



The EarthWISE Bulletin

The Sustainable Business Bulletin

Marion County

Volume 3, Issue 3

Summer 2012

Important dates:

- June 20 Summer Solstice
- June 30-July 1 World Beat
- July 4 Independence Day
- July 12-15 Marion County Fair
- Aug. 3-5 Fiesta Mexicana in Woodburn
- Aug. 5 Riverfront Family Fest
- Aug. 24-Sept. 3 Oregon State Fair
- Sept. 3 Labor Day
- Sept. 6 Marion County Master Recycler Program begins

Inside this issue:

| | |
|-------------------------|-------|
| Cascade Baking | 1 - 2 |
| PGE offerings | 3 |
| Ask Mr. Sustainability | 4 |
| Factoids | 4 |
| EcoLogo's new name | 4 |
| Recent Recertifications | 5 |
| EW Directory | 6-7 |
| Why Buy Recycled? | 7 |

Baking bread, saving dough

Cascade Baking demonstrates their sustainability efforts one loaf at a time

By Beth Casper



Cascade Baking owners, Debra and Steven Edwards, are proud of both their EarthWISE certification and their delicious bread.

All day, freshly baked bread can be smelled blocks from the doors of Cascade Baking Company.

What you can't tell from the smell is that the bread—along with the rest of Cascade Baking's operation—is environmentally friendly.

All of the fruit, honey, or nuts for scones and pastries are from local farms, much of it from Salem-based Minto Island Growers.

All of the grain used at Cascade Baking Company is from Shepherd's Grain, a Food Alliance-certified cooperative with 33 farmers who use sustainable agriculture practices such as no-till, direct seeding and crop rotation. Cascade Baking's owners Debra and Stephen Edwards can even track where each of the 50-pound bags of grain in their bakery came from. All of the farmers are located in Oregon, Washington, and Idaho.

"We know all of our farmers directly," Debra said. "I can take you to every farmer who grows us wheat."

By using Shepherd's Grain, owners Debra and Stephen Edwards ensure they are using wheat that is sustainably grown but also appropriately priced for farmers. Shepherd's Grain sets a price for the year so farmers and buyers are not subject to the wild ups-and-downs of grain prices. While Shepherd's Grain wheat is often slightly more expensive commodities market, a due to bad weather price was far lower than than wheat purchased on the wheat shortage two years ago meant Shepherd's Grain's set the commodities prices.



At a glance

229 State Street
Salem, OR 97301
503-589-0491

thebakers@cascadebaking.com

Hours: 7 am - 6 pm weekdays
9am - 3 pm Saturdays

The basics

Cascade Baking Company features European-style artisan breads as well as traditional pan-baked breads. They use local, sustainable grains and fruit and nuts.

How they go above and beyond

Oven heat: By investing in a well-insulated oven, the owners save thousands of dollars a year in their heating bill. Their 3-foot-thick brick oven only needs a two-hour per-day heating with a natural gas pipe.

Buy used instead of new: They save money and resources by looking for used bakery equipment. A recently purchased mixer saved them about \$30,000.

Use soapnuts for laundry: At 5-cents per load, they have saved hundreds of dollars in laundry detergent costs.



“It was a no-brainer to choose Shepherd’s Grain,” Debra said. “We like their principles, we like their process and we like their wheat. We want to support local, sustainable agriculture.”

All of that wheat bakes up into about 180 loaves a day—an all-day baking affair that could run an enormous energy bill in a regular oven.

Instead, owners Debra and Stephen Edwards built a radiant heat oven with 3-foot thick walls. It took 16 tons of bricks and mortar, but only requires two hours of natural gas heating a day—at a cost of about \$150 a month. A long natural gas pipe placed in the oven’s entrance heats the oven to 500 degrees in the wee hours of the morning. That’s when the baguettes bake. As the temperature drops throughout the day, ciabattas, ryes, whole wheats and sourdoughs are rotated through the oven.



1936 Hobart mixer

For the expensive bakery equipment, Debra and Stephen turn to used or refurbished tools—a less expensive and more environmentally friendly option. A year ago, the Edwards needed to replace their 1936 Hobart mixer—a \$40,000 expense if purchased new. By scouring the Internet and restaurant equipment stores, Debra found a 1980s-model mixer for \$10,000. Since the old Hobart mixer lasted more than 70 years, the Edwards have reason to believe their new-to-them mixer has another 50 years of use!

