

# ROAD MAP TO A GREENER RESTAURANT



A University of Washington  
Urban Design and Planning Studio Project  
*In Conjunction with*  
Seattle Chefs Collaborative and  
the Puget Sound Regional Council's  
Regional Food Policy Council

June 2011

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# PROJECT BACKGROUND

This project represents the final product of a twenty-week graduate studio course in the Department of Urban Design and Planning at the University of Washington's College of Built Environments. The studio team members come from a range of backgrounds, including urban planning, urban design, architecture, landscape architecture, real estate development, and public affairs and policy.

The Regional Food Policy Council enlisted the University of Washington studio team to identify and pursue research topic areas examining the regional food system. The Council sought to meet two major goals: creating a common knowledge base among Council members about the region's food system and informing the development of early action items on the Council's work plan.

During the first half of this project, the studio team produced a report describing the current state of the food system in the central Puget Sound region, composed of King, Pierce, Snohomish, and Kitsap counties. Through compiling this initial conditions report, the team developed a thorough understanding of five components of the region's food system (production, processing, distribution, consumption, waste stream) and four other topics that impact, and are impacted by the region's food system (the environment and tribes, restaurants, and comprehensive plans). The team compiled existing data on each topic and identified strengths, challenges, and outstanding questions, culminating with a presentation to the Regional Food Policy Council on March 11, 2011.

During the second half of this project, the studio, in partnership with Regional Food Policy Council staff, prioritized six more specific topics for further study based on the findings from the initial conditions report. Each topic addresses an emerging issue in the food system, gaps in existing data, and policy or programmatic needs identified jointly with the Regional Food Policy Council. The studio team employed a variety of research methods, including field data collection, archival research, policy scans, geospatial analysis, case studies, and interviews with food systems stakeholders. Each element of the project is a standalone report and is described in more detail below.



## REGIONAL FOOD POLICY COUNCIL HISTORY AND CONTEXT

The Regional Food Policy Council, chaired by Seattle City Council President Richard Conlin, comprises 30 members representing all parts of the food system as well as government, social justice, anti-hunger, educational, and economic development organizations. The Regional Food Policy Council is housed within the Puget Sound Regional Council, the federally recognized Metropolitan Planning Organization for the central Puget Sound region, serving King, Pierce, Snohomish, and Kitsap counties. The Regional Food Policy Council is a working advisory committee that reports to the Puget Sound Regional Council's Executive Board and provides regional structure and coordination on food system issues.

The Regional Food Policy Council's formation reflects from the incorporation of the food system into the planning lexicon, as planners and policymakers are increasingly aware of the food system's widespread influence on the economy, environment, and society. Since convening its first public meeting in September 2010, the Regional Food Policy Council has established its vision, goals and mission statements, and is currently developing its future work plan.

### Regional Food Policy Council Vision and Mission

**Vision:** The Regional Food Policy Council envisions a thriving, inclusive and just local and regional food system<sup>1</sup> that enhances the health of: people, diverse communities, economies, and environments.

**Mission:** The Regional Food Policy Council develops just and integrated policy and action recommendations that promote health, sustain and strengthen the local and regional food system, and engage and partner with agriculture, business, communities and governments in the four-county region.

### Regional Food Policy Council Goals

- **Agriculture:** strengthen the economic vitality and viability of farming and promote a vibrant community of farmers; maximize opportunities for farming across scales; preserve land for farming.
- **Economic Development:** advance regionally-scaled infrastructure; enhance economic viability of local and regional food systems; support living-wage jobs and occupations.
- **Education:** foster education about and understanding of food, agriculture and environmental protection; facilitate outreach and education among elected leaders and communities.
- **Environment:** promote sustainable agriculture and protect the environment.
- **Equity:** promote equity and access to affordable, nutritious food; strengthen local and regional food systems and increase community food security.
- **Health:** improve public health through food access, nutrition and production; improve the health, safety, and welfare of workers and worker rights and reduce environmental health risks.
- **Policy:** connect local and regional efforts with statewide, national, and international efforts to strengthen local and regional food systems; develop model policies for use by jurisdictions in support of all goals; sustain Regional Food Policy Council.

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<sup>1</sup> The food system is the network of people and activities connecting growing and harvesting, processing, distribution, consumption, and residue utilization, as well as associated government and non-government institutions, regulations and programs.

# OVERVIEW OF REPORTS

## FOOD PRODUCTION

The Food Production report comprises three distinct sections: Rural Agriculture, Fisheries, and Urban Agriculture.

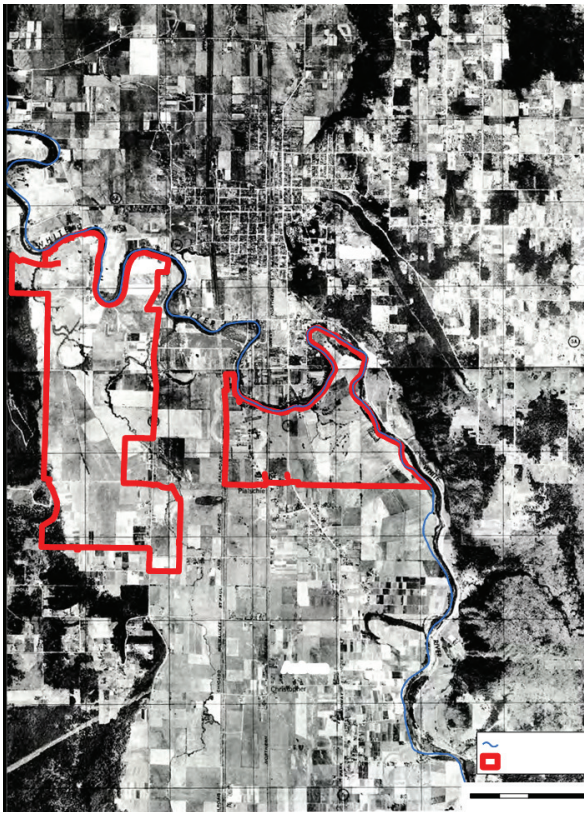
### **Rural Agriculture**

Rural agriculture is a large component of the food system within the central Puget Sound region. This section explores how each county inventories farmland. In an effort to advance the Regional Food Policy Council's *agriculture* goal, which includes farmland preservation, this section identifies key steps to understanding how farmland is classified throughout the region.

Major findings from this report include:

- Each county in the central Puget Sound region uses different tools to inventory agricultural land, including Open Space Tax Classification, windshield surveys, and community outreach.
- Each of these tools offers benefits and limitations. For example, windshield surveys can provide an accurate survey of crop types but consume large amounts of staff time. The Open Space Tax Classification method (allowing owners of farm and agricultural land to have their property valued at current use rather than highest and best use) enables counties to identify farms whose land owners want to save money on taxes, but some farmland owners do not desire the land use restrictions and criteria associated with this classification.
- If each county uses similar data collection methods, the Regional Food Policy Council could have a better understanding of rural agriculture across the central Puget Sound region. It would be helpful for the Regional Food Policy Council to convene managers of county agricultural data collection to share best practices. Additionally the Regional Food Policy Council can support uniform data collection and suggest base farmland data that each county can collect.





The change in agriculture lands in King County from 1944 to 1989

Additionally, the studio team provided a geographic analysis of land cover patterns in three time periods: 1944, 1989-1991 (pre-Growth Management Act), and 2001-2002 (post-Growth Management Act). This analysis demonstrates visually how land use has changed in response to the policies in place during those time periods. Aerial photography shows urban and suburban development near the borders of county-designated agricultural lands. Alongside designated agricultural lands, the maps demonstrate infill of non-designated, undeveloped lands between the early 1990s and early 2000s. This visual analysis articulates the history of rural farmlands and the development pressures that cause land use change.

### **Fisheries**

The state of fisheries has changed greatly since the early 1900s, but minimal data is currently available on the precise role of commercial fishing in the central Puget Sound region. Today, fewer fishing vessels have a home port in the region, the estimated value of the fisheries has decreased, and the average ex-vessel<sup>2</sup> price per pound for Puget Sound's iconic salmon is less than in 1950. The purpose of this report is to further the Regional Food Policy Council's *economic development* goal through an inventory of commercial fishing vessels, as a starting point, to better understand the economic impact the local fishing fleet has on the region.

Major findings from this report include:

- In recent years, there has been an overall decrease in the number of commercial fishing vessels the central Puget Sound region.

<sup>2</sup> Ex-vessel prices are the amount a commercial vessel makes when it unloads its catch, rather than how much is received at market

## PUGET SOUND FOOD SYSTEM ASSESSMENT

- Economic impact studies of the Port of Seattle's Fishermen's Terminal show that a fishing vessel has a significant impact on the region's economy. For example, *The 2007 Economic Impact of the Port of Seattle*, prepared by Martin Associates (2009) estimates one purse seiner (a type of commercial fishing boat) contributes approximately \$220,000 annually. A commercial crabber contributes approximately \$550,000 annually.
- The number of commercial fishing vessels with a home port at Fishermen's Terminal in Seattle declined from 370 to 250 vessels between 2003 and 2007.
- Similarly, the number of jobs these commercial vessels supported declined from 5,524 to 3,424 jobs between 2003 and 2007.
- This decline impacts the local economy: in 2003 the vessels at Fishermen's Terminal brought in \$179.6 million to local businesses, compared to only \$43.8 million in 2007.
- It is difficult to determine the number of fishing vessels moored in each of the four counties, due to the nature of how the Washington Department of Licensing collects data. As a result, it is difficult to clearly understand what social and economic impacts these fishing vessels have on their home ports and markets in the region (beyond the recent economic impact study of Fishermen's Terminal in Seattle).
- Efforts could be taken to ensure that the region maintains a large fleet. Instead, a combination of factors has caused fisherfolk to relocate from the region or quit fishing altogether. Many vessels are moving north to the Port of Bellingham where local officials have realized the benefit of having a large fleet and are lowering moorage rates, enhancing amenities, and providing convenient access to nearby processors and icehouses.





## Urban Agriculture

This section uncovers opportunities for urban agriculture in the central Puget Sound region that coincide with the Regional Food Policy Council's goals of *agriculture, economic development, education, environment, equity and health*. The studio team examined urban agriculture based on the Community Food Security Coalition's definition, in which urban agriculture "refers to the production, distribution and marketing of food and other products within the cores of metropolitan areas...and at their edges." The studio team focused its research primarily on the five metropolitan cities in the region as designated under *VISION 2040*—Bellevue, Bremerton, Everett, Seattle, and Tacoma—but believes the framework and methodologies it created can be extended to smaller suburban cities for future assessment.

The goals of this section are:

- To broaden Regional Food Policy Council's understanding of the potential scope of urban agriculture in North America
- To explore the current practices in the central Puget Sound region
- To identify where area comprehensive plans can address urban agriculture
- To identify future opportunities for more urban agriculture regionally

Major findings from this report include:

- North American urban agriculture takes many forms beyond traditional community gardening, including backyard garden programs for food-insecure residents, prison gardens, and commercial rooftop farms.
- Each of the five metropolitan cities (Bellevue, Bremerton, Everett, Seattle, Tacoma) addresses urban agriculture in different ways (e.g., through city ordinances, specific codes/zones, and plans). Tacoma has the most detailed comprehensive plan and urban agriculture-related policy coverage, which may serve as a model for other cities in the region.
- The studio team proposes a new methodology, based on existing land use data and aerial photography, to determine potential sites for implementing urban agriculture. This site assessment considers:
  - environmental characteristics (e.g., steep slopes and other ecological barriers),
  - community needs (e.g., residential density and proximity to existing community gardens),
  - accessibility factors (e.g., parking availability and pedestrian access), and
  - differences in land use ownership (e.g., private, public, and institutional lands).



