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Washington

**Tom Karier**  
Washington

**Melinda S. Eden**  
Oregon

**Joan M. Dukes**  
Oregon

September 30, 2010

## MEMORANDUM

**TO:** Council Members

**FROM:** Gillian Charles

**SUBJECT:** Small renewable application at Kettle Foods

Kettle Foods, Inc., provides a great example of a local business pursuing sustainable and energy efficient production and manufacturing practices. On the roof of its headquarters in Salem, Oregon, Kettle Foods installed 616 solar panels generating 120 megawatts hours of electricity annually - one of the largest commercial solar power arrays in the northwest. It also installed high-efficiency compressors to increase the energy efficiency of its manufacturing process, which resulted in 180 megawatt hours of savings annually. At its new LEED® Gold certified facility in Beloit, Wisconsin, Kettle Foods has placed 18 wind turbines on its roof to generate 28 megawatt hours of energy annually.

Jon Green, Kettle Foods Ambassador, will discuss Kettle Foods sustainability efforts in a presentation titled "Chipping Away at Sustainability."

For more information about Kettle Foods sustainability practices, please visit the Kettle Foods website: [http://www.kettlebrand.com/about\\_us/sustainability/](http://www.kettlebrand.com/about_us/sustainability/).

Attachments

Presentation

Kettle Foods Sustainability Initiatives brochure

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# Natural food pioneers



**KETTLE**  
— BRAND —

# Our Products Make It Possible

Kettle Brand®  
Potato Chips



Kettle TIAS!  
Tortilla Chips



Kettle Brand®  
Nuts &  
Butters



Kettle Brand®  
Baked  
Potato Chips



# Our Business Model is Simple:

Make delicious snacks

from

all natural ingredients

and back it all up by a commitment to

sustainable business practices



# Sustainability Efforts



Salem, Oregon  
1978

- ✦ Solar Power
- ✦ 100% Wind Power
- ✦ Flower Power® Biodiesel
- ✦ Support of Organic Farming
- ✦ Wetland Restoration
- ✦ Organic Landscaping



Beloit, Wisconsin  
2007

- LEED Green Building
- 100% Wind Power
- Prairie Restoration
- Agricultural Waste Reuse
- Recycling
- "Chipping In"





Our waste oil is converted into biodiesel





**KETTLE**  
— BRAND —



# Sequential Pacific Biofuels

## Salem





**KETTLE**  
— BRAND —




Advantages of biodiesel include: Supports local agriculture, less tailpipe emissions, reduces foreign oil dependence



Our solar panels make 250,000 bags of chips a year



**KETTLE**  
— BRAND —



We purchase  
offsets for 100% of  
our electricity use  
of 12M kwh/year

16 million lbs of  
CO2 prevented from  
entering atmosphere



A photograph of a wetland landscape. In the foreground, a large blue heron with a long, sharp beak stands on a dark, muddy bank, facing left. The water is calm, reflecting the sky and the surrounding trees. In the background, several ducks are visible on the water and the distant shore. The overall scene is peaceful and natural.

We restore the land where we operate





**KETTLE**  
— BRAND —

Our  
facilities  
are  
certified by  
National  
Wildlife  
Federation



# Mill Creek Restoration 2010

- .8 acres/ 34,860 square feet.
- Improve water quality by creating shade and reducing sediment, etc entering Mill Creek.
- Improve aquatic and wildlife habitat by providing a diverse mix of tree and shrub species.
- Control and or eradicate invasive plant species.

The first to make  
organic potato chips



# New Greener Packaging for Kettle Brand® Chips



- ✦ 20% material reduction by removing paper layer
- ✦ Saves over 22,000 trees per year
- ✦ Over 450,000 lbs reduced landfill impact



First LEED Gold food facility in the U.S.