It’s not only a financial benefit for the Edwards to purchase used equipment. Some of the older designs are sturdier than the new ones, Debra says. The used transit racks are thicker and better for carrying pounds of baked bread. And the new ones cost \$2,000 each compared to \$200 for used racks.

The Edwards have also saved a bundle and protected area streams through their choice of laundry soap. In a bakery, rags and aprons collect dough and flour quicker than a bowlful of yeast makes bread rise. Six loads a week were costing the Edwards hundreds of dollars in detergent a year. So Debra found soapnuts, grown from trees in Asia. When the small brown nuts are agitated in water, they make soap. Five soapnuts, placed in a small laundry bag, wash five loads of laundry. The Edwards now spend 5-cents per load of laundry. Plus, there are no residues left on fabrics, no fragrance, no environmental hazards in the drained wash water, and the materials are super clean.

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

Energy offerings and assistance from PGE

News from Portland General Electric

For more than a century, PGE has helped power the local economy. Today, about 50,000 Oregon businesses rely on PGE for safe, reliable electricity. We are committed to helping Marion County businesses save energy, thrive and grow.

Free energy-efficiency consultations

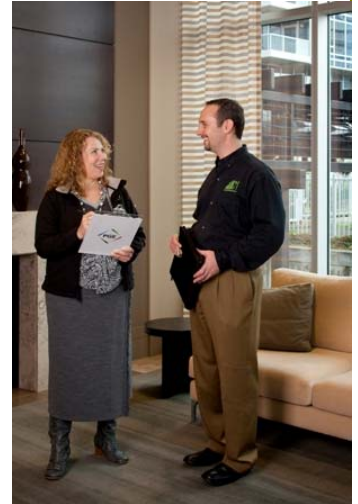
A focus on energy efficiency can help you control your energy use, boost your bottom line and reduce your carbon footprint. You'll save money in your operations and maintenance and help the environment at the same time.

PGE offers free energy-efficiency consultations for our business customers. During the consultation, we'll help you identify energy-saving opportunities and prioritize your efforts based on your budget and goals. We'll also connect you with Energy Trust of Oregon incentives, any available bonus incentives and even trusted contractors. Visit PortlandGeneral.com/Consult for more information and to sign up.

Renewable energy to power our future

Whether you're a one-person office or the largest manufacturer in Oregon, PGE has a renewable power option that's right for your business. You'll be joining the nation's No. 1 renewable power program — with more than 80,000 customers and growing.

Aside from lowering your business' impact on the environment, you'll also be able to take advantage of a number of tools we offer to publicize your renewable power purchase. Your organization has the power to make a difference!



More ways we can help you go green

These additional options from PGE can help your business save time, save energy and reduce your impact on the environment, too:

- Free energy classes and webinars
- Paperless billing and online payment
- Help installing a solar electric or solar water-heating system
- Advice on adding electric cars or trucks to your fleet
- Information on installing an electric vehicle charging station for customers or employees

Resources for your business

To find out more about any of these options, visit our website at PortlandGeneral.com/Business. Our specially-trained Business Services Team is also available by email at Business.Services@pgn.com or by phone Monday through Friday, 7 a.m. to 6 p.m. at 503-399-7717 (Salem) or 800-822-1077 (elsewhere).



**Ask
Mister
Sustainability**

Question: I've heard that Marion County offers a Master Recycler class. No offense, but *really?* Is recycling so hard that there needs to be a class? What could one possibly learn after the first 30 minutes or so???

Know what? Mister Sustainability his-own-self asked that same question to more than one innocent bystander. However, what he found out was enough to make him a true believer. Here's some of the topics that the class covers:

- An overview of Marion County's solid waste system: collection, transfer, and disposal methods
- The solid waste hierarchy (the 3 R's and more)
- The ins and outs of Marion County's ten thousand recycling programs
- Sustainability and green building
- EarthWISE and business waste reduction
- Hazardous waste reduction and collection
- Composting and vermicomposting (think 'worms')



Besides classroom activities and presentations, Master Recycler classes also go on field trips to learn about the 'system' first-hand. These trips include: the waste-to-energy facility in Brooks, a materials recovery facility where recyclables are sorted, an organics composting operation, and much more.