From Left to Right:  
University Of  
Washington  
Tacoma -  
Giving Garden  
Urban Chickens  
University  
P-Patch

**FOOD DESERTS**

Food deserts are areas “with limited access to affordable and nutritious food, particularly such an area composed of predominantly lower-income neighborhoods and communities,” according to the 2008 U.S. Farm Bill. This report focuses on identifying food deserts in the central Puget Sound region, with a focus on how transportation networks can aid or interfere with access to healthy food. The studio team further defined access to “affordable and nutritious food” through availability of the following food retail outlets:

1. Full-service grocers, which provide access to a full range of healthy food
2. Specialty foods outlets, which provide access to some healthy foods but not a full range (butcher, bakery, etc.)
3. Cultural grocers, which provide ethnically significant food access points

The studio team employed a geographic information systems analysis to locate census blocks lacking the specified food retail outlets within a quarter mile from bus stops in King, Pierce, Snohomish, and Kitsap Counties. The analysis incorporates data on bus line and stop data, income, vehicle ownership, locations of elderly populations, and locations of the three types of grocers described above.

Example of Food Desert Analysis

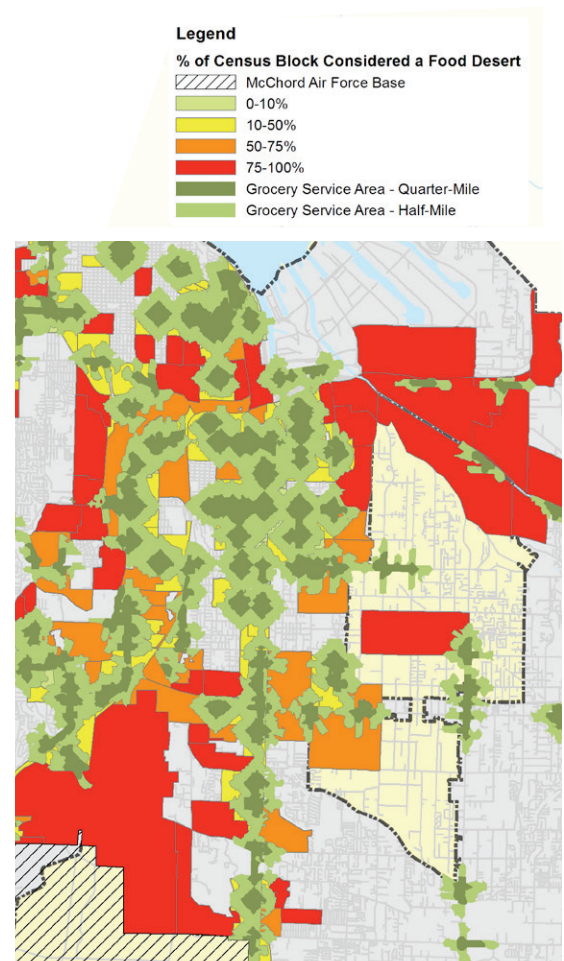
Major findings from this report include:

- Urban cores tend to have greatest access
- Urban peripheries are facing food access challenges
- Transit lines have a substantial effect on food access
- Bring together community groups and government to best address local concerns and situations

Policy considerations to improve access include:

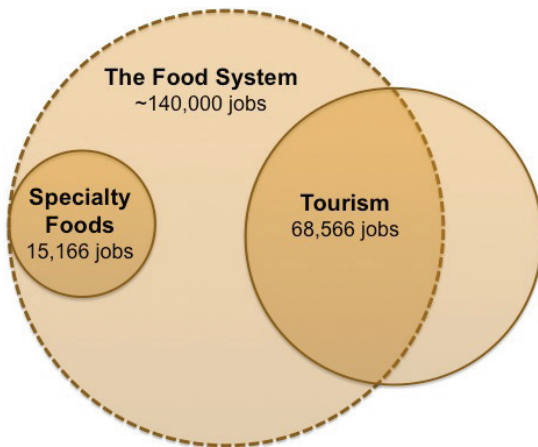
- Coordinate transit systems with food access points
- Educate riders on location of grocery stores
- Promote community level programs including farmers markets, community gardens, mobile food carts

This report is intended to serve as a starting point for future efforts to monitor and address food deserts in the region. The hope is for this work to be easily replicable as the Regional Food Policy Council moves forward with its *equity, health, and policy* goals.



## WAGES

In order to advance the Regional Food Policy Council's *economic development* goal of supporting living wage jobs, this report seeks to understand the current state of food system employment. The production, processing, and retail sectors of the food system provide about 165,000 jobs in the central Puget Sound region in 2009. The analysis reveals that the majority of these jobs do not provide a living wage, which is the wage rate necessary to meet minimum standards of living. This report also presents key considerations for supporting economic development through the creation of living wage jobs in the food system as possible ways to address this challenge.



The number of jobs in various job sectors in the Central Puget Sound Region

## FOOD HUBS

This report provides guidance for policymakers and food systems stakeholders on food hubs, an emergent tool intended to sustain small and midscale farmers, to promote regional economic development, and to fulfill demands for locally and regionally produce food in a more efficient way. The U.S. Department of Agriculture's working definition of a food hub is "a centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution, and/or marketing of locally/regionally produced food products."

Food hubs may help advance the Regional Food Policy Council's *agriculture* goal by focusing on support for small and midscale farmers, which may in turn provide incentives to preserve farmland and improve the regional viability of farming. Food hubs may also help to advance the *economic development* goal by providing employment opportunities in the areas they serve and opening up access to new retail and wholesale markets that smaller farmers struggle to reach.

Major findings from this report include:

- Food hubs are gaining national momentum, as evidenced by U.S. Department of Agriculture's extensive and growing work on the topic in concert with local food systems organizations nationwide. More than 100 food hubs exist nationwide, averaging more about \$1 million in annual sales. More than half started within the last five years.

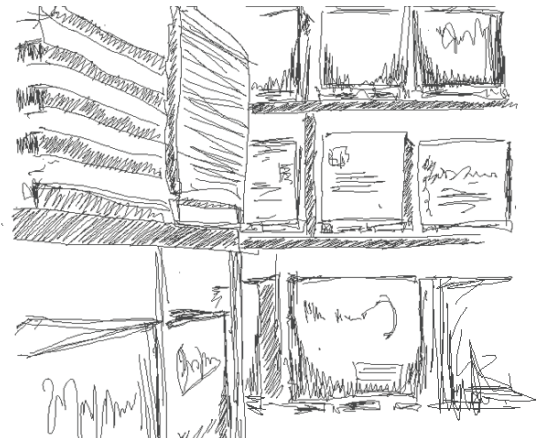
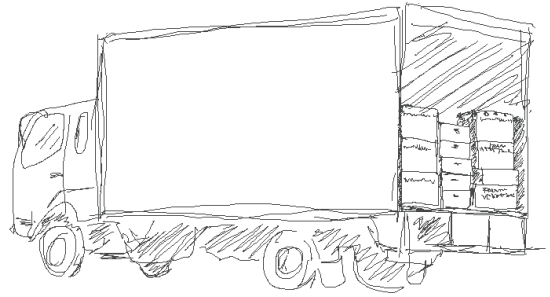
Major findings from this report include:

- About 80 percent of non-farm food system workers earn wages below the lowest living wage standard used in this report (\$13.33 per hour, tips included).
- The lowest paid occupations are bussers as well as counter, cafeteria, coffee, and concessions servers. All make about \$9.25 per hour and number about 23,000, a significant share of regional food system employment.
- The highest paid occupations are purchasing agents and food scientists. Both make roughly \$29 per hour, though these occupations account for less than 0.2 percent of the 165,000 workers in the regional food system.

## PUGET SOUND FOOD SYSTEM ASSESSMENT

- Food hubs typically have three major components:
  1. wholesale aggregation/distribution,
  2. active coordination with food producers, and
  3. permanent facilities.
- Some food hubs provide additional services, such as space for wholesale and retail vendors, health and social service programs, community kitchens, and community meetings.
- Key considerations in starting a food hub include demand for locally and regionally produced food, creativity with funding, seamless systems for distribution and sales, careful market analysis, and review of policies to determine whether financial or regulatory incentives may aid food hub development.
- The planned Everett Farmers Market in Everett, Washington, which combines retail and wholesale sales of agricultural products, commercial kitchen facilities, distribution, education, and other elements, offers lessons for planning future regional food hub efforts.
- Two detailed case studies illustrate how food hubs have developed in two areas that share some of the central Puget Sound region's demographic and physical characteristics: the Local Food Hub, a non-profit food aggregator, distributor, and educational farm located in Charlottesville, Virginia; and The Wedge, a cooperative business with a retail store, distribution warehouse and educational farm located in Minneapolis, Minnesota.
- In recent years, all four counties in the central Puget Sound region have identified various barriers for smaller farmers, ranging from marketing and economic development to access to commercial kitchens to mechanisms for garnering wholesale clients. Food hubs may help to meet these needs while filling demonstrated consumer demands for locally and regionally produced food.

Core Food Hub Components:  
Distribution, Warehousing and  
Aggregation, Processing, and Retail Sales



## POLICY

This report is intended to provide information to policymakers, food systems stakeholders, and advocates that can guide future action and policy development. The aim of this section is twofold:

- To increase communication, information-sharing, and education about policy work and policy opportunities region-wide
- To provide relevant model food systems policy language for use in support of the Regional Food Policy Council goals

As a whole, this report aims to advance the *policy* and *education* goals of the Regional Food Policy Council. First, this report summarizes policies contained in countywide plans that specifically address food system activities. Next, this report provides sample comprehensive plan and municipal code language for a variety of food systems activities. Jurisdictions can tailor these policies to their individual needs and situations. Then, this report discusses policies related to three food system topics: agricultural land preservation, food processing for economic development, and on-farm alternative energy production.

Major findings from this report include:

- There are small and simple policy changes that municipalities can make as a first step to enable food systems activities:
  - including food systems goals in comprehensive plan elements;
  - creating a streamlined permit for small farmers markets;
  - enacting food systems-supportive resolutions;
  - establishing farmers markets as approved land uses;
  - establishing community gardens as approved land uses or open space sub-districts;
  - enabling interim, temporary, or vacant land use agreements for community gardening or urban agriculture uses; and
  - establishing “healthy food zones” near schools.
- Agricultural land preservation policies are best understood in the context of a “package” of ten policy tools that work best when used in combination with each other. These tools are:

• Agriculture zoning	• Purchase of development rights
• Agriculture districts	• Right-to-farm law
• Comprehensive plans	• Transfer of development rights
• Conservation easements	• Urban growth boundaries
• Differential assessment of farmland	
• Private land trusts	
- Local food processing facility development and renovation can be enhanced by applying for and supporting the continuation of underutilized U.S. Department of Agriculture funding resources, such as the Community Facilities Fund.
- Encouraging government procurement of locally-grown foods increases processing demand by midscale farms as well as funding available for processing facility development (e.g. food hubs).
- Technical assistance and incentives can assist the agricultural community with undertaking renewable energy and energy efficiency projects.

### ROAD MAP TO A GREENER RESTAURANT

Because the restaurant industry is a major component of the food system, it is important to consider the role of restaurants in achieving environmental, economic, and social goals. Developed in partnership with Seattle Chefs Collaborative, the *Road Map* provides guidance for new and existing restaurants on how to become more aware and responsive to sustainability issues. Users of the *Road Map* will find information and resources in six topic areas: food sourcing, water use, energy and the built environment, waste management, cleaning green, community and economy issues. The *Road Map* includes links to local resources that serve as supplementary material to the recommendations and incentives that the aforementioned categories offer. The completion of the *Road Map* signifies the first step in providing outreach to area restaurants; Seattle Chefs Collaborative will use the *Road Map* as the basis for future communication and marketing initiatives.

Major components of the *Road Map*:

- There are 35 self-assessment questions for restaurant operators covering the six topic areas. Examples of questions include “Do you compost food and other organic waste?” and “Do you use non-toxic cleaning products?”
- Each question contains at least two action items that restaurants can implement along with at least one resource, often more, that helps restaurants to think about sustainability. Examples of action items include giving food waste to farmers for animal feed and making your own non-toxic cleaning products.
- The *Road Map* provides region-specific resources, such as information about rebates offered by area cities, links to local harvest schedules, and local entrepreneurs who are involved with sustainable restaurants.
- The icons next to each question indicate at least one benefit—economic, environmental, or social—that can be achieved by taking the actions listed; many questions have multiple benefits.



