



GREEN BUSINESS EVALUATION Young's Restaurant

The Green Alliance will consider the following factors in evaluating your business' commitment to environmental responsibility. This is meant to be a guide, not a test, and will help you think about ways to move toward further sustainability. It will also help us promote what makes you "green" to local consumers and provide transparency to the community. A green business will bring sustainable practices into some or all of the following aspects of commerce: production and service, supply chain management, employment, investment, community relations, and vendors.

Green Products

1. Do you offer a green version of a good or service? What makes it green? What made you decide to green your business and/or product?

3) Yes, everything
N/A

X2) Mostly (> 50%)

1) Some (<50%)

0) None

The first thing that Young's started doing was a thorough recycling program and they've been doing that for as long as owner Ken Young remembers. They've also been composting for four years through Kingman farm in Madbury, NH. Kingman farm is a part of the UNH extension, so students are involved in the pick up and hauling of the compost.

"My staff started to talk and say that so and so is using environmentally friendly products that were biodegradable and compostable. We started having great conversations in the kitchen about options and ideas" say's Young. It pushed Ken to start looking and switch his products to more environmentally friendly products. Ken has switched all of his to-go items to compostable alternatives as well as transitioned all of his paper products to 100% post consumer recycled products.

In an effort to learn more about local food productions Ken headed to the Newmarket Farmers market and was amazed and enlightened by the experience. He also stopped by the Green Alliance table and learned about what we do as an organization and when he got home immediately went on the internet to learn a little bit more about us. He contacted us and thought that joining was the right thing to do and didn't think twice. Since he's joined he's been networking with GA businesses and started with getting t-shirts from Green Tee and is looking into solar with ReVision energy. He is hoping to be able to install a solar system by next summer. He is also looking into the possibility of water catchment.

Ken has been looking at partnering with the Seacoast Growers Association to accomplish the sourcing of more local foods. He is going to try the best that he can to stay within a 15 mile radius for food, but his overall goal is to stay within New England for his products. He is in the middle of rolling out a full portion of his website dedicated to what he's doing that is Green. All paper goods are 100% recycled through Tork, which was just ranked the number 2 greenest companies in the world. North Center is stocking more and more local goods and makes it easy for him and he's recently switched to them because of that. Ken has a green binder that has all of the new and exciting sustainable practices and ideas that they're exploring and

updates it daily. He is looking into ways he can make Young's carbon neutral and has been only using distributors that are focused on the same goal.

2. Do you offer it as a choice alongside other non-green products or is it all you offer?

3) Only green products sold X2) More (>50%) 1) Some (>50%) 0) None N/A

At Young's the goal is to have all green products. All of their to-go containers and paper goods are compostable or made from 100% recycled paper. They are looking to do more with their menu, offering more local and sustainable options.

3. Do you educate the customer about what makes this choice sustainable; encourage it? How do you and your employees keep abreast of sustainability developments in your industry?

X3) Yes, education major part of business strategy; aggressive efforts to stay educated 2) Yes, but not central focus of sales/marketing; some on-going education 1) Minimal education 0) No education N/A

They just started a "Green Team" to push more sustainable practices. Ken is constantly talking to the staff and signs are posted about why the sustainable practices are important. They have also added displays at the register to educate customers about what Green initiatives are in place. Ken is going to be putting a lot of time focusing on having a "Green" tab on the website and also on their new menu to educate the community.

4. Does the customer pay more for the "green" option?

3) Costs less or same X2) costs a little more 1) Costs significantly more 0) almost cost-prohibitive N/A

Sometimes for different products, cage free eggs/chicken and meat products are more expensive.

5. Is there a greener version of your product? If so, what prohibits you from offering it?

3) No, offer the greenest X2) Yes, working toward offering 1) Yes, but not in business plan 0) Yes, no intent to offer N/A

Ken is working toward offering more local, free range, and organic options.

6. Are there greener options/products that you plan on offering in the future?

X3) Yes, tangible plans with date 2) Yes, no specific date 1) Possibly, investigating possibilities, no solid plan 0) No, never N/A

More local options will be the challenge. Young hopes to work with local farmers to provide - bacon, Vermont cheddar, local smoked turkey breast from a company in Claremont, NH and many other options.