The timing of your question is spookily prescient. There will be a new class starting this fall. I'd highly recommend that your business or organization try to send one of your employees—say a green team member—who can then bring back and apply this knowledge at your worksite. For more information, or to get on the class notification list, email: EnvironmentalServices@co.marion.or.us.

Factoid Department

The Covanta waste to energy facility in Brooks has converted more than 4 million tons of trash into electricity since its start-up in 1986.

If placed in garbage bags end to end, those bags would go around the world 1½ times.

Speaking of garbage, we Americanos use 13 BILLION pounds of paper towels each year.

What if we each used one fewer a day? That would keep just over ½ billion pounds of paper out of the trash each year.

Think you could do that?

Almost 28,000 pounds of Styrofoam was collected in Marion County in 2011. That's about 18 semi trucks worth of hauling to Portland for processing.

That same year we collected 9,585 compact fluorescent lights for recycling. Why? Each bulb contains a tiny amount of mercury that needs to be captured for reuse.

Mercury can have a tremendously detrimental effect on the nervous system. Don't play with it.

Speaking of playing, the Seattle Mariners have reduced annual energy costs by 250 grand with "low tech" methods like weather stripping.

It's a game of details.

EcoLogo gets a new name and why you should care...

In 2010, the EcoLogo certification was acquired by UL Environment, a subsidiary of Underwriters Laboratories (UL), one of the world's most widely-recognized safety testing and certification organizations. This change is noteworthy because it can help EarthWISE (EW) businesses find green products, services, and organizations through UL's ability to offer third party certification that verifies claims of environmental product declarations.

What to look for?



Old logo



Environment

New logo

Other EW accepted 3rd party logos:



Time to recertify already?

These EarthWISE businesses just did



Willamette Valley Fruit Company



Marion County Dog Shelter



City of Salem's Willow Lake Water Pollution Control Facility



City of Salem's Municipal Airport



Oregon State Fair & Exposition Center

EarthWISE Member Directory

* Denotes new EarthWISE business

Construction

Advantage Precast, Inc.
Barnwood Naturals, LLC
Carlson Veit Architects, P.C.
CB | Two Architects
Cherry City Heating
Cherry City Remodeling
dalke construction
Jet Industries
Modern Building Systems, Inc.
Studio 3 Architecture, Inc.

Education

Chemeketa Community College
Woodburn School District

Financial

Bank of the Cascades - Hawthorne Branch
Financial Products and Services, Inc.

Food

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

Government

Champoeg State Heritage Area
Marion County Dog Shelter
Marion County Public Works—Silverton Road Campus

Government continued

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

Landscaping

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

Medical

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

Not For Profit

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

Professional/Services

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

Real Estate & Commercial Properties

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

Recycling/Solid Waste

Agri-Plas, Inc.
Covanta Energy, Marion Facility
D & O Garbage Service Inc.
Marion Recycling Center
Pacific Sanitation

Retail/Wholesale

Capital Sewing & Vacuum Center
Habitat for Humanity ReStore
Hillyer's Mid-City Ford
Power Equipment Systems

Tourism

Grand Hotel in Salem
Salem Conference Center
Travel Oregon
Travel Salem



Cardboard collection in Casablanca, Morocco. Photo courtesy of Jeanne Fromm

Why buy recycled stuff?
Thoughts on purchasing choices

"Tossing an old newspaper in the blue bin is not recycling, buying paper with recycled content is recycling."

Overheard at a recent Association of Oregon Recyclers conference

It can be tempting; the prices on non-recycled products are oftentimes cheaper than recycled ones. How can that be? Recycling reduces energy costs, transportation costs, extraction costs, manufacturing costs, so how in the heck...?

It's a long and convoluted story, with lots of players, pressures, politics, and what-not...and we won't go into that here.

So why buy recycled content?

- It creates stable markets. It takes a lot of money to set up a recycling loop that collects material, sorts it, and the processes it into new product.
- It convinces manufacturers we want more recycled content instead of extracted virgin materials. If we demand it, they will provide it.
- It reduces the problem of disposal. Valuable commodities are no longer buried in landfills or burned for one-time energy consumption.
- It creates jobs. Every 10,000 tons-per-year of recycled material equates into 25 recycling manufacturing jobs.

And just think, if recycling does all that, just imagine the environmental punch reducing and reusing deliver!



**To learn more about the EarthWISE business
assistance program, visit our website at
mcEarthWISE.net
or call: 503 365 3188
or email: EarthWISE@co.marion.or.us .**