## **CONCLUSION**

The common thread binding this project's eight distinct reports is attention to the Regional Food Policy Council's goals. The reports described above:

- provide new qualitative and quantitative data,
- identify social and economic implications of this project's work,
- offer policy ideas, and
- suggest needs for future work where applicable.

The intent is to provide information that will assist Regional Food Policy Council members as they work toward their vision and mission of developing “just and integrated policy and action recommendations” toward a “thriving, inclusive and just local and regional food system.” The reports can stand alone and need not be read in any particular order. However, reading the entire set can provide an understanding of challenges and opportunities in the food system that is as diverse as the central Puget Sound region itself.

View the studio team's full reports at <http://courses.washington.edu/studio67/psrcfood>.

# How to use this guide

The image below shows what an actual page from the *Road Map* looks like. Included are the sections and design features that are consistent throughout the pages of the document.

*Category*

*Thought-provoking question*

*Things to do, actions to take (check each box as you complete a task)*

*Incentives and that the actions address (not all sections include incentives)*

*Local resources with links to websites*

*Icons that highlight the economic, environmental, and/or social benefit of the action*

*Context bar for easy category navigation*

*Snapshot or photo that highlights efforts related to question*

**Food Sourcing**

**Are products that cannot be produced locally or regionally traded fairly?**

**TAKE ACTION!**

- Identify products you serve that cannot be produced locally or are often associated with production in other places (sugar, coffee, chocolate, tea, citrus, spices).
- Source fair trade products, especially those that are third-party certified.
- Be aware that many products, such as ice cream, may not contain all ingredients that are fair-trade. Rather, just an ingredient or two may be fair trade (like sugar) though more and more products are becoming available.

**INCENTIVES**

While buying fairly traded products does not always guarantee that food products are equitable sourced, doing so often does add a level of protection for workers and suppliers.

**RESOURCES**

**Fair Trade Seattle's** buy guide contains merchant information to businesses that sell fairly traded.  
[www.fairtradesattle.org/](http://www.fairtradesattle.org/)

**Fair Trade USA** publishes a catalog of fair trade certified products.  
<http://www.fairtradeusa.org/>

**Theo Chocolate** is a Seattle-based chocolatier that makes 100% fair-trade and organic chocolate.

Sources: Flickr, Simon Goldberg, Fernando Stankuns, datenhamster.org, Cam Incoll

*Common fairly traded products include: vanilla, bananas, chocolate, coffee, rice, tea, wine, sugar, spices, citrus, and olive oil.*

## ICONS

The *Road Map to a Greener Restaurant* uses a set of icons that are meant to quickly and easily communicate the environmental, economic, and/or social impact a question addresses; questions have a combination of the three impacts. Look for these on the top right of each page to help prioritize the projects you wish to pursue.



ECONOMIC BENEFIT



ENVIRONMENTAL BENEFIT



SOCIAL BENEFIT



# Table of Contents

Below are all the questions contained in the *Road Map* along with the benefit(s) associated with each question. The benefits are communicated through the use of icons. See footer for meaning of icons.

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## Food Sourcing

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Do you serve the same menu year-round?

What percentage of entrees are vegetarian?

Are products that cannot be produced locally or regionally traded fairly?

Do you know where and how your meat and dairy are raised?

Do you use conventionally raised chicken or eggs?

Do you serve beer, wine, or liquor that is produced locally?

Do you serve fish that are on the 'avoid' section of the Seafood Watch?

How much meat, cheese, and produce is raised, made, and/or grown in the region?

What percentage of food that you serve is organic?

Is any of the food served produced on-site?



## Water

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Do you serve water only by request? Do you let your customers know about your water-saving efforts? Have you conducted a water assessment or audit?

Are your kitchen faucets and appliances low-flow or high-efficiency?

Are your bathroom faucets low-flow or high-efficiency? Are your toilets and urinals rated for high water efficiency?

Does your restaurant have exterior space that is landscaped?

Do you collect rainwater?



## Energy and the Built Environment

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Can you reduce your energy use?

Can you reduce your appliance energy use?

Where does your furniture come from?



Have you considered reducing transportation impacts?

How are you reducing your Heating, Ventilation, Air Conditioning (HVAC) impacts?

Do you produce your own energy?

Thinking of remodeling?



## Waste Management

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Do you compost food and other organic waste?

Do you recycle cardboard/paper, glass, plastic, and metal?

Do you make efforts to reduce waste and reuse resources?

Do you donate excess food and manage your food inventory to reduce waste?

Do you follow Best Management Practices (BMPs) for fats, oils, and grease?



## Green Cleaning

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Does your restaurant include laundry facilities or use a linen service?

Do you use non-toxic cleaning products?

Do you use non-toxic pest control products or alternatives to pesticides?



## Economy and Community

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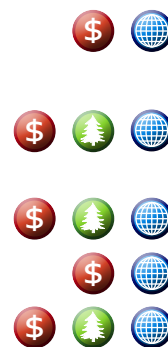
Does your restaurant contribute to the local economy through donations of time, food, or money?

Does your restaurant provide education to patrons and/or community members on your sustainability efforts?

Do your menu items reflect nutritional standards?

Do you provide opportunity for employee growth/training?

Do you offer a healthy workplace environment?



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# Introduction

The broadest, most commonly used definition of sustainability comes from a seminal 1987 report by the United Nations-convened Brundtland Commission. This report defines sustainable development as meeting “the needs of the present without compromising the ability of future generations to meet their own needs.”<sup>1</sup> Sustainability is commonly understood to include three elements: environmental, economic, and social sustainability.

As more partners in the Central Puget Sound region work to strengthen the area’s food system, the restaurant and hospitality industry will play a major role in addressing these three sustainability elements. Restaurants influence regional food distribution and production demands, use disproportionate amounts of energy compared to other building types, and contribute large amounts of waste. As such, they are important commercial actors in creating a healthy regional food system.

The Seattle Chefs Collaborative—whose mission is to work “with chefs and the greater food community to celebrate local foods and foster a more sustainable food supply”<sup>2</sup>—have expressed the desire for better guidelines and resources to help the restaurant and hospitality industry adopt more sustainable practices. This interest in sustainable practices is not surprising; national data indicates that sustainable practices matter to consumers. According to a 2009 National Restaurant Association survey, 44 percent of consumers are likely to make a restaurant choice based on a restaurant’s efforts to conserve energy and water, and 60 percent say they are more likely to visit a restaurant offering food that is environmentally responsible.<sup>3</sup>

In collaboration with the Seattle Chefs Collaborative and the Puget Sound Regional Council’s Regional Food Policy Council, the 2011 University of Washington Masters of Urban Planning Studio has developed a set of voluntary, practical recommendations for the restaurant and hospitality industry to guide environmentally, economically, and socially responsible choices.

<sup>1</sup> United Nations. Report of the World Commission on Environment and Development: Our Common Future. <http://www.un-documents.net/wced-ocf.htm>.

<sup>2</sup> Seattle Chefs Collaborative. <http://seattlechefs.org/>

<sup>3</sup> National Restaurant Association. Industry Forecast Predicts Trends in Healthier Options and “Greener” Restaurants in 2009. <http://www.restaurant.org/pressroom/pressrelease/?id=1726>

practices that have been developed from a variety of sources and vetted with local businesses. It also provides local and national resources and incentives to assist restaurants in implementing these practices.

The *Road Map* provides a range of options, varying in cost and difficulty, that aim to make restaurants green. Restaurants should develop their strategies according to their unique characteristics, such as location, size, and clientele.

These recommendations are grouped into six areas in the *Road Map*:

1. Food Sourcing
2. Water
3. Energy and Built Environment
4. Waste Management
5. Green Cleaning
6. Economy and Community

The *Road Map* is a synthesis of other guides and ratings systems that offer sustainability certifications or provide guidance on how to implement sustainable strategies. However, the *Road Map* is unique in that it builds on recommendations found in similar guides while providing local information and resources specific to the Central Puget Sound region. Additionally, the *Road Map* fills in gaps where other guides do not address green restaurants in a holistic way, such as including a section on Economy and Community.

While the *Road Map* addresses six specific categories, an overarching theme applies to all sections: the commitment of management to increase sustainable practices. Managers can communicate and train employees on practices and suggestions found in the *Road Map*. Additionally, communicating commitment to sustainability to customers is not only good for the environment, but good for business.<sup>4</sup>

Beyond communicating with customers and employees, alert suppliers and contractors of interest in procuring sustainable products, services, and food; and work closely with them to achieve goals.<sup>5</sup> Consider working with providers that also have sustainable products and practices. Contract establishment and renewal time is an especially crucial time to consider these practices.

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<sup>4</sup> EPA. Wastewise Success Stories. <http://www.epa.gov/epawaste/conserves/materials/organics/food/success/fourseasons.htm>

<sup>5</sup> EPA. Wastewise Resource Management Guide. <http://www.epa.gov/wastes/partnerships/wastewise/pubs/wwupda17.pdf>

## Food Sourcing

Food is what brings customers into restaurants and success hinges on the quality of the food. Increasingly, customers want quality, local food that is grown and produced using environmentally sound practices. Restaurants can leverage this growing societal desire to consume sustainable food by providing local, organic, responsibly raised food choices to consumers.

The Central Puget Sound region is fortunate to be near rich farmland that produces a variety of food. Additionally, the variety and quantity increases as one travels over the mountains. Though often perceived as an expensive alternative to conventionally grown and raised food, local, organic, and sustainable food can help to support the local economy by keeping dollars near the restaurant.

Communicating with distributors and purveyors that supply your restaurant with food is the first step to sourcing sustainable food. Scout farmers markets, talk to farmers, and explore the resources and links found in this document to find the freshest food in the region. Keeping your money in the community will increase community ties and can further encourage a method of farming and food production that treads lighter on the planet.

## Do you serve the same menu year-round?



### TAKE ACTION!

- Be aware of what is fresh and in season.
- Make connections with local farmers.
- Visit farmers markets; even if you don't buy anything you get a sense of what is in season.
- Preserve seasonal produce to be used later in the year when unavailable.



Source: Flickr, Muy Yum

### RESOURCES

**Puget Sound Fresh Harvest Schedules:** provides information on when fruit, nuts, berries, herbs, vegetables, meats, and eggs are typically in season.

[http://www.pugetsoundfresh.org/harvest\\_schedule.asp](http://www.pugetsoundfresh.org/harvest_schedule.asp)

**Puget Sound Fresh Farm Guide:** links and information to producers of certified naturally grown, certified organic, food alliance certified, salmon-safe, CSA, locally raised meat; updated annually.

<http://www.pugetsoundfresh.org/pdf/2011-PSF-Farm-Guide.pdf>

Become a certified food preserver through **Seattle Tilth's Master Food Preserver Certification Course**; 5-day course covers "food preservation history, a food borne illness overview and current USDA guidelines for canning fruits, vegetables, meats and seafood, freezing and dehydrating methods, pickling and fermenting foods as well as teaching strategies."

<http://seattletilth.org/learn/classes-and-workshops/master-food-preserver-certification-course>

## What percentage of entrees are vegetarian?



### TAKE ACTION!

- Reduce the number of meat entrees or add more vegetarian entrees
- Reduce portion sizes of meat; the USDA recommends portion sizes of 3 ounces of cooked meat.
- Increase number of vegetarian or vegan options.
- Have versatile entrees on the menu that can be prepared with or without meat.

*Sutra, a vegetarian restaurant in Seattle, changes their menu every other week so fresh seasonal fruits and vegetables are used at their peak.*

### INCENTIVES

Meat is often the most expensive component of a restaurant's food budget; converting some of the meat entrees to vegetarian or vegan options can greatly reduce costs. Reducing the size of meat portions in entrees can also reduce total costs.

### RESOURCES

**Puget Sound Fresh Harvest Schedules** provides information on when fruit, nuts, berries, herbs, vegetables, meats, and eggs are typically in season.

[http://www.pugetsoundfresh.org/harvest\\_schedule.asp](http://www.pugetsoundfresh.org/harvest_schedule.asp)

Non-profit **Veg Seattle** is committed to reducing the reliance on meat-heavy diets. Includes directories to purveyors of vegetarian-friendly restaurants, meat substitutes, and some steps to reduce meat consumption.

