



The EarthWISE Bulletin

The Sustainable Business Bulletin

Marion County

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Autumn 2017

What's inside

Crosby Hop Farm	1 - 2
Free LED training	3
Recerts and recerts!	4 - 6
Ask Mr. Sustainability/ Fun Factoids	7
EW directory	8 - 9
Our back pages visits Seattle	9



Important dates:

- Sept. 21 Master Recycler class begins
- Sept. 22 Autumnal equinox
- Sept. 23 Open Salem Streets
- Nov. 4 Salem Environmental Education edible mushroom trip
- Nov. 5 Daylight savings time ends
- Nov. 7 Election day
- Nov. 11 Veterans Day
- Nov. 21 **Death by Design** Film at Salem Progressive Film Series
- Nov. 23 Thanksgiving

Cultivating hops with a deeper green

By Helen Caswell

The farmland of the Willamette Valley is striking any time of year, but now, in the summer heat the nearly 400 acres of hops at Crosby Hop Farm are spectacular.

The hop plants have climbed up and grown over their 16-foot trellises, and "walking through a hop field is like walking between two huge, living walls of green with blue sky for ceiling," says Staci Wallace, Quality & Sustainability Manager, "like a big, deep breath of fresh, earthy air."



Blake Crosby, a fifth generation hop farmer, inspects the maturing hop plants.

But it's not just the crop that excites Wallace. It's the overall vision of the Woodburn farm to achieve zero waste, create sustainability, and reach a high level of energy conservation. Her efforts, and the work of the entire staff at Crosby, led the farm to receiving EarthWISE Business certification this year.

Crosby Hop Farm is a 115-year old, fifth-generation grower and processor of more than 75 varieties of hops.

"I am personally very passionate about sustainability," says Wallace, who led the effort to obtain EarthWISE certification. She is particularly excited that ten Crosby-grown hops varieties are certified Salmon-Safe, meaning that all the storm and wastewater that passes through the farm's ground is treated so that it can flow back into the rivers that Pacific Northwest salmon use to breed.

"As Salmon-Safe growers, we are committed to enhancing biodiversity around the farm," Wallace says, "so you'll see garden beds, berms, and restoration sites all around, teeming with native flowering plants and busy pollinators."

The farm is a zero waste committed company, which means that it has placed resource recovery stations for every office or worksite. It offers reusable plates and cutlery in its kitchens, uses refillable printer cartridges, and composts all biodegradables such as food, hop waste, and paper towels on their farm.

-Continued on next page-

All EarthWISE businesses are required to recycle conventional items, such as cardboard, paper, bottles and cans, but Crosby strives to capture the more challenging items – film plastic, glass, latex paint, motor oil, Styrofoam, fluorescent lights, batteries, pallets and bale wire.

A hop operation is highly energy intensive, using energy every step of the way from the picker to the kiln to processing and transportation - and especially with its dependence on cold storage. This makes this business an unusual candidate for slashing conventional energy use. But Crosby Hop Farm has succeeded in doing just that.



The Crosby Hop Farm solar array helps them meet their goal of 100% renewable energy.

“The first interesting EarthWISE change I remember,” Wallace says, “is our beginning down the path of going solar with the purchase of our first solar array. It was a big project involving a huge initial investment and a lot of time and energy spent on paperwork, grant applications, contracts, hurdles and setbacks, and it felt like it was never going to happen at times. But we stayed the course and made it happen.”

When Crosby succeeded in bringing in solar power, “That’s when I realized that we are absolutely committed to sustainability as a company in a very real and measurable way,” Wallace says, “and that it was only just beginning!”

Crosby Hop Farm’s offices and facilities are now 100% renewably powered through its on-farm solar array and by utilizing the Green Source and CleanWind programs through PGE. It also employs a new K2 therm adaptive refrigeration technology for its cold storage facilities that cuts cold storage energy use by 40%.