Energy Use:

7. Have you conducted an energy audit? Identified areas of inefficiency? Taken corrective measures?

3) Yes, official audit completed, corrective measures taken 2) Audit in process, has committed to official audit/official audit completed, no corrective measures taken X1) unofficial audit, corrective measures 0) No official or unofficial audit, no measures taken

Will be looking to do it through Retail Merchants Association

8. Have you invested in energy efficient technology/equipment/appliances? Energy Star?

X3) Yes, substantial equipment changes 2) Some equipment changes 1) minor equipment change 0) No new equipment N/A

Ken bought newer equipment, which is more efficient than the older equipment. They've added a new salad bar that is saving them money the old one was 20 yrs old. They also added 5 remote compressors, cost \$1000 more to move the compressors downstairs, but they haven't had to replace a compressor in years. They're able to produce at capacity because they are below ground level and to keep them clean they get serviced once a year.

9. If you heat with oil, are you using Bioheat or some other renewable source (wood)?
3) Yes, B20 or 100% wood 1) Yes, B5 or some wood 0) No, Oil XN/A (no oil system)

No, with propane for years

10. If your business is in Maine or Massachusetts, are you using Green Electricity? If in Maine, are you participating in the Efficiency Maine Program? If in NH, have you contacted PSNH about their business efficiency programs?

3) Yes using Green Electricity/ participating in Efficiency ME or PSNH program X2) Looking into green electric, have contacted Me/NH programs 1) Extenuating circumstances make green electric cost-prohibitive, will connect with PSNH or Eff Me. 0) ME or MA resident, no Green Elec., no state program involvement N/A (NH res. only)

Got some money from them when they changed to CFL's

11. Have you looked at water usage and taken steps toward efficiency and conservation?
X3) Yes, steps taken 2) Some conservation measures 1) Minor measures taken 0) None N/A

Use low flush toilets, dishwasher helped them to cut water in half and turning off faucets is on their signs all over the place and instead of using a lot of water to thaw they put it in the fridge the night before

12. Do you offer bottled water at your office/store for employees & customers?
(This is highly energy intensive and unnecessary in a developed country like the U.S.)
3) No water & has business that would traditionally offer 2) No bottles, replaced with cooler /minimal sales
X1) limited sales 0) Yes, bottles N/A

Yes, limited sales. They bring out tap water for customers.

13. Do you shut-down/unplug equipment after hours on weekends or when not in use? Do you turn off all lights after hours or if not using a room? Educate employees to do the same? (Vampire loads waste enormous amounts of energy; turning off 1 computer saves 500 lbs. of CO2 yearly.)
X3) Yes 1) Sometimes 0) No N/A

Shut off all lights and no lights on except for exit lights. Can't shut down their pos system, so that stays on.

14. Have you switched to CFLs; dispose of CFLs properly? LED lighting? Motion sensors or Energy Misers for vending machines to reduce energy use? (CFLs use 66% less energy – save \$45 over the life of the bulb! CFLs contain mercury and must be disposed of properly)
X3) Yes, all lighting CFLs, some LEDs, motion sensors and/or Energy Misers 1) Most lighting CFLs, one motion sensor 0) Still using incandescents N/A

Yes they have switched all lights.

15. Is your business lit-up at night? Is your sign lit-up all night? Switch these to CFLs or LEDs?
3) Lit up, using LED lighting 1) Business lit up, using CFL or fluorescents/timers in place 0) Lit up using incandescent, no timer XN/A



No

16. What is your business' carbon footprint? Have you tried to reduce your business' CO2 emissions?

If so, by how much? (*Calculate it at www.terrapass.com*)

3) Calculated, show results, tangible plan to reduce implemented for extensive carbon reduction 2) Officially calculated or unofficially calculated, tangible plan with modest reductions X1) Have not calculated officially or unofficially but have taken some steps to reduce based upon rough estimate 0) Not calculated, no effort to reduce

Ken is currently looking into it and hopes that in the future they can be carbon neutral

17. Do you use any renewable technology? Have you explored wind/solar/geothermal?

3) Yes, hardware on sight X2) Tangible plans for future 1) Researching/researched options, not possible 0) No attention given

They're are exploring solar currently

18. Do you encourage/educate employees to use energy responsibly at home? Customers?

3) Yes, major part of business strategy X2) Some, not central focus to training 1) Minimal education, not comfortable preaching 0) No education/encouragement N/A

No, but Ken leads by example

19. Is your building LEED certified? Have you considered LEED retrofitting? EPA energy challenge? Energy Star certification?