<http://www.vegseattle.com/>

A glossy, easy-to-read guide from **Compassion over Killing** provides a background on the benefits of a vegetarian diet and discusses some of the perceived barriers in doing so.

<http://www.tryveg.com/img/vsgo501.pdf>

## Are products that cannot be produced locally or regionally traded fairly?



### TAKE ACTION!

- Identify products you serve that cannot be produced locally or are often associated with production in other places (sugar, coffee, chocolate, tea, citrus, spices).
- Source fair trade products, especially those that are third-party certified.
- Be aware that many products, such as ice cream, may not contain all ingredients that are fair trade. Rather, just an ingredient or two may be fair trade (like sugar) though more and more products are becoming available.



Sources: Flickr, Simon Goldnberg, Fernando Stankuns, datenhamster.org, Cam Incoll

*Common fairly traded products include: vanilla, bananas, chocolate, coffee, rice, tea, wine, sugar, spices, citrus, and olive oil.*

### INCENTIVES

While buying fairly traded products does not always guarantee that food products are equitable sourced, doing so often does add a level of protection for workers and suppliers.

### RESOURCES

**Fair Trade Seattle's** buy guide contains merchant information to businesses that sell fairly traded.  
[www.fairtradesattle.org/](http://www.fairtradesattle.org/)

**Fair Trade USA** publishes a catalog of fair trade certified products.  
<http://www.fairtradeusa.org/>

**Theo Chocolate** is a Seattle-based chocolatier that makes 100% fair-trade and organic chocolate.



# Food Sourcing

## Do you know where and how your meat and dairy are raised?



### TAKE ACTION!

- Hormone and antibiotic free meat may be more expensive so consider reducing portion size to free up the food budget to procure meat raised without antibiotics or hormones.
- Examine and understand meat labels.
- Buy dairy products—milk, yogurt, cheese, ice cream—that are free of rBST or rBGH.
- Consider partially or fully switching to more ethically-raised meat; many studies show that consumers prefer ethically raised-meat.



Source: Flickr, Grant MacDonald

### RESOURCES

**Puget Sound Fresh Farm Guide** provides links and information to producers of certified naturally grown, certified organic, food alliance certified, salmon-safe, CSA, locally raised meat.  
<http://www.pugetsoundfresh.org/pdf/2011-PSF-Farm-Guide.pdf>

The **USDA** publishes information about meat and poultry labeling (chemical free, free range, organic, kosher, etc.)  
[http://www.fsis.usda.gov/factsheets/meat\\_&\\_poultry\\_labeling\\_terms/index.asp](http://www.fsis.usda.gov/factsheets/meat_&_poultry_labeling_terms/index.asp)

“Why should you have to worry about what’s in your food?” from **Food Routes**  
<http://foodroutes.org/doclib/127/FTC-Health-and-FS.pdf>

**Global Animal Partnership** works to improve the welfare of animals in agriculture  
<http://www.globalanimalpartnership.org/for-retailers/consumer-support-for-animal-welfare/>

**The Chef’s Collaborative** has a glossary that differentiates the various types of beef production.  
<http://chefscollaborative.org/2009/03/11/meat-lovers-glossary/>

**Wilcox Farm** is a large producer of grass-fed beef in Roy, WA.  
<http://wilcoxangusbeef.com/>

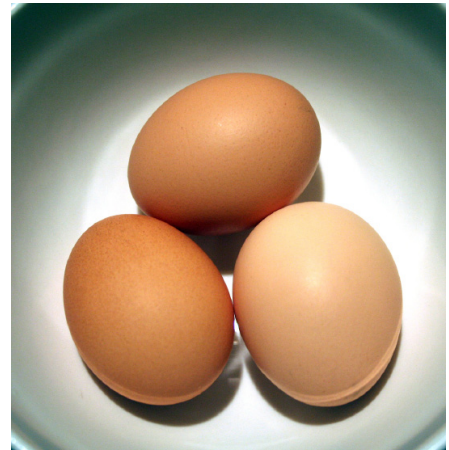
Whole Hog Sustainability via **Chef’s Collaborative** provides guidance on what to look for when buying a hog.  
<http://chefscollaborative.org/2009/03/11/pork-report-whole-hog-sustainability/>

## Do you use conventionally raised chicken or eggs?



### TAKE ACTION!

- Learn the various definitions of egg production-- Certified Organic, Free-range, Certified Humane, Animal Welfare Approved, Cage-free, Free-roaming, Food Alliance Certified, United Egg Producers Certified, Vegetarian-Fed, Natural, Fertile, Omega-3 Enriched.
- Determine what level of alternative chicken and egg raising you wish to achieve and develop a plan to meet that goal.



Source: Flickr, MinivanNinja

### RESOURCES

The **USDA** publishes information about meat and poultry labeling (chemical free, free range, organic, kosher, etc.).  
[http://www.fsis.usda.gov/factsheets/meat\\_&\\_poultry\\_labeling\\_terms/index.asp](http://www.fsis.usda.gov/factsheets/meat_&_poultry_labeling_terms/index.asp)

**The Humane Society** maintains a glossary that includes similar information to the USDA but provides a deeper analysis of what the USDA labels mean.

[http://www.humanesociety.org/issues/confinement\\_farm/facts/guide\\_egg\\_labels.html](http://www.humanesociety.org/issues/confinement_farm/facts/guide_egg_labels.html)

**Wilcox Farms** is a large, local supplier of organic and cage free eggs.

<http://www.wilcoxfarms.com>

# Food Sourcing

## Do you serve beer, wine, or liquor that is produced locally?



### TAKE ACTION!

- Inventory all alcohol served in your establishment to see where it originates.
- Set a goal of serving a certain percentage of local beer, wine, or liquor. Start small and see how your customers respond. Incrementally increase this percentage after evaluating customer response.
- Attend a brewers exposition or wine tasting event to learn about locally produced alcohol; establish a network of local producers.



Source: Flickr, Slightlynorth

*Latona Pub often has an array of local beers on tap that rotate frequently. During Earth Week, all beer served at Latona is delivered by means of propulsion not requiring fossil fuels—walking, bicycling, or boat.*

### INCENTIVES

Buying locally produced alcohol supports local producers and can reduce transportation costs.

### RESOURCES

The **Washington State Wine Commission** maintains a directory of all grapes and wines produced in the state (parsed by region, winery, and varietal).  
<http://www.washingtonwine.org>

The **Washington Beer Commission** lists breweries by region.  
<http://www.washingtonbeer.com/breweries/seattle-king-co/>

**Microdistillery Map** lists distilleries throughout the nation and can identify those in Washington, Oregon, and Idaho.  
<http://microdistillerymap.com/>

## Do you serve fish that are on the ‘avoid’ section of the Seafood Watch?



### TAKE ACTION!

- Know the source of all seafood you serve—is it farm-raised or wild-caught?
- See where that fish falls on the Seafood Watch guide.

### Avoid:

Caviar	Monkfish Orange Roughy
Sturgeon (imported wild)	Rockfish (trawled)
Chilean Seabass/Toothfish	Salmon (farmed, including Atlantic)
Cod: Atlantic and imported Pacific	Shark
Cobia (imported farmed)	Shrimp (imported)
Crab: King (imported)	Swordfish (imported)
Dogfish (US)	Tilapia (Asia farmed)
Lobster: Spiny (Brazil)	Tuna: Albacore, Bigeye, Yellowfin (longline)
Mahi Mahi/Dolphinfish (imported)	Tuna: Bluefin and Tongol
Marlin: Blue, Striped	Tuna: Canned (except troll/pole)



Source: Flickr, Alexandra Guerson

- Be aware that “safe seafoods” can change status.

### RESOURCES

**Monterey Bay Seafood Watch West Coast Guide** includes best choices, good alternatives, and fish to avoid and links to resources for retailers and restaurants.

[http://www.montereybayaquarium.org/cr/cr\\_seafoodwatch/content/media/MBA\\_SeafoodWatch\\_WestCoastGuide.pdf](http://www.montereybayaquarium.org/cr/cr_seafoodwatch/content/media/MBA_SeafoodWatch_WestCoastGuide.pdf), [http://www.montereybayaquarium.org/cr/cr\\_seafoodwatch/sfw\\_restaurants.aspx](http://www.montereybayaquarium.org/cr/cr_seafoodwatch/sfw_restaurants.aspx)

**Chef's Collaborative** produced “A Chef's Guide to Sourcing Sustainable Seafood” which discusses the merits of farmed and wild fish, provides additional resources, and outlines ten steps to serving sustainable seafood (knowing your sources, buy low on the food chain, asking questions, among others).

<http://chefscollaborative.org/2009/03/11/chefs-guide-to-sourcing-sustainable-seafood/>

## How much of your meat, cheese, and produce is raised, made, and/or grown in the region?



### TAKE ACTION!

- Buying food produced within the region helps to keep dollars in the region.
- Attend farm tours, connect with farmers at farmers markets, and talk with other restaurants that purchase regionally produced items.
- Communicate your food sourcing to customers.
- Evaluate your menu to determine how much food you serve cannot be procured regionally; possibly switch out those items for regionally produced options.

*While the term 'local' is often thought to be a panacea that addresses economic, social, and environmental concerns, restaurants should be wary of such claims. The food system is highly contextual and buying local does not guarantee achieving desired goals.*

*As always, ask questions. What would you rather buy: an organic tomato shipped in from Peru or a locally produced tomato treated with pesticides? What is the difference? Is one better than the other? While the answers may not always be apparent, it is important to always think critically about food sourcing.*

### RESOURCES

**Puget Sound Fresh Farm Guide** provides links and information to producers of certified naturally grown, certified organic, food alliance certified, salmon-safe, CSA, locally raised meat; updated annually.  
<http://www.pugetsoundfresh.org/pdf/2011-PSF-Farm-Guide.pdf>

**Farmers Markets** serve only local, farmer-produced foods.  
<http://www.seattlefarmersmarkets.org/>

In addition to the farmers market alliance, check out **Seattle Market Places**, markets that aren't associated with the alliance but are similar.  
<http://www.fremontmarket.com/>

**National Good Food Network** published a report in cooperation with Sysco that centers on switching from a 'supply chain' to a 'value chain.'  
[http://www.ngfn.org/resources/research-1/innovative-models/NGFN%20Case%20Study\\_Syscos%20Journey%20From%20Supply%20Chain%20to%20Value%20Chain.pdf](http://www.ngfn.org/resources/research-1/innovative-models/NGFN%20Case%20Study_Syscos%20Journey%20From%20Supply%20Chain%20to%20Value%20Chain.pdf)

## What percentage of food that you serve is organic?



### TAKE ACTION!

- Inventory food you currently serve that is organic.
- Talk to suppliers to see what organic products they carry; opening the lines of communication explicitly signals to the purveyor what it is you are looking for.
- Prioritize foods that contain less residual pesticide.
- Know the varying definitions of organic and natural.
- Buy genetically modified (GM)-free foods; organic foods, by definition are not GM.



Sources: Flickr, mlinksva

*Organic porridge from Chaco Canyon*

### RESOURCES

#### **Puget Sound Fresh Harvest Schedules**

[http://www.pugetsoundfresh.org/farms\\_produce\\_finder.asp](http://www.pugetsoundfresh.org/farms_produce_finder.asp)

**Puget Sound Fresh Farm Guide** provides links and information to producers of certified naturally grown, certified organic, food alliance certified, salmon-safe, CSA, locally raised meat

<http://www.pugetsoundfresh.org/pdf/2011-PSF-Farm-Guide.pdf>

**Local Harvest** produces a glossary of what certified organic, naturally grown, certified naturally grown, transitional, conventional, biodynamic, and grass-fed/pastured mean.

<http://www.localharvest.org/organic.jsp>

List of organic certifications from **Rodale Institute**

[http://newfarm.rodaleinstitute.org/ocdbt/displayCert\\_choose.php](http://newfarm.rodaleinstitute.org/ocdbt/displayCert_choose.php)

**Environmental Working Group's Guide to Pesticides** list of 49 fruit and veggies that contain the highest residual pesticide.

