



GREEN IS GOOD NEWSLETTER

December Promotion

Biodiesel

Bio-diesel is the name of a clean burning alternative fuel, produced from domestic, renewable resources. Bio-diesel contains no petroleum, but it can be blended at any level with petroleum diesel to create a bio-diesel blend. Bio-diesel is simple to use, biodegradable, nontoxic, and essentially free of sulfur and aromatics. Bio-diesel companies do not charge for their service so it saves the account money by no longer having to pay for grease removal.

What Can I Do?

- Contact the local Bio-diesel facility and create a start date.
- Bio-diesel programs register with the National Bio-diesel Board www.biodiesel.org to determine which company to call.
- Contact the local grease removal provider and let them know the last day for service.
- Provide your marketing department this information three weeks prior to the start date to develop a story to tell your customers.
- Have a team meeting one week prior with any members so everyone can share this success story with customers.
- Biodiesel is not only good for the environment BUT good for your bottom line—you no longer have to pay to have your used cooking oil picked up!

Support your local community and recycle your cooking oils!

Biodiesel Facts

- Biodiesel is a renewable, biodegradable, cleaner-burning fuel. Unlike other fuel additives, biodiesel poses minimal risk to water quality.
- A 100% biodiesel blend lowers carbon monoxide (CO) emissions by 44 percent, particulate matter emissions by 40 percent and sulfate emissions by 100 percent.
- Biodiesel reduces air toxins by up to 90 percent.
- Biodiesel has significantly improved lubricity, which can decrease maintenance costs and reduce engine wear.
- Offers excellent emission benefits by reducing soot, particulates, hydrocarbons, carbon monoxide, and carbon dioxide by more than 10% each.
- Fuel efficiency of biofuel is the same as diesel fuel.

Share your stories! Send an email to Cait.McClanahan@sodexoUSA.com to be featured in our January newsletter.





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Green Teams in Action

During the last year, Sodexho has partnered with Café Rumba Roast and Conexion Americas to develop and teach the Hispanic population in Nashville, TN. **Belmont University's** "Student in Free Enterprise" (SIFE) program has developed the Café Rumba Roast concept while working closely with Sodexho and surrounding businesses including Bongo Java Roasting Company. While serving 100% organic and Fair Trade coffee, the partners hope to develop the Nashville community as well as support local coffee growers in South America. The mission of the Sodexho staff at Belmont, including Rich Katzman, Kyle Grover, April Simmons, and Adam Winstead is to enhance and strengthen the partnership with the students of SIFE and Conexion Americas and to develop new ways to reach out to the Nashville and Belmont community.

Guilford College, Bennett College, North Carolina A&T and North Carolina Central will all be recycling their cooking oils with a company called Piedmont Biofuels and EcoLogic. This transition can save us thousands of dollars that can be put towards the bottom line, special event for students or something fun for employees!

The waste oil from **Berea College's** Crossroads Cafe is collected for use in a new biodiesel project that will eventually create fuel to power the college farm's tractors and other equipment. Not only will it provide Berea with a cleaner burning, independently made fuel, but it will also help students get a head start in the growing field of biodiesel research. The biodiesel project will allow students with interest in sustainable technologies to experience first-hand the process of biodiesel production.

Sysco has implemented XY Routing that maps out the truck delivery schedule "as the crow flies" so deliveries are received based on the location of accounts and not based on who is receiving the delivery. An example of the savings from this system is represented below for Robert Orr Sysco (ROS). For the time period of July, August and September, 2007 versus the same time period last year ROS saved a little over 18,000 miles or 4,000 gallons of diesel fuel. This equates into a savings of 6,711.9 grams of Carbon Dioxide from being dumped into the air. WOW, that's a pretty big number!

Georgia College & State University displays the recycling promotion featured across the southeast in October 2007. The team used cardboard boxes and other recycled materials to create the display. In addition the account make sure to change their Balance Mind, Body and Soul promotions monthly to keep students looking for new items and things happening on campus.



Other Announcements



Don't forget to tell your customers about how many pounds of cans you collected for Caring Cans Across America.

At the January Management Meeting in Atlanta, don't miss your opportunity to learn more about sustainability and how you can market it at your account!