3) Yes, LEED's cert or retrofitted 2) Lesser programs, EPA/Energy star; some tangible changes X1) Informal assessment of building's energy use 0) No LEED, No retrofitting, No conservation efforts N/A

No, looking into doing energy audit.

Waste:

20. Do you recycle? How extensively? Is it easy and automatic? Have you instituted/encouraged/educated employees/customers on recycling? (*America consumes 31.2 billion water bottles a year, using 17.6 million barrels of oil to create them.*)

X3) Yes, extensive recycling for everything produced/sold, prominent display for customers 2) More than the status quo, some special effort 1) Minimal, fulfilling status quo 0) Don't recycle N/A

Yes they recycle everything they can

21. Have you done a waste audit? Have you reduced your waste? (if started green consider industry norms) (*See the EPA's free Waste Wise which analyzes a workplaces' municipal solid waste and helps you to monitor and reduce it!*)

X3) Yes, official audit/50% reduction in waste 2) Yes, reduced substantially, aprox. 20% 1) Slight reduction in waste 0) Nothing done N/A

They use to have a 6yd dumpster that got picked up twice a week and with composting they were able to move down to a 4 yd dumpster. They are reducing at least 75% off their waste through composting and recycling.

22. If you use packaging or offer food, are there cloth/paper/cornstarch alternatives to any plastics you are using? Do you sell a product that is packaged? Do you receive goods extensively packaged? Is that packaging necessary and have you talked to suppliers about excessive or wasteful packaging? (*Five trillion*)

plastic bags are manufactured each year. Americans throw away 100 billion bags a year – using 12 million barrels of oil in production - of those only 1% is recycled)

X3) All or almost all packaging renewable/sustainable/biodegradable, chooses suppliers that minimally package/encourages all suppliers to consider packaging 2) Some/a good portion renewable/etc, has influenced a supplier or changed due to packaging 1) Minor alternatives integrated into packaging, considers packaging of a supplier 0) Using typical plastics, no consideration of suppliers/vendors' packaging N/A

Use compostable to-go containers and the new distributor uses milk crates that can be reused and the old one used cardboard.

23. Do you compost?

X3) Yes, greater than 75% of compostable waste 2) Some 1) Minimal/No special effort 0) None N/A

Yes, currently there composting close to 100% of their food waste and it all gets transported by students working with the UNH extension to Kingman farm in Madbury, NH

24. Do you buy post consumer recycled paper? Do you recycle paper? Do you print your brochures/flyers/business materials on recycled paper? Do you use both sides of paper whenever possible? Print on both sides? Print black and white when possible? Do you reuse what you can in the office? Boxes, envelopes, etc...? Encourage conservation of products? *(Staples offers printing on recycled paper for the same cost of virgin paper. Ram Printing Company, a Green Alliance member, offers fully sustainable printing options which include sustainably harvested paper products and soy-based sustainable ink options for the same price as other printers, visit www.theramcompanies.com)*

X3) Only uses recycled, recycling, conserving, printing (only if business materials on recycled), full commitment to sustainable printing and paper use 2) Often uses recycled, do recycle, do conserve. have not yet moved to print business materials with sustainable printer 1) Recycling paper, minimal conservation 0) No recycled/recycling N/A

Used only recycled

25. Do you recycle printer/toner cartridges?

X3) Yes 0) No N/A

Yes, Staples gives money back for recycling them

26. Do you donate furniture/equipment instead of throwing it out? Try to obtain used or second-hand office equipment, furniture or industry equipment?

X3) Yes, obtain second-hand as much as possible/donate and reuse 2) have some second-hand items 1) have donated but almost always buy new 0) Never second hand/never donate N/A

He saves all of his equipment; furniture goes to his house, and clothes to Good Will. When they did the renovation they put up a sign and gave away all of their furniture. The church pastor came with 10 volunteers and they helped gut the place and used everything for the church and reused tables and furniture and tabletops.



Transportation/Travel:

27. Does your business involve transporting goods? Do you use fuel efficient vehicles, (both business and personal)? BioDiesel? (If you contract out your deliveries have you encouraged that company to use fuel efficient vehicles or Biodiesel?

X3) Yes, highly fuel efficient (hybrid/biodiesel) for personal and business, contracted or in house deliveries focus on fuel efficiency 2) Some effort, some changes (ext. circumstances) 1) Very little effort, vehicles not very fuel efficient, not a main concern with deliveries 0) No consideration of fuel efficiency for vehicles or deliveries N/A

PFG uses Bio-diesel and wind power at their plant in Augusta. They use one distributor saving on waste and try to keep it to one delivery, meaning less fuel.