<http://www.foodnews.org/fulllist.php>

**Washington Department of Agriculture Organic Processors**, lists by county, products such as oil, coffees, butters, juices, flours, teas, beer, wine, baked goods.

[http://www.agr.wa.gov/FoodAnimal/Organic/docs/wsda\\_cert\\_org\\_processors.pdf](http://www.agr.wa.gov/FoodAnimal/Organic/docs/wsda_cert_org_processors.pdf)

# Food Sourcing

## Is any of your food served produced on-site?



### TAKE ACTION!

- Develop contacts with other restaurants that produce on-site or have knowledge on nurturing more sustainable food production techniques.
- Make note of available space that might be apt for food growing (even small spaces are good for growing herbs in pots).
- Sign up for a plot in a community garden.



Source: Flickr, valkyrieh116

*Some local restaurants have experimented with rooftop gardens.*

### RESOURCES

**Eat Well Guide's Seattle** handbook includes contact information and notes on various bakers, breweries, butchers, caterers, co-ops, community gardens, CSAs, educational centers, farmers, farmers markets, online shopping, organizations, restaurants, stores, and wholesalers.

[http://www.eatwellguide.org/guide/seattle\\_guide.pdf](http://www.eatwellguide.org/guide/seattle_guide.pdf)

Consult with the Seattle **Urban Farm Company** to design an urban garden.

<http://www.seattleurbanfarmco.com/>

**Urban Farm Hub** is a blog dedicated to growing food in the urban setting. Includes many tips for growing food in their "In Your Backyard" section.

<http://www.urbanfarmhub.org/>

Many cities in the region have community garden programs, such as **Seattle's P-patch program**:

<http://www.seattle.gov/Neighborhoods/ppatch/>

# Water

Clean water is one of our most valuable resources. Even though more than 70 percent of the world is covered by water, only one percent of that water is available for human use.<sup>1</sup> By reducing your water usage both inside and out, you can save money and help the environment. From landscaping with native plants to installing aerators in faucets, solutions range from major changes to small adaptations, and vary in cost. Across the country, restaurant owners are becoming more aware and responsive to our future needs and are making these changes to improve their water efficiency. According to the National Restaurant Association, about four in ten full-service restaurant operators installed water-saving ware-washers and toilet fixtures in the last two years.<sup>2</sup>

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<sup>1</sup>“Benefits of Water Efficiency,” EPA WaterSense, accessed May 17, 2011, [http://www.epa.gov/watersense/water\\_efficiency/benefits\\_of\\_water\\_efficiency.html](http://www.epa.gov/watersense/water_efficiency/benefits_of_water_efficiency.html).

<sup>2</sup>“Facts and Stats,” conserve: solutions for sustainability, accessed May 17, 2011, <http://conserve.restaurant.org/conservenow/factsstats.cfm>.



**Do you serve water only by request? Do you let your customers know about your water-saving efforts? Have you conducted a water assessment or audit?**



## TAKE ACTION!

- Serve water only upon request. Many restaurants have already begun this practice.
- Do not serve bottled water. Bottled water costs significantly more, uses more resources to produce, and is not necessarily any cleaner than tap water.
- Install a water filtration system.
- Place signage on menu or in the restaurant indicating water-saving measures.
- Ask your local utility company for a water assessment or audit to analyze your restaurant's water use, and create a personalized water-saving strategy. Many regional water providers are in the Saving Water Partnership, and therefore can provide a water assessment.



Source: Flickr, Svadilfari

*Resource Venture, a free service of Seattle Public Utilities, also has many ideas, examples and resources of ways to conserve resources for restaurants.*

## RESOURCES

### **Water Smart Technology Program**

For a water assessment, contact Philip Paschke, Water Smart Technology Program Manager at (206) 684-5883, or [phil.paschke@seattle.gov](mailto:phil.paschke@seattle.gov).

[http://www.ci.seattle.wa.us/util/Services/Water/For\\_Commercial\\_Customers/WATERCONS\\_200311261707523.asp](http://www.ci.seattle.wa.us/util/Services/Water/For_Commercial_Customers/WATERCONS_200311261707523.asp)

**Resource Venture**, a service of Seattle Public Utilities, is a free resource conservation service for Seattle businesses. <http://www.resourceventure.org/>

## Are your kitchen faucets and appliances low-flow or high-efficiency?



### TAKE ACTION!

- Repair leaks, replace seals, and maintain equipment and appliances in good working order.
- Install products with the EPA WaterSense label.
- Install aerators in existing faucets. These are free from your utility provider.
- Install low-flow or high-efficiency faucets and sprayers.
- Install pedal-operated hand-washing sinks.
- Install water efficient dish machines, steamers, ice machines, and other appliances.
- Install tankless water heaters for handwashing sinks. These heaters cost more initially, but save energy and money over time.

### INCENTIVES

**Saving Water Partnership, Seattle and Participating Local Water Utilities**  
Commercial, industrial, and institutional customers of utilities in the Saving Water Partnership are eligible for rebates for many water-saving qualified kitchen equipment, fixtures and appliances. For assistance, contact Phil Paschke at [phil.paschke@seattle.gov](mailto:phil.paschke@seattle.gov) or (206) 684-5883.  
[http://savingwater.org/business\\_toilet.htm](http://savingwater.org/business_toilet.htm)

### RESOURCES

**American Water Works Association**, WaterWiser Fixtures/Appliances  
<http://www.awwa.org/awwa/community/links.cfm?FuseAction=Links&LinkCategoryID=6>

**EPA WaterSense**  
[http://www.epa.gov/watersense/about\\_us/watersense\\_label.html](http://www.epa.gov/watersense/about_us/watersense_label.html)



Source: Flickr, tom.arthur

*The owner of Osteria Nonna Maria, in Sheboygan, Wisconsin, installed tankless water heaters, second-hand low-flow toilets and low-flow pressure nozzles on faucets. Nonna Maria's water usage and water bill have been reduced by half as a result of these water-saving measures.*

## Are your bathroom faucets low-flow or high-efficiency? Are your toilets and urinals rated for high water efficiency?



### TAKE ACTION!

- Repair leaks, replace seals, and maintain equipment in good working order.
- Install products with the EPA WaterSense label.
- Install aerators in existing faucets. These are free from your utility provider.
- Install new low-flow or high-efficiency faucets.
- If you are installing new toilets or urinals, choose low-flow or high-efficiency fixtures.
- Install tankless water heaters. These heaters cost more initially, but save energy and money over time.



Source: Freefoto

***Tip:** To reduce water use in regular tanked toilets, you can add solid objects, like bricks or full water bottles, to the tank. Also available is the Toilet Tank Bank™, which costs \$2.00 and saves 0.8 gallons per flush.*

### INCENTIVES

#### **Saving Water Partnership, Seattle and Participating Local Water Utilities**

Commercial, industrial and institutional customers of utilities in the Saving Water Partnership are eligible for rebates for many water-saving fixtures and appliances. \$50 for high-efficiency toilets, \$100 for high-efficiency urinals, \$250 for a time-of-use data main water meter.

For assistance, contact Phil Paschke at [phil.paschke@seattle.gov](mailto:phil.paschke@seattle.gov) or (206) 684-5883.

[http://savingwater.org/business\\_toilet.htm](http://savingwater.org/business_toilet.htm)

### RESOURCES

#### **American Water Works Association, WaterWiser Fixtures/Appliances**

<http://www.awwa.org/awwa/community/links.cfm?FuseAction=Links&LinkCategoryID=6>

#### **EPA WaterSense**

[http://www.epa.gov/watersense/about\\_us/watersense\\_label.html](http://www.epa.gov/watersense/about_us/watersense_label.html)

## Does your restaurant have exterior space that is landscaped?



### TAKE ACTION!

- Xeriscape (use native plants and/or plants that do not require extra water on a regular basis).
- Use water-efficient irrigation and only water when necessary, or install a sensed system.
- Consider growing produce or starting a restaurant or chef's garden.
- Install a green roof/garden roof.



Source: Flickr, robharrison

*Green roofs have many benefits: they absorb rainwater, insulate the building, help reduce urban heat islands, and can also be used to grow food. Xeriscaping can reduce maintenance and lower water bills. This adds weight to the roof, so hire a consultant to design your system and any additional structural support needed.*

### INCENTIVES

#### **Saving Water Partnership, Seattle and Participating Local Water Utilities**

Rebates of \$300-\$450 are offered for sensed irrigation systems.

[http://savingwater.org/outside\\_sprinklers.htm](http://savingwater.org/outside_sprinklers.htm)

### RESOURCES

**Seattle Urban Farm Company** consults with clients to set up small scale gardens.

<http://www.seattleurbanfarmco.com/>

**Saving Water Partnership, Seattle and Participating Local Water Utilities** lists landscape or irrigation contractors.

[http://savingwater.org/outside\\_sprinklers.htm](http://savingwater.org/outside_sprinklers.htm)

**Built Green, Master Builders Association of King and Snohomish Counties**, is a network of architects, builders, subcontractors, suppliers and real estate agents.

<http://www.builtgreen.net/members.html>

**Northwest EcoBuilding Guild Green Pages** provide a directory of sustainable building professionals, techniques, strategies and products for the Northwest.

<http://www.ecobuilding.org/gp>

**Seattle Tilth** is a nationally recognized non-profit educational organization dedicated to inspiring and educating people to garden organically and conserve natural resources. One of their services is the Landscape Consultation Service, for both edible and decorative landscapes.

## Do you collect rainwater?



### TAKE ACTION!

- Install a rain collection system. The water could be collected in cisterns, or drain into rain gardens.
- Use roof runoff for irrigation.
- Install a system to treat water for reuse, use roof runoff to flush toilets. Using greywater inside a building requires permitting from the city according to the Washington State Plumbing Code. Hire a licensed consultant to prepare drawings and specifications.



Source: Flickr, faceless b

*This rain garden in High Point helps filter water to reduce pollution. In areas where combined sewers tend to overflow during high water volumes, rain gardens help reduce the runoff flowing into the sewer system, thereby helping avoid the release of raw sewage into the environment.*

### RESOURCES

#### **Washington State Department of Health**

<http://www.doh.wa.gov/ehp/ts/WW/greywater/greywater.htm>

#### **Saving Water Partnership, Seattle and Participating Local Water Utilities**

See website for a list of participating landscape or irrigation contractors.  
[http://savingwater.org/outside\\_sprinklers.htm](http://savingwater.org/outside_sprinklers.htm)

#### **Built Green, Master Builders Association of King and Snohomish Counties**

<http://www.builtgreen.net/members.html>

#### **Northwest EcoBuilding Guild Green Pages**

<http://www.ecobuilding.org/gp>

## Energy and the Built Environment

Energy and the Built Environment covers a broad spectrum of green issues that apply to many industries. Most of the resources are national organizations that have grown up in other industries that today's restaurant benefits from.

According to several sources, the restaurant industry continues to be a leader in energy usage. Our awareness to food borne illnesses, public health, disease prevention, and the invention of electrical distribution has driven much of the restaurant industry's dependence on energy. It may not be possible to convert to a zero energy use restaurant, but there are ways for restaurants to reduce their energy demand and become more energy efficient. Innovative restaurants are producing a portion or even all of their energy.

With increasing density throughout the Central Puget Sound region, greater demand will be placed on restaurants to become greener. Though often expensive, changes to your restaurant's built environment can have a very positive lifetime effect. Some of the concepts are for new restaurants (e.g., using previous brownfield sites, seeking mixed use opportunities, and locating within transit-oriented development districts). But many of the following action steps can also help your restaurant where it is today – like incentivizing customers to use non-automobile options (i.e., free side dish if you didn't drive), setting up a prominent bike rack, using reclaimed furniture, or remodeling with a green-minded professional.

## Can you reduce your energy use?



### TAKE ACTION!

- Turn off lights and fans when not in use.
- Set lighting schemes on timers.
- Install motion detectors for lights wherever feasible.
- Replace incandescent bulbs with longer lasting CFL light bulbs or LED lights.
- Use LED exit lighting.
- Track your energy usage with Puget Sound Energy's tracking tools.