Wallace calls the company drive towards sustainability “a huge, whole team effort” that reaches out into every aspect of Crosby Farm life. One of Crosby’s 6-person “green team” members, for example, is Jose Sanchez. “Jose is an avid gardener,” Wallace says. “He is beyond green thumb gifted; he’s like a plant whisperer, so his interest is leading our community garden.”

Jose has planted and cares for many of the biodiversity plantings around the farm. The company landscapes with at least 50% native Oregon plants and trees, and Jose “takes pride in keeping the plants and pollinators healthy and the grounds beautiful.” An integrated pest management system has been established to reduce chemical use.



Ceci French sorts out recycling

Another green team member, Ceci French, has been tackling the zero waste initiative for the past year. “Ceci takes pride in not being afraid to roll up her sleeves, break a sweat, or go dumpster diving if necessary,” Wallace says, “to ensure that all of our resource recovery stations are in place, everything is getting properly sorted, weighed, and recovered, and that absolutely nothing ends up in a landfill if it can be avoided.”

“I’ve watched as we have learned so much and have made so much progress,” Wallace says, “and I think becoming EarthWISE certified is a great way to celebrate our successes.”

As she looks to the future, new projects excite Wallace, including localized carbon offsetting and a more sustainable hop packaging alternative to the current industry standard foil/plastic bags.

She’s determined to find a new option that will meet the same quality specifications, but be recyclable or reusable. “Our goal,” she says, “is to lead with our core values of quality, innovation, sustainability, and community to provide our customers with the best service and products while creating a life-enhancing place to work and giving back to the greater community and the land that sustains us. Or, as we like to call it – to use green for good.”

An EarthWISE training opportunity!



Choosing the Right LED Retrofit & Control System

Oct. 3, 2017

8 a.m. to noon

Salem

There are many benefits to switching to LEDs, but it can be hard to know which ones are right for your facility. This class can help you wade through the wide array of options and help ensure you choose quality, cost-effective products that will stand the test of time. You will also learn when controls and sensors are the right choice for your LED upgrade.

This class will help you:

- Choose the right LED retrofit product for your facility
- Avoid getting stuck with inferior products that will cause you problems in the future
- Discover non-energy benefits that may make upgrades more cost effective when low hanging fruit is no longer available
- Determine when controls are cost effective and make sense for your application
- Take advantage of available incentives and free services for energy-efficiency upgrades

Who will benefit?

Management and staff who plan for lighting upgrades and/or maintain existing lighting and controls systems.

- Facility managers
- Maintenance managers
- Property managers/owners

Instructor

Stan Walerczyk, Principal, Lighting Wizards

Stan's 29 years of lighting experience includes distribution, maintenance, retrofit contracting, third-party review, consulting, design, luminaire design, policy making and research. An experienced instructor, he has written numerous white papers and articles and is the author of *Lighting & Controls: Transitioning to the Future*. Stan is chair of Human Centric Lighting Society.

Check in & continental breakfast at 7:30 a.m.

Chemeketa Center for Building & Industry

626 High St. NE

Salem, OR 97301

Free parking is available at Mari-on Parkade across High Street on the opposite corner.

FREE to PGE commercial, industrial and institutional customers. Others may attend based on space; fee will apply.

Credits

- Clackamas Community College: 0.4 (CEUs)
- IFMA: 4 CFM maintenance points

Need special accommodations or assistance? Let us know when you register.

Sponsored by:

For details and to register visit:
EnergyEducationCenter.com
Questions? Email PGE.Seminars@pgn.com
or call 503-464-2931



Time to recertify already?
These EarthWISE businesses did



**United Way of the Mid-Willamette Valley
2008 - 2017**



**Salem Housing Authority
2010 - 2017**



**Covanta Marion
2011 - 2017**



**Green Acres Landscaping
2008 - 2017**



**Oregon Dept. of Corrections
Santiam Correctional Institution
2014 - 2017**

More EarthWISE recerts



**State of Oregon
Beardsly Building
2013 - 2017**



**State of Oregon
Barbara Roberts Human Services Building
2010 - 2017**



**State of Oregon
Labor and Industries
2010 - 2017**



**State of Oregon
Dept. of Revenue
2010 - 2017**

More recerts? Yep!