28. Have you sought out local distributors/vendors in an effort to reduce the travel time of your product and support the local economy? How high of a priority is sourcing local to your business? What percentage of your product comes from local suppliers? (*Studies show that dollars spent locally tend to stay local; local businesses contribute more to local non-profits and participate more in community life; and local independents demand less of our energy resources and public infrastructure*).

3) Yes, 50% or more, integral part of choosing supplier 2) less than 50%, try to source local first, serious extenuating circumstances don't allow "local" to be first 1) approx. 20%, when convenient 0) Not a consideration N/A

Yes, Ken is looking to offer a lot more and it will be a very high priority on the new menu

29. Do you carpool whenever possible? Travel less, phone meetings whenever possible? Do you encourage employees to work at home if possible? Do you encourage employees to carpool or walk/bike to work? Do you have a bike rack for customers/employees? Incentives for workers who walk/bike/car pool?

3) Yes, personal & employee system for less travel/working from home or walking/biking, incentives 2) Sometimes, some employee outreach 1) Not a priority but welcome 0) No employee outreach, no personal effort N/A

No, most are too far away from work.

30. Do you have an anti-idling campaign at your facility? Do you have any sort of fuel awareness/transportation efficiency program for employees/customers?

3) Yes, campaign in place 2) No official campaign but do not idle 1) Will be instituting plan 0) No, nothing, not interested N/A

No, no

Community:

31. Does your business give back or contribute to the community?

3) Yes, extensively, tangible examples 2) Some 1) Small amount 0) not much N/A

Yes, Durham Fire works; they offer equal opportunity employment, and donate all furniture and office products.

32. Do you check to see if your suppliers are environmentally responsible? Do you talk to other businesses/vendors/suppliers about the importance of sustainable business practices?

3) Advocate to all other businesses and suppliers, deal mostly with other environmentally responsible businesses 2) Some advocacy and outreach, favor green suppliers sometimes 1) Minimal, just starting to advocate/reach out, occasionally will choose green supplier 0) None

Yes, and recently switched to PFG because of it.

33. Are you a member of Seacoast Buy Local?

3) Yes 2) not a member currently but will join 0) No N/A (out of area)

Is looking into it and probably will join

34. Do you encourage your staff to volunteer with local community projects/nonprofits?

3) Yes, large part of employee ethic 2) Yes, encouraged 1) Suggested occasionally 0) No, never N/A

Young's volunteers for blood disorder and leukemia to raise money and had a dinner to raise money and employees volunteered their time for it.

Miscellaneous:

35. How do your businesses sustainability efforts compare to the industry standard?

X3) Far more sustainable in very important ways, than the industry standard 2) Significantly better than typical businesses in this industry 1) Slightly better; a long way to go 0) Exactly the same environmentally to other businesses of the same type

Far more in very important ways and they can only get better. Ken is still learning and cant wait to implement new practices.

36. Do you use chemicals on your business lawn/plantings: to wash clothes/linens, for cleaning?

X3) No, all natural 2) Minimal chemicals used 1) Have made a few changes, but still use traditional chemicals in most areas 0) Traditional chemicals used in all of these areas N/A

No

37. Are there aspects of your business which are toxic/hazardous? If so how do you mitigate them? Have you investigated alternatives? What keeps you from offering/adopting safer products?

X3) Completely non-toxic in a toxic industry 2) Make special effort to reduce impact or toxicity 1) Some effort, extenuating circumstances, not priority 0) Toxic business, haven't yet address any of these issues N/A

No toxics, all Green Seal certified products

Further questions which will help us evaluate your business:

What is your biggest obstacle to offering more sustainable products or sustainable business practices?

Cost of food and cost of instituting renewable energy (solar)

Brief history of your company.

How many employees?

19

How big is your customer base?

1500 to 1600 a wk

What is the average distance employees drive to work?

15 to 20 miles

Do you offer a product or service? How much of your income comes from the products vs. a service?

Service

Service

What is the average distance your product, or materials to make your product, travel?

1500

Does your product require heat/electricity to produce? How much compared to the heat/electricity of just the building? What are your heat/electric sources? Are any of them renewable?

No,

What is your water source? Water usage/month?

Town, N/A

How big of a building do you utilize? Is space being used efficiently?

Yes, 115 x 34



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