*In 2008, in each of the approximately 22,000 SUBWAY® restaurants in the United States, an incandescent light bulb was to be replaced with one Philips, energy efficient, compact fluorescent light (CFL) bulb. That one event was calculated to save an estimated 1,927,200 kilowatt hours – which is the equivalent to almost 3 million pounds of greenhouse gasses, or removing more than 275 cars from the road for one year. For more information, visit <http://www.subway.com/subwayroot/AboutSubway/HelpingSociety/GoingGreen/index.aspx>*

### INCENTIVES

**Puget Sound Energy Rebates** on Lighting, Lighting Controls/Sensors. Varies based on technology, ranging from \$3 - \$225; Customers should visit Puget Sound Energy's Conversion Guidelines section for detailed information about the equipment. Small businesses must be Puget Sound Energy electric customers served by commercial rate Schedule 24 or 08 to qualify.

<http://pse.com/savingsandenergycenter/ForBusinesses/Pages/Restaurants-and-Food-Service.aspx>

#### **Washington State Rebates**

<http://www.aelux.com/lighting-rebates/WA>

### RESOURCES

#### **Puget Sound Energy**

<http://www.pse.com/accountsandservices/YourAccount/Pages/Online-Services.aspx?tab=1&chapter=3>

#### **EPA Energy Star for Restaurants**

[http://www.energystar.gov/index.cfm?c=small\\_business.sb\\_restaurants](http://www.energystar.gov/index.cfm?c=small_business.sb_restaurants)

#### **National Restaurant Association Conserve Initiative**

<http://conserve.restaurant.org/index.cfm>

## Can you reduce your appliance energy use?



### TAKE ACTION!

- Increase your refrigerator and freezer maintenance cycles and include regular checks for: gaskets, seals, coils, charges, and other routinely overlooked minor problems that can lead to unnecessary energy use.
- Replace worn-out equipment with ENERGY STAR qualified models.
- Unplug small appliances when not in use: computers, electronics, coffee machines, and other small appliances.
- Choose the manual option when given a choice of manually operated or electronic equipment.



Source: [www.energystar.gov](http://www.energystar.gov)

*Find the ENERGY STAR® Guide for Restaurants: Putting Energy into Profit at: [http://www.energystar.gov/lia/business/small\\_business/restaurants\\_guide.pdf](http://www.energystar.gov/lia/business/small_business/restaurants_guide.pdf)*

### INCENTIVES

**Puget Sound Energy Rebates** on Lighting, Lighting Controls/Sensors. Varies based on technology, ranging from \$3 - \$225; Customers should visit the Conversion Guidelines section for detailed information about the equipment. Small businesses must be Puget Sound Energy electric customers served by commercial rate Schedule 24 or o8 to qualify. <http://pse.com/savingsandenergycenter/ForBusinesses/Pages/Restaurants-and-Food-Service.aspx>

#### **Washington State Rebates**

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### RESOURCES

#### **EPA Energy Star for Restaurants**

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#### **National Restaurant Association Conserve Initiative**

<http://conserve.restaurant.org/index.cfm>



## Where does your furniture come from?



### TAKE ACTION!

- Repair your current furniture instead of buying new, or use reclaimed furniture.
- If you have to replace your furniture, buy local when possible.
- Ensure fabrics are organic.
- Use sustainable companies.

*“Architecture and design firm Weber Thompson chose Meyer Wells to create the dining table tops for The Howie Steakhouse, part of the exciting new Bravern development in Bellevue. Meyer Wells created the tops for all the tables in their bar dining area, as well as a custom 14 foot length private dining room table. For the bistro table tops, reclaimed wine-cask wood was chosen for its unique color and history, while red elm from the Highlands neighborhood in Seattle was used for the large dining table.”*

Quote from <http://www.meyerwells.com/blog/files/category-feature-project.htm>

### INCENTIVES

Can be used in conjunction with restaurant seeking LEED rating.

### RESOURCES

#### **Sustainable Furnishings**

<http://www.sustainablefurnishings.org/>

#### **Organic Furniture**

<http://www.furniture.com/furniture.html>

## Have you considered reducing transportation impacts?



### TAKE ACTION!

- Purchase a higher percentage of locally produced foods.
- Change the menu to reflect a more seasonal pattern.
- Order non-food items from closer vendors.
- Invite customers and employees to walk, bike, or take transit instead of driving.
- Discourage large parking lots.
- Future restaurants can be built closer to the street.
- Install a bike rack.



Source: Flickr,Oran Viriyincy

*Though Copperleaf restaurant is located near 10 acres of reclaimed woodlands, it is also in proximity to SeaTac Airport and thus the Link Light Rail. In an effort to increase consumer use of non-motorized transportation, Copperleaf has arranged a courtesy shuttle from the Link Light Rail station to its restaurant and back.*

### INCENTIVES

Can be used in conjunction with restaurant seeking LEED rating.

### RESOURCES

#### New Urbanism Principles

<http://www.newurbanism.org/newurbanism/principles.html>

#### Puget Sound Regional Council

<http://psrc.org/transportation>

## How are you reducing your Heating, Ventilation, Air Conditioning (HVAC) impacts?



### TAKE ACTION!

- Install more energy efficient HVAC parts or replace the entire system.
- Modify the HVAC use throughout the day for greatest efficiency.
- Use windows instead of HVAC, weather permitting.
- Tailor HVAC use for the climate and allow for a few degrees warmer or cooler.
- Shut down during non-peak seasons.
- Check the insulation of your windows and doors to reduce wasted cooled and heated air.

*Part of becoming LEED certified is to incorporate innovative HVAC solutions into your restaurant.*

*How can my restaurant get LEED certified without rebuilding?*

*One way is to seek a LEED certification under Existing Buildings: Operations & Maintenance —out of a possible 100 points, a restaurant would have to reach:*

- 80 to become Platinum,
- 60 for Gold,
- 50 for Silver and
- 40 to become Certified.

For more information, see the United States Green Building Council website

### INCENTIVES

The current federal tax credits for HVAC upgrades range from \$50-300 depending on the equipment installed. For more information see the **Energy Star Tax Credits** for HVAC.  
[http://www.energystar.gov/index.cfm?c=tax\\_credits.tx\\_index](http://www.energystar.gov/index.cfm?c=tax_credits.tx_index)

### RESOURCES

#### Energy Star

[http://www.energystar.gov/index.cfm?c=heat\\_cool.pr\\_hvac](http://www.energystar.gov/index.cfm?c=heat_cool.pr_hvac)

#### HVAC Efficiency Finder

<http://www.hvacopcost.com/Efficiencyfinder.html>

#### United States Green Building Council

For more information: <http://www.usgbc.org/DisplayPage.aspx?CMSPageID=221>

## Do you produce your own energy?



### TAKE ACTION!

- Install an anaerobic digester.
- Install a bio-diesel producer.
- Install a compost off-gassing re-utilization facility.
- Install geothermal heat pumps.
- Install a photovoltaic system.
- Install solar lighting.
- Install solar water heating.
- Install wind systems.



Source: GreenSource, Chipotle Mexican Grill

*A Chipotle Mexican Grill in Illinois boasts a 6-kilowatt wind turbine expected to produce almost 10 percent of the restaurant's energy needs. This and other efforts led to it becoming the first restaurant to achieve a LEED Platinum designation.*

### INCENTIVES

#### **Federal Tax Credits and Grants – Renewable Energy Systems**

Businesses are eligible for tax credits that cover 30% of the installed cost of approved solar water heating and photovoltaic systems, solar lighting, and small wind systems. Solar and wind systems must be placed in service between January 1, 2006 and December 31, 2016. For geothermal heat pumps, businesses are eligible for either an investment tax credit of 10% of the installed cost (through 2016) or a grant worth 10% of the installed cost (for equipment placed in service between 2009 and 2010). See website for eligibility requirements. More information is available on the Tax Incentives Assistance Project website.

<http://energytaxincentives.org/business/renewables.php>

Washington State offers an adjusting scale production incentive to businesses that produce electricity using solar thermal, photovoltaics, wind or anaerobic digestion to produce power between July 1, 2005 and June 30, 2020. The incentive amount paid to the producer starts at a base rate of \$0.12/kWh and goes up to \$1.08/kWh, depending on project type, technology type, and where the equipment was manufactured. The incentive is capped at \$5,000 per year. More information is available on the Database of State Incentives for Renewables and Efficiency website.

[http://www.dsireusa.org/library/includes/incentive2.cfm?Incentive\\_Code=WA27F&state=WA&CurrentPageID=1&RE=1&EE=0](http://www.dsireusa.org/library/includes/incentive2.cfm?Incentive_Code=WA27F&state=WA&CurrentPageID=1&RE=1&EE=0)

## Thinking of remodeling?



### TAKE ACTION!

- Hire an architect who is LEED accredited to evaluate your facility for future renovations.
- Survey local community members on how your restaurant facility can better support the community.
- Team up with neighboring businesses to identify urban design elements that you want to incorporate when funding becomes available.
- Find ways to shrink your facility footprint, such as designing a smaller building or reducing the area when re-doing a parking lot.
- Try to use environmentally friendly building materials.

### INCENTIVES

**King County Council** established a Green Building Grants Program that offers from \$15,000 to \$25,000 in grant funding to building owners who meet a minimum of LEED Silver for new construction or major renovation in the county, but outside the City of Seattle.

As of 2002, the **City of Seattle** encourages the private sector to incorporate LEED design standards into new and existing buildings by providing grants for qualifying projects. On April 12, 2006, Mayor Nickels signed zoning legislation that gives a height or density bonus to commercial or residential projects that achieve at least LEED Silver certification and contribute to affordable housing.

### RESOURCES

#### **United States Green Building Council & LEED**

<http://www.usgbc.org/DisplayPage.aspx?CMSPageID=1988>



Source: Joel McMillan

*Building materials play a large part in the life and culture of the green restaurant. The acacia wood flooring in the Urbane restaurant (LEED Silver) was reclaimed from a demolished Oregon bridge. The chandeliers are made of recycled plastic.*

## Waste Management

A typical restaurant and commercial kitchen waste stream consists of 65 percent compostable organic material; 30 percent recyclables such as cardboard, glass, tin, and aluminum cans; and five percent garbage.<sup>1</sup> Food waste is a wasted valuable resource that has huge economic and environmental impacts. Food disposed in a landfill quickly rots and becomes a significant source of methane — a potent greenhouse gas with 21 times the global warming potential of carbon dioxide. Landfills account for more than 20 percent of all methane emissions. Reducing, recovering, and recycling food waste diverts organic materials from landfills and incinerators, reducing greenhouse gas emissions from landfills and waste combustion. Organic materials recycling fees on a per ton basis are generally half of waste disposal service fees.<sup>2</sup> Recycling and reusing is also much less expensive than waste disposal service fees.

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<sup>1</sup>The Arlington Times. [http://www.pnwlocalnews.com/north\\_sound/arl/business/34695644.html](http://www.pnwlocalnews.com/north_sound/arl/business/34695644.html)

<sup>2</sup>Cedar Grove Composting. <http://www.gogreenscene.com/index.asp>

## Do you compost food and other organic waste?



### TAKE ACTION!

- Compost food and other organic waste either on-site or through a commercial service.
- Separate food wastes destined for reuse on site, donation, composting, or the landfill. Some food scraps can be used for making stock and other items.
- If possible, give food waste to farmers for animal feed.

*The Four Seasons Hotel in Philadelphia established a kitchen scraps recycling program with a local composter. Each kitchen work station has black composting bins, blue recycling bins, and gray trash cans. By composting instead of landfilling its kitchen scraps, Four Seasons keeps 52 metric tons of carbon dioxide equivalent out of the atmosphere each year, an emissions reduction tantamount to decreasing the annual consumption of oil by 110 barrels. Composting saves the Four Seasons \$4,800 each year, a 30 percent savings over landfilling its food scraps. For more information, see: <http://www.epa.gov/epawaste/conservematerials/organics/food/success/fourseasons.htm>*

### INCENTIVES

Composting decreases garbage disposal costs and creates nutrient-rich compost for gardens. The use of compost has many environmental benefits such as improving soil health and structure; increasing drought resistance; and reducing the need for supplemental water, fertilizers, and pesticides. An additional benefit of food waste reduction, donation, and composting is improved sanitation, public safety, and health for both your facility and community. Food wastes dumped in standard trash cans and dumpsters in the back ally of a restaurant can attract rodents and insects – as well as generate bad odors. By placing food scraps in a closed, leakproof, durable, and reusable container, and having it frequently picked up for donation or composting you can significantly reduce, and even eliminate these problems.