**Pacific Sanitation
2008 - 2016**



**Salem Urban Development
2009 - 2017**



**Spring Valley Dairy
2009 - 2017**



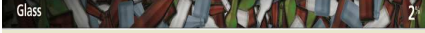
**SELCO Community Credit Union
2012 - 2017**

Ask Mister Sustainability

Question: We have a really robust recycling program but we're still generating garbage at pretty much the same rate as we did a few years ago. What's the next best step to end this madness?

Great question, and one that many should be asking their-own-selves.

The fastest way to reduce waste is to know what you're throwing away in the first place. And the best way to know that is by doing a waste audit that systematically categorizes the stuff going into your dumpster. Yep, I'm giving you a legitimate excuse to do a dumpster dive.



However, before you break out your slime suite and snorkel, navigate over to mcEarthWISE.net and then click on "resources" to find directions and forms that will help make sense of what you're finding. If you still have questions, just give those EarthWISE guys a call or email.

What will you discover from this endeavor? You'll discover materials that could have been recycled or composted or maybe never purchased in the first place. You might discover ways to redirect items so that they won't end up in the dumpster. You might even discover that you can save some money every month by switching to a smaller garbage container.

Even the State of Oregon does a dumpster dive, of sorts. Every five years or so the Department of Environmental Quality (DEQ) conducts a waste audit of all the counties (or wastesheds as they like to call 'em) and painstakingly analyzes the results to document and detail what's getting tossed. The percentages on the left are the results of the latest DEQ

effort (2009) for Marion County (MC). Pretty soon we'll have the newest waste audit numbers to share with ya.

What does it tell us? It tells MC folk that about sixty percent of the stuff that gets pitched into the dumpster could have been diverted—either composted or recycled in some way—and we need to target those items with greater vigor, create new programs, call out the Marines--and Master Recyclers!

What will your business do when it finds out?

Factoid Department

When Hurricane Sandy hit in 2012, it left behind 12 million cubic yards of waste. Katrina resulted in 55 million yards³. Harvey and Irma? Expected to be worse than both.

Kenya just joined Rwanda, Mauritania, and Eritria in banning plastic carrier bags. Kenya also has the stiffest penalties, ranging upwards of \$38,000 or 4 years in prison for using them. Cloth, anyone??

Blue Apron now mails out about 8 million meals a month creating an estimated 192,000 tons of freezer-pack waste a year.

Speaking of food stuffs. The Pacific Region Compost facility near Corvallis composted about 10,000 cubic yards of food waste last year. A big chunk of that was from you and your neighbors in Marion County.

They also managed, with a hefty dose of yard waste, to create 100,000 yards³ of top notch compost.

One more big number? The Goodwill Industries of the Columbia Willamette handled 236 million pounds of donations in 2016. 82% of all these items were either sold, salvaged, or recycled. That's a pretty bodacious number.

EarthWISE Member Directory

Automotive

AJ's Auto Repair, Inc.
Brooks Automotive
Capitol Auto Group

Construction

Arbuckle Costic Architects, Inc.
Barnwood Naturals, LLC
Carlson Veit Architects, P.C.
CB | Two Architects
dalke Construction
Fluent Engineering, Inc.
Jet Industries
Modern Building Systems, Inc.
Nathan Good Architects
Studio 3 Architecture, Inc.
White Oak Construction

Education

Chemeketa Community College
Chemeketa Center for Business & Industry
Straub Environmental Center

