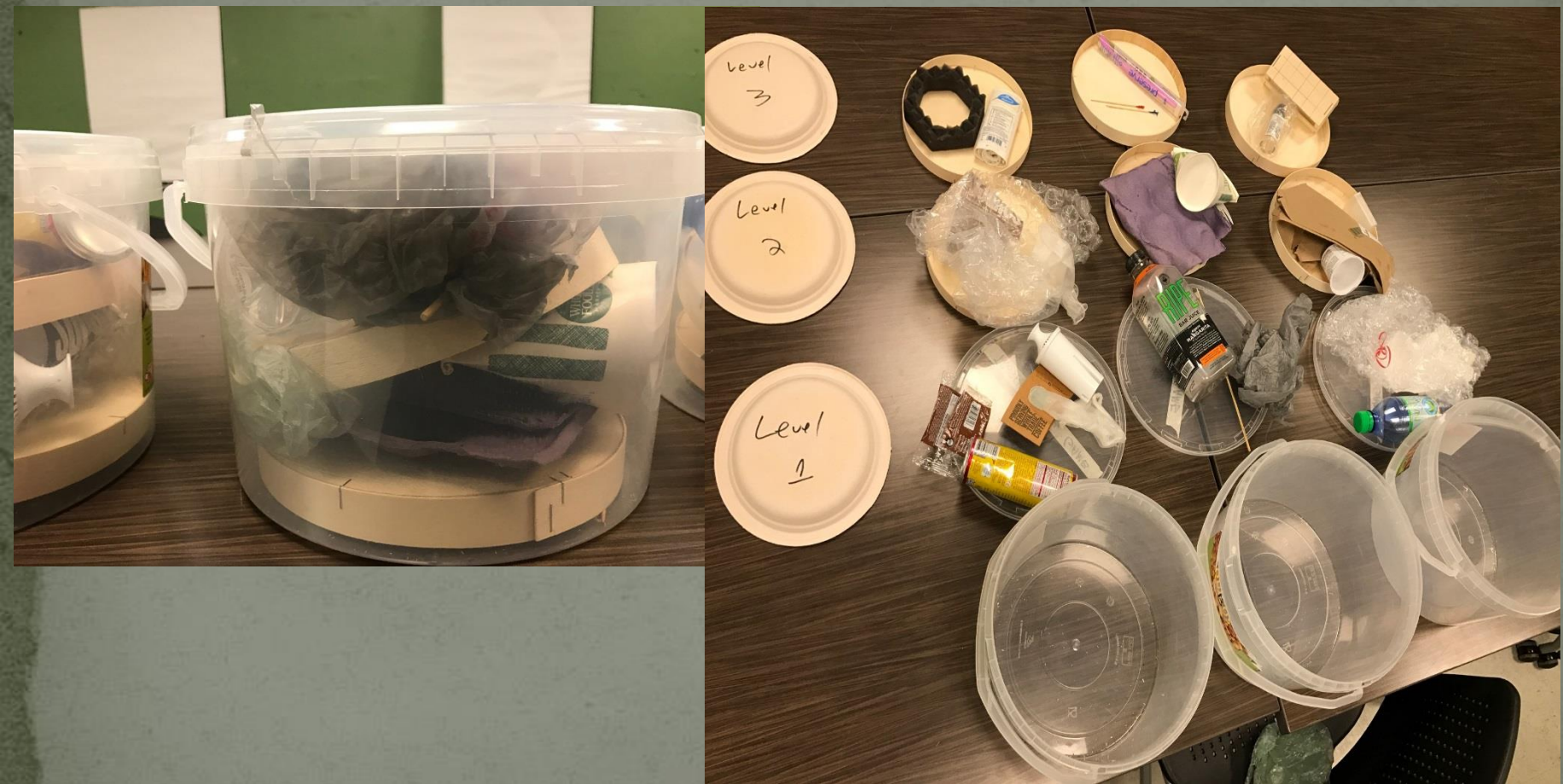


LEVEL 3:  
**WIZARD  
OF WASTE**





# The Supplies







## Zero Waste Day – Ideal and Impact

ZWD in May 2014 was the first one in our region recently – last one was in 2007.

It was a real teaching moment for many TMs – one STL called it “the single best training day all year long”.

ZWD in April 2015 and April 2016 built on the first one, and now TMs know what to expect.



# Some general Best Practices

Have a space set up to receive and sort “trash”



Have TMs ready to sort and train



# Thank you for your time today!

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