### RESOURCES

Commercial composting services:

- **King and Snohomish Counties:** <http://www.gogreenscene.com/index.asp>
- **Pierce County:** [http://www.lrilandfill.com/compost\\_factory.asp](http://www.lrilandfill.com/compost_factory.asp)

EPA on-site composting information

<http://www.epa.gov/wastes/conservematerials/organics/pubs/compost.pdf>

EPA strategies for record-setting waste reduction

<http://www.epa.gov/epawaste/conservematerials/organics/pubs/throw/foodmain.pdf>

WSDA regulations on animal feed

<http://agr.wa.gov/FoodAnimal/AnimalFeed/>

# Waste Management

## Do you recycle cardboard/paper, glass, plastic, and metal?



### TAKE ACTION!

- Recycle glass, metal, plastic, and paper/cardboard. Recycling for commercial establishments is required in some places such as Seattle.
- Clearly label containers if recyclables need to be separated.

*Cascade Valley Hospital in Snohomish County developed a recycling and composting program. The hospital went from recycling only corrugated cardboard to being a full-scale recycler — recycling cardboard, paper, glass, metal and plastic as well as food waste.*

Source: The Arlington Times: [http://www.pnwlocalnews.com/north\\_sound/arlbusiness/34695644.html](http://www.pnwlocalnews.com/north_sound/arlbusiness/34695644.html)

### RESOURCES

**King County** Recycling  
<http://your.kingcounty.gov/solidwaste/garbage-recycling/business.asp>

**Kitsap County** Recycling  
<http://www.kitsapgov.com/sw/www.htm>

**Pierce County** Recycling  
<http://www.co.pierce.wa.us/pc/services/home/envIRON/waste/recycle/garbage-service2.htm>

**Snohomish County** Recycling  
[http://www1.co.snohomish.wa.us/Departments/Public\\_Works/Divisions/SolidWaste/Garbage/Garbage\\_Haulers.htm](http://www1.co.snohomish.wa.us/Departments/Public_Works/Divisions/SolidWaste/Garbage/Garbage_Haulers.htm)



# Waste Management

## Do you make efforts to reduce waste and reuse resources?



### TAKE ACTION!

- Use refillable condiment containers rather than single-use containers. Refill them from bulk containers.
- Find innovative ways to reuse containers internally.
- Use reusable trays, plates, flatware, cups, and other durable items.
- When possible, use cloth rags and napkins rather than paper towels and napkins. Use a linen service for towels, napkins, and other linens or wash linens on site (see Green Cleaning).
- Serve fountain beverages and draft beer to reduce bottles and cans.
- Ask takeout customers if they want condiments, utensils, and napkins rather than automatically including them in the order to avoid wasting unneeded utensils.
- Place high-quality rubber mats around all bus and dishwashing stations to reduce dish breakage and protect employees from strain.
- Purchase from vendors who reuse containers and who use recyclable containers.



Source: Flickr Anitakhart

*Use refillable condiment containers to reduce waste.*

# Waste Management

## Do you donate excess food and manage your food inventory to reduce waste?



### TAKE ACTION!

- Donate excess edible food.
- Carefully manage food inventory.
- Clearly label all materials: contents, storage and handling, expiration dates.
- Adjust or add menu specials to use food inventory.



Source: TomDouglas.com

*Food Lifeline can help get your excess food to those in need.*

### RESOURCES

To get a good idea of how much food waste you are generating, consider an **EPA food waste audit**  
<http://www.epa.gov/epawaste/consERVE/materials/organics/pubs/food-waste-log.pdf>

**EPA** food waste reduction tools and resources  
<http://www.epa.gov/epawaste/consERVE/materials/organics/food/fd-res.htm>

Contact **Food Lifeline** to donate excess food  
<http://www.foodlifeline.org/donations/index.html>

**EPA** information on donating food, including Good Samaritan laws and tax benefits  
<http://www.epa.gov/epawaste/consERVE/materials/organics/food/fd-donate.htm>

## Do you follow Best Management Practices (BMPs) for fats, oils, and grease?



### TAKE ACTION!

- Minimize the amount of grease that goes down the drain by following BMPs such as cleaning grease interceptors routinely.
- “Dry wipe” pots, pans and dishware prior to dishwashing and use other dry cleanup techniques.
- Post “No Grease” signs above all sinks and dishwashers.
- Recycle cooking oil.
- Locate grease dumpsters and storage containers away from storm drain catch basins.
- Routinely clean kitchen exhaust systems.

*Keep fats, oils, and grease out of your drains to protect water quality and avoid backups and other plumbing problems.*

### RESOURCES

Keeping fats, oils, and grease out of the sewer and storm water protects water quality and avoids backups and other plumbing problems. **Fats, oils and grease BMPs** for restaurants.

[http://www.seattle.gov/util/groups/public/@spu/@conservation/documents/webcontent/spu01\\_003873.pdf](http://www.seattle.gov/util/groups/public/@spu/@conservation/documents/webcontent/spu01_003873.pdf)

**Fats, oils and grease service providers** list

[http://www.seattle.gov/util/groups/public/@spu/@conservation/documents/webcontent/spu01\\_003872.pdf](http://www.seattle.gov/util/groups/public/@spu/@conservation/documents/webcontent/spu01_003872.pdf)

**General Biodiesel** collects used cooking oil at not charge from restaurants in Washington State and recycles it into biodiesel for local consumption.

[http://generalbiodiesel.com/index.php/used\\_cooking\\_oil\\_collection/](http://generalbiodiesel.com/index.php/used_cooking_oil_collection/)

For **dry cleanup** techniques

<http://www.p2pays.org/ref/03/02792.pdf>

## Green Cleaning

Restaurants use many products for cleaning and pest control. An estimated 35% of conventional cleaning products can cause blindness, respiratory problems, severe skin damage, or damage to organs through the skin.<sup>1</sup> Some ingredients in cleaning products are associated with eutrophication of streams and toxicity to aquatic organisms. However, it is possible to keep restaurants clean and free of pests without causing human health and environmental problems. Some green cleaning products are less expensive than conventional products, particularly those made with common ingredients such as vinegar, baking soda, and soap. When buying cleaning products, read the labels and product information to make sure they are non-toxic and effective.

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<sup>1</sup>H2E. Ten Step Guide to Green Cleaning Implementation. <http://www.h2e-online.org/docs/h2e10stepgreenclean-r5.pdf>

## Does your restaurant include laundry facilities or use a linen service?



### TAKE ACTION!

- Use a linen service that is a member of Laundry Environmental Stewardship Program (ESP).
- Use water-efficient laundry machines.
- Run machines only when full.
- Use phosphate-free, biodegradable detergent.



Source: Flickr, James Johnstone

*Some linen services are members of the Laundry ESP, an organization that works with businesses in the textile service and supply industry to prevent water pollution and conserve resources.*

### RESOURCES

**Service Linen Supply**, a local member of **Laundry ESP**  
<http://www.servicelinen.com/index.html>

**Laundry ESP**  
<http://www.laundryesp.com/>

# Green Cleaning

## Do you use non-toxic cleaning products?



### TAKE ACTION!

- Switch to less toxic cleaning products such as Designed for the Environment (DfE)-certified products.
- Make your own non-toxic cleaning products such as citrus solvents, vinegar-based glass cleaners, hydrogen peroxide disinfectants, baking soda/borax oven cleaners, vegetable oil- and water-based floor cleaners.
- Dilute cleaning products yourself to save packaging.
- Buy in bulk.



Source: Flickr, go\_greener\_oz

*You can make your own all-purpose spray cleaner:*

- 1/2 teaspoon washing soda
- A dab of liquid soap
- 2 cups hot tap water

*Combine the ingredients in a spray bottle and shake until the washing soda has dissolved. Apply and wipe off with a sponge or rag.*

*Source: <http://www.care2.com/greenliving/make-your-own-non-toxic-cleaning-kit.html?page=5>*

### RESOURCES

#### EPA's DfE program

<http://www.epa.gov/dfe/pubs/projects/formulat/label.htm>.

#### DfE products

<http://www.epa.gov/dfe/pubs/projects/formulat/formpart.htm>.

There are many books, websites, and publications on Green Cleaning. One is **Care2**.

<http://www.care2.com/greenliving/make-your-own-non-toxic-cleaning-kit.html>.

#### Green Seal products and services finder

<http://www.greenseal.org/FindGreenSealProductsAndServices.aspx>.

## Do you use non-toxic pest control products or alternatives to pesticides?



### TAKE ACTION!

- Switch to non-toxic pest-control products.
- Use Integrated Pest Management (IPM) techniques such as frequent cleaning to eliminate food and hiding places; fixing leaks to remove the water that all pests need; keeping debris, weeds, and plants away from the sides of buildings; and filling any floor or wall gaps.



Source: Flickr, Frederick Md Publicity

*Effective cleaning can help prevent pests.*

### RESOURCES

**Department of Ecology** brochure on IPM  
<http://www.ecy.wa.gov/pubs/1004032.pdf>

**DfE products**, including pest control  
<http://www.epa.gov/dfepubs/projects/formulat/formpart.htm>.

## Economy and Community

Beyond reducing measurable environmental impacts, sustainable restaurants also contribute positively to the local community in a number of ways, whether it is through economic contributions, community engagement, or raising awareness about sustainability and food. The changes suggested in this section both promote community well-being and benefit restaurants through positive publicity, increased employee productivity and job satisfaction, and other benefits.

For example, only 14% of accommodation and food service workers receive paid sick leave, though paid sick leave may improve the health of workers and limit the spread of disease, increase productivity, and reduce turnover.<sup>1</sup> Adding healthy meal options can allow customers to improve their own physical health, in addition to drawing in individuals or groups with a variety of dietary preferences. The following pages explore creative ways to contribute to the local economy and community, and highlight a few local restaurants that are leading the way.

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<sup>1</sup>Lovell V. No Time to be Sick: Why Everyone Suffers When Workers Don't have Paid Sick Leave. Washington DC: Institute for Women's Policy Research, 2004.



## Does your restaurant contribute to the local economy through donations of time, food, or money?



### TAKE ACTION!

- Consider partnering with a local non-profit or other community organization to donate a portion of your revenue daily to their cause.
- Donate gift certificates for fundraiser auctions.
- Donate restaurant space to community organizations holding fundraisers or other events.
- Provide opportunities and incentives for employees to volunteer in the local community.
- Provide space for local artists to display works and sell their work.

*Contributing to a non-profit can be a win-win: Seattle's Latona Pub in Ravenna has partnered with Team In Training - donating a portion of their revenues on certain nights to the organization. In exchange, the Latona Pub benefits from new customers and increased publicity!*

*Agua Verde, in Seattle's University District, provides an online form for non-profit organizations to request donations for upcoming fundraiser events. The restaurant donates to a number of local and national non-profits that support sustainable, environmental, and humanitarian causes.*

### INCENTIVES

Finding ways to partner with local organizations and support community work is an important aspect of sustainability on its own, but can also provide returns to business through positive publicity and new customers.