Financial

Country Financial
Northwest Farm Credit Services
SELCO Community Credit Union

Food

Bentley's Grill
BrucePac - Silverton & Woodburn Plants
Cascade Baking
Kerr Concentrates, Inc.
LifeSource Natural Foods
NORPAC Foods - Stayton, Brooks, & Salem Plants
Rafns' Restaurant
Roth's Fresh Market - Central Office, Sunnyslope, Vista,
Hayesville, Lancaster, Stayton, & Silverton stores
Spring Valley Dairy
Sweet Couture
Willamette Valley Fruit Company

Government

Marion County Dog Shelter
Marion County Public Works—Silverton Road Campus
OR Department of Administrative Services- 20 Buildings
OR DAS - Salem Motor Pool
OR DAS - Property Distribution Center
OR Dept. of Corrections (DOC) CDC/Warehouse
OR DOC Gath Road Range
OR DOC Mill Creek Correctional Facility
OR Santiam Correctional Facility
OR State Corrections Institution
OR DOC State Penitentiary
OR Department of Energy
OR DMV Headquarters OR Exposition Center
OR Dept. of Public Safety Standards & Training
OR Lottery
OR State Capitol
Salem Center 50+
Salem Civic Center
Salem Fire Department
Salem Housing Authority
Salem - Information Technology
Salem - Public Works Willow Lake WPCF
Salem Shops
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.
Mid-Valley Oral, Maxillofacial & Implant Surgery
Spinnaker Pediatric Dentistry
Willamette E.N.T. & Facial Plastic Surgery, LLP

Not For Profit

Assistance League of Salem - Daue House
Assistance League of Salem - Encore Furniture
Center for Hope & Safety
Family Building Blocks
Garten Services, Inc.
Habitat for Humanity of the Mid-Willamette Valley
Marion-Polk Food Share
SAIF Corporation
Saint Mark Lutheran Church
Salem Art Association
Temple Beth Sholom
Unitarian Universalist Congregation of Salem
United Way of the Mid-Willamette Valley
Willamette Lutheran Retirement Home

Personal Services

Designer Cut
Phiz Spa

Professional/Services

AAA Cleaning Service - Metro, Inc.
ABC Window Cleaners & Building Maintenance
Allied Video Productions
Cascade Employer's Association
Collier Law
Compex Two Computers
Law Office of Eden Rose Brown
VanNatta Public Relations/Spire Management

Real Estate & Commercial Properties

Coldwell Bankers Commercial Mountain West Real Estate
The Epping Group/Creekside Corporate Center
Pringle Creek Community
Wildwood | Mahonia

Recycling/Solid Waste

Agri-Plas, Inc.
Covanta Energy, Marion Facility
D & O Garbage Service Inc.
Loren's Sanitation & Recycling Services
Marion Recycling Center
North Marion Recycling & Disposal
Pacific Sanitation

Retail/Wholesale

Cooke Stationery Co.
Crosby Hop Farm, LLC
Habitat for Humanity ReStore
One Fair World
Rapid Refill

Tourism/Entertainment

Grand Hotel in Salem
Salem Convention Center
Salem Riverfront Carousel
Travel Salem

Transportation

South Salem Cycleworks
Salem Keizer Transit

[Our back pages](#)

Seattle to fight plastic ocean waste to the last straw

It's official: Seattle is banning its single-use plastic straws and silverware.

Next summer, all food service businesses will have to offer compostable or paper straw and silverware options as a way to reduce plastic pollution into the oceans.

"We're a coastal city. Protecting marine environment has been a priority for Seattle for years," Mayor Ed Murray said at a press conference. He said Seattle currently recycles or composts 50 percent of all its generated waste. "Being here right now, where we are on the waterfront in Puget Sound, is a strong reminder of our marine environment and the impact that we can have on it."



Consumers use more than 500 million plastic straws per day—and scientists project that we'll have more volume of plastic than fish by 2050, according to the Lonely Whale Foundation, an ocean environmental advocacy group co-founded by "Entourage" star Adrien Grenier.

Source: www.seattlemet.com
9/8/17