



Maryland Green Registry MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

Michele's Granola LLC

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Bakery/Food Manufacturer

Member since May 2013

Management and Leadership



Environmental Policy Statement

Michele's Granola upholds a triple bottom line approach to business – Profits, People and Planet. As part of this approach, we are committed to treading lightly on the earth and giving back to our local community.

Our commitment to the environment extends to our customers, our staff, and the community in which we operate. We are committed to:

- *Complying—and frequently exceeding—all applicable environmental regulations*
- *Preventing pollution whenever possible*
- *Training all of our staff on our environmental commitments and empowering them to contribute and participate in problem solving wherever possible*
- *Communicating our environmental commitment and efforts to our customers, staff and the broader community*
- *Continually improving overtime by striving to reduce our impacts.*



Environmentally Preferable Products and Services

Michele's Granola is committed to promoting a healthy and environmentally sustainable lifestyle, starting with the ingredients we use in our products. Our granola, which we bake fresh daily in small batches, is made with 100% organic whole grain oats, and our entire product is 70% organic by volume. The company is pursuing organic certification through the Maryland Department of Agriculture and projects to be certified by Q4 2013.

Our products are available in 5, 10 and 20 pound bulk options to reduce packaging waste. The company continues to review packaging options in search of bags that are the least impactful to the environment.

Environmentally Preferable Purchasing

Our company policy is to give preference to environmentally friendly vendors and products.

In our bakery and office, we purchase recycled paper products, including 100% recycled paper towels, 100% recycled copy paper and other products. In purchasing promotional items for sale or distribution, we seek products made from sustainable materials, including 100% organic cotton tote bags and T-shirts as opposed to cheaper options made from less sustainable materials.

Even in terms of purchasing our green electricity, we opt to purchase from a company that is a certified B-Corp (Benefit Corporation), meaning that they, like Michele's Granola, honor the triple bottom line of people, planet and profit.

Environmental Restoration or Community Environmental Projects

Through our partnership with the local nonprofit [GiveCorps](#), Michele's Granola donates 1% of our sales revenues directly to Baltimore-based non-profit organizations with specific food-related missions. We focus our giving on strengthening our local food economy in two ways:

1. *Supporting local food producers and food entrepreneurship programs, including:*
 - [Real Food Farms](#)
 - [Baltimore Montessori School](#)
2. *Improving nutrition and food security through access to fresh, local food by supporting organizations like:*
 - [Gather Baltimore](#)
 - [Moveable Feast](#)

Our staff also directly impact the community in a positive way through participating in two employer-paid days a year to volunteer with the non-profit organizations we support, sharing the culinary and business skills we use in our daily work at Michele's Granola.

Waste

Solid Waste Reduction and Reuse

In our office and bakery, the staff is very conscientious about paper use, and both sides paper are used whenever possible.

Recycling

In our bakery, we divert as much waste from the landfill possible, and we endeavor to become a completely waste neutral facility. We recycle the following materials:

- Paper
- Cardboard
- Packing Materials
- Glass
- Plastic
- Aluminum
- Computers
- Printer cartridges
- Food waste composting

40% of our waste includes compostable materials, 100% of which are given to a local composting facility Waste Neutral www.wasteneutral.com that churns out rich, fertile soil for Baltimore's urban farming projects. We compost anywhere from 50-100 pounds of waste per week.

Hazardous Waste/Toxic Use Reduction

We use 100% biodegradable organic cleaners for surface cleaning, and organic vinegar based cleaners are used on glass and in the bathrooms.

Energy

Energy Efficiency

In 2013, the company performed a major upgrade to a tankless hot water heater that only runs when the hot water is being used, saving a significant amount of energy over a standard tank that runs 24 hours a day—an estimated 20% savings over traditional water heaters. As a rule, lights are turned out in any

spaces that are not currently occupied, and thermostats are set so that the environment is comfortable but not overly heated or air conditioned.

Renewable Energy

Our bakery facility is 100% wind-powered, thanks to our partnership with [Clean Currents](#), a Maryland-based green energy provider. The electricity we purchase is Green-E certified, the most rigorous certification available for green energy.

Our annual purchase of approximately 42,500 kWh of green power offsets the release of an estimated 66,108 pounds of carbon dioxide emissions, which is equivalent to either the CO₂ emissions from six (6) passenger vehicles per year or the consumption of nearly 70 barrels of oil.

Transportation

Fleet Vehicles

Our delivery truck runs on biodiesel or recycled vegetable oil from the deep fryers from neighborhood pubs and restaurants in Baltimore. The oil is filtered down to 10 microns and pumped directly into the tank. The truck travels approximately 30,000 miles per year delivering granola across Maryland. Without biodiesel, a truck of this size would produce 23.55 tons of CO₂ annually. A 1998 biodiesel lifecycle study, jointly sponsored by the US Department of Energy and the US Department of Agriculture, concluded biodiesel reduces net CO₂ emissions by 78 percent compared to petroleum diesel. <http://www.afdc.energy.gov/widgets/>

Additionally, biodiesel is nontoxic and causes far less damage than petroleum diesel if spilled or released to the environment.

Truck delivery routes are created so that drivers only service one specific region per day, (i.e. Montgomery County on Thursday, Baltimore County on Friday, etc.). Those routes carefully configured to be as efficient as possible.

Water

Water Conservation

In 2013, the company performed a major upgrade to a tankless hot water heater that only runs when we use the hot water. Regular hot water heaters run constantly and waste significant amounts of energy. Additionally, per the

Consumer Energy Center, tankless heaters waste less water. They “virtually eliminate standby losses - energy wasted when hot water cools down in long pipes or while it's sitting in the storage tank.”

<http://www.consumerenergycenter.org/home/appliances/waterheaters.html>

Other



Michele’s Granola is an EPA Green Power Partner dating back to November 2011:

<http://www.epa.gov/greenpower/partners/partners/michelesgranola.htm>

Four of the company’s five product varieties carry the Certified Vegan mark, which is granted to “products that do not contain animal products or byproducts and that have not been tested on animals.” More information at

<http://vegan.org/certify/>



Maryland

Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.

Learn more at www.green.maryland.gov/registry