### RESOURCES

**The National Restaurant Association** provides annual awards totaling \$20,000 to restaurants that participate in outstanding community projects.  
<http://www.restaurant.org/sustainability/>

Look for new partners! A directory of Seattle-area non-profit organizations can be found at:  
<http://www.vocationvillage.com/seattle-nonprofit/>

**Guidestar** provides a non-profit directory that can be searched by city and state.  
<http://www2.guidestar.org/Home.aspx>

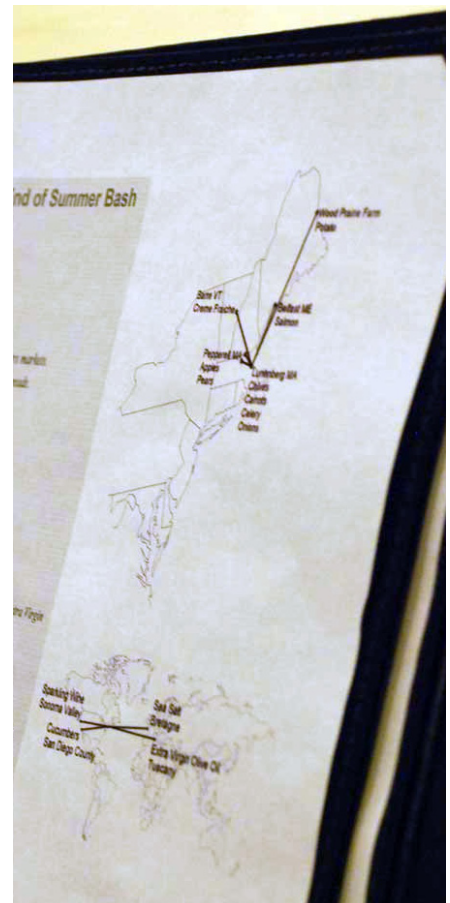
# Economy and Community

## Does your restaurant provide education to patrons and/or community members on your sustainability efforts?



### TAKE ACTION!

- Consider creating a “food map” to display in your restaurant, which shows where commonly served products are sourced.
- Provide written information on your website, menu, or other materials explaining your current and planned sustainability efforts. This can raise awareness about sustainability and food for customers and add value to marketing efforts.
- Offer the opportunity for interested restaurants or community members to learn about how you are achieving your sustainability goals.



Source: Sourcemap Project Blog

### INCENTIVES

Providing information on your sustainability efforts can both attract new customers seeking sustainable food options, as well as raise awareness about sustainability questions such as food sources and energy production.

### RESOURCES

**Sourcemap** offers an online tool that can create food source maps and even calculate the carbon emissions from a set of ingredients. You can also browse maps created by other restaurants.

[www.sourcemap.org](http://www.sourcemap.org)

Some sustainable marketing tips can be found in a pdf produced by a British organization.

[www.sustainweb.org/pdf/11/Marketing\\_PR\\_workshop.pdf](http://www.sustainweb.org/pdf/11/Marketing_PR_workshop.pdf)

## Do your menu items reflect nutritional standards?



### TAKE ACTION!

- Consider offering at least one entree that includes fruits or vegetables, lean protein, and 100% whole grains.
- Provide one or more entree that is 750 calories or less, has 25 grams of fat or less, and has 8 grams of saturated fat or less.
- Include appetizers, sides, and desserts that are 300 calories or less, 10 grams of fat or less, and 4 grams of saturated fat or less.
- Consider menu labeling that identifies “healthy choices” that meet the criteria described above.



Salima's Restaurant  
Source: Rainier Valley Healthy Restaurant Initiative Brochure, King County Public Health

*The Healthy Restaurant Initiative, a partnership between King County Public Health and 16 restaurants in the Rainer Valley, worked to ensure that each restaurant has at least one menu item that meets the following criteria:*

- *Less than 850 calories*
- *More than 8 grams of fiber*
- *Less than 1,000 mg of sodium*
- *Less than 25% of calories from fat*
- *At least two servings of fruits and veggies*

### INCENTIVES

Although restaurants may cater to a specific type of food or clientele, providing at least one menu item that meets nutritional standards can help combat national health issues such as obesity and diabetes. A few healthy options may also appeal to groups with different eating preferences - two carnivores and a vegetarian, for example.

### RESOURCES

**The National Restaurant Association** has a website with tools to help restaurants evaluate the nutritional content of their food.

<http://www.restaurant.org/tools/nutrition/>

**Pierce County Gets Fit and Healthy** offers resources for increasing healthy food options.

<http://www.multicare.org/home/pierce-county-gets-2>

## Do you provide opportunity for employee growth/training?



### TAKE ACTION!

- Provide opportunities for employees to learn marketable skills.
- Encourage employees to pursue further education and provide scheduling assistance to these employees.
- Offer opportunities for small step promotions with increased responsibilities and pay.
- Create a mentorship program, where less experienced employees shadow more experienced employees for one shift a month.



Source: Farestart 2009 Annual Report

*Farestart, in downtown Seattle, offers several programs for homeless and disadvantaged students which offer culinary training, life skills training, and job placement and retention assistance. Farestart's accomplishments were recently honored with the 2011 James Beard Humanitarian of the Year Award.*

### INCENTIVES

Job training can include both the skills necessary to perform well on the job, as well as career development that may go beyond the scope of the position. Both can improve the quality of work, help to retain employees, and improve job satisfaction - a win/win for restaurants and employees.

### RESOURCES

**Catalyst Kitchens** is a national network of organizations with “a shared vision to empower lives through job training, self-generate revenue through social enterprise, and nourish bodies and minds through quality foodservice”. Their website contains information for restaurants that want to join the network and start food service training programs. <http://www.catalystkitchens.org>

## Do you offer a healthy workplace environment?



### TAKE ACTION!

- In the short term, provide free, healthy meals to staff as a matter of policy.
- In the long term, provide paid sick leave to employees. Paid sick leave could improve the health of workers and limit the spread of disease, increase productivity, and reduce turnover.
- In the long term, provide health benefits to employees.



Source: Flickr, James Callan

*Molly Moon's ice-cream is a small, locally owned business in Wallingford, Seattle. Recently Molly Moon's introduced paid sick leave to employees.*

### INCENTIVES

Although some of the suggestions in this section require significant investment, they may be well worth it. According a recent report from King 5 News, only 1% of Seattle's restaurants provide paid sick leave. However, because this benefit may reduce employee turnover, some business have found it worthwhile. Sick leave may eventually be mandated by the City of Seattle or the State of Washington, but restaurants can benefit from voluntary measures to improve employee health and well-being. (Source: King 5 News, "Paid Sick Leave Proposal Building Steam Among Seattle Workers", April 11, 2011. <http://www.king5.com/news/local/Paid-sick-leave-proposal-building-steam-among-seattle-workers--120748149.html>)

### RESOURCES

The University of Wisconsin has developed a calculator to estimate the cost of employee turnover, which may help evaluate the potential cost savings from employee-retention related to increased benefits.  
<http://www.uwex.edu/ces/cced/economies/turn.cfm>

# Acronyms

<b>BMP</b>	Best Management Practice
<b>CFL</b>	Compact Fluorescent Lamp
<b>CSA</b>	Community Supported Agriculture
<b>DfE</b>	Designed for the Environment
<b>GMO</b>	Genetically Modified Organism
<b>ESP</b>	Environmental Stewardship Program
<b>EPA</b>	Environmental Protection Agency
<b>HVAC</b>	Heating, Ventilation, and Air Conditioning
<b>IPM</b>	Integrated Pest Management
<b>LED</b>	Light-Emitting Diode
<b>LEED</b>	Leadership in Energy and Environmental Design
<b>rBST</b>	Recombinant Bovine Somatotropin
<b>rBGH</b>	Recombinant Bovine Growth Hormone
<b>USDA</b>	United States Department of Agriculture
<b>WSDA</b>	Washington State Department of Agriculture

# Resources

## GENERAL

Chefs Collaborative.

<http://chefscollaborative.org/about/>

Eat Well Guide.

<http://www.eatwellguide.org/i.php?pd=Home>

EPA. Energy Star for Restaurants.

[http://www.energystar.gov/index.cfm?c=small\\_business.sb\\_restaurants](http://www.energystar.gov/index.cfm?c=small_business.sb_restaurants)

Food Service Warehouse. Certified Green Commercial Kitchen Program.

<http://www.foodservicewarehouse.com/going-green/certified-kitchen.aspx>

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<http://www.greenopia.com/SE/>

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<http://www.tryveg.com/img/vsg0501.pdf>

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Fair Trade Seattle.

<http://www.fairtradeseattle.org/>

Fair Trade USA.

<http://www.fairtradeusa.org>

Global Animal Partnership.

<http://www.globalanimalpartnership.org>

Humane Society.

<http://www.humanesociety.org/>

Local Harvest.

<http://www.localharvest.org/>

Microdistillery Map.

<http://microdistillerymap.com/>

Monterey Bay Seafood Watch West Coast Guide.

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National Good Food Network.

<http://www.ngfn.org/>

Puget Sound Fresh. Farm Guide.

<http://www.pugetsoundfresh.org/pdf/2011-PSF-Farm-Guide.pdf>

Puget Sound Fresh. Harvest Schedules.

[http://www.pugetsoundfresh.org/harvest\\_schedule.asp](http://www.pugetsoundfresh.org/harvest_schedule.asp)

Rodale Institute. List of Organic Certifications.

[http://newfarm.rodaleinstitute.org/ocdbt/displayCert\\_choose.php](http://newfarm.rodaleinstitute.org/ocdbt/displayCert_choose.php)

Seattle Farmers Markets.

<http://www.seattlefarmersmarkets.org/>

Seattle Market Places.

<http://www.fremontmarket.com/>

Seattle Tilth. Master Food Preserver Certification Course.

<http://seattletilth.org/learn/classes-and-workshops/master-food-preserver-certification-course>

Seattle Urban Farm Company.

<http://www.seattleurbanfarmco.com/>

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## WATER

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Built Green. Master Builders Association of King and Snohomish Counties.

<http://www.builtgreen.net/members.html>

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Laundry Environmental Stewardship Program.

<http://www.laundryesp.com/>

Master Builders Association of King and Snohomish Counties. Built Green.

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Northwest EcoBuilding Guild. Green Pages.

<http://www.ecobuilding.org/gp>

Resource Venture. <http://www.resourceventure.org/>

Saving Water Partnership. Landscape or irrigation contractors.

[http://savingwater.org/outside\\_sprinklers.htm](http://savingwater.org/outside_sprinklers.htm)

Saving Water Partnership. Rebates for water-saving kitchen equipment, fixtures and appliances.

[http://savingwater.org/business\\_toilet.htm](http://savingwater.org/business_toilet.htm)

Seattle Public Utilities. Water Smart Technology Program

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<http://seattletilth.org/about/gardenconsultationservice>

Seattle Urban Farm Company. Designs, builds and maintains food gardens.

<http://www.seattleurbanfarmco.com/>

Service Linen Supply.

<http://www.servicelinen.com/index.html>

Washington State Department of Health. Greywater.

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Aelux. Washington State Rebates.

<http://www.aelux.com/lighting-rebates/WA>

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EPA. Energy Star Guide for Restaurants: Putting Energy into Profit

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EPA Energy Star. Heat and Cool Efficiently.

[http://www.energystar.gov/index.cfm?c=heat\\_cool.pr\\_hvac](http://www.energystar.gov/index.cfm?c=heat_cool.pr_hvac)

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National Restaurant Association. Conserve Initiative.  
<http://conserve.restaurant.org/index.cfm>

New Urbanism. Creating Livable Sustainable Communities.  
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Puget Sound Energy. Lighting Control Rebate.  
[http://pse.com/savingsandenergycenter/ForBusinesses/Documents/3970\\_LightingControl.pdf](http://pse.com/savingsandenergycenter/ForBusinesses/Documents/3970_LightingControl.pdf)

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<http://www.pse.com/accountsandservices/YourAccount/Pages/Online-Services.aspx?tab=1&chapter=3>

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<http://psrc.org/transportation>

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<http://www.gogreenscene.com/index.asp>

EPA. Food Waste Tools and Resources.  
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EPA. Good Samaritan Laws and Tax Benefits.  
<http://www.epa.gov/epawaste/conserva/materials/organics/food/fd-donate.htm>

EPA. On-site Composting Information.  
<http://www.epa.gov/wastes/conserva/materials/organics/pubs/compost.pdf>

EPA. Strategies for Waste Reduction.  
<http://www.epa.gov/epawaste/conserva/materials/organics/pubs/throw/foodmain.pdf>

EPA. Waste Audit.  
<http://www.epa.gov/epawaste/conserva/materials/organics/pubs/food-waste-log.pdf>

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## GREEN CLEANING

Care2. How to Make a Non-toxic Cleaning Kit. <http://www.care2.com/greenliving/make-your-own-non-toxic-cleaning-kit.html>

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