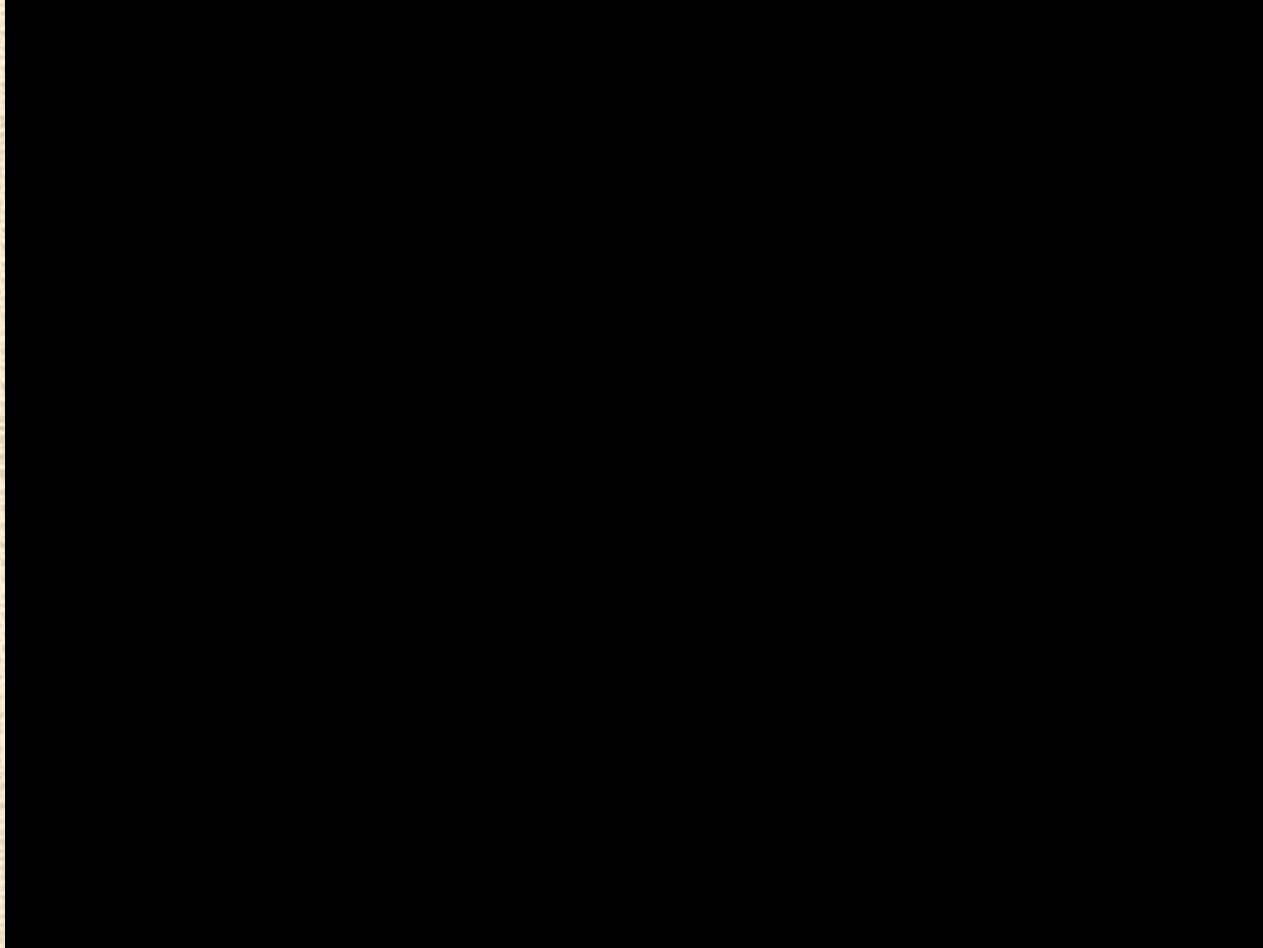


# LEED® and Kettle Foods

- ✦ Committed to innovation in all ways....in its products and how we make them.
- ✦ Lower environmental impact than standard design.
- ✦ Healthier, more pleasing workplace for employees.



# Kettle Foods on NBC Nightly News



Double click on slide to view video



# LEED®



## Leadership in Energy and Environmental Design

LEED® is managed by the U.S. Green Building Council (USGBC), to promote buildings that are:

- Environmentally responsible
- Profitable
- Healthy places to live and work.



# What is LEED®?

LEED® concentrates on six key areas:

1. Sustainable site development
2. Water savings
3. Energy efficiency
4. Materials selection
5. Innovation & Design
6. Indoor Environmental Quality



# Certification criteria

- ✦ To earn LEED® certification, a building project must meet performance benchmarks ("credits") within each of the six categories.
- ✦ Projects are awarded Certified, Silver, Gold, or Platinum level based on total number of credits.
- ✦ Our factory in Beloit, Wisconsin earned a Gold level of LEED® certification!



## ***KEY POINTS OF LEED® GOLD CERTIFICATION***

Site selection did not disturb wetlands or fish.



## ***KEY POINTS OF LEED® GOLD CERTIFICATION***

75% of construction waste materials were recycled and/or salvaged during the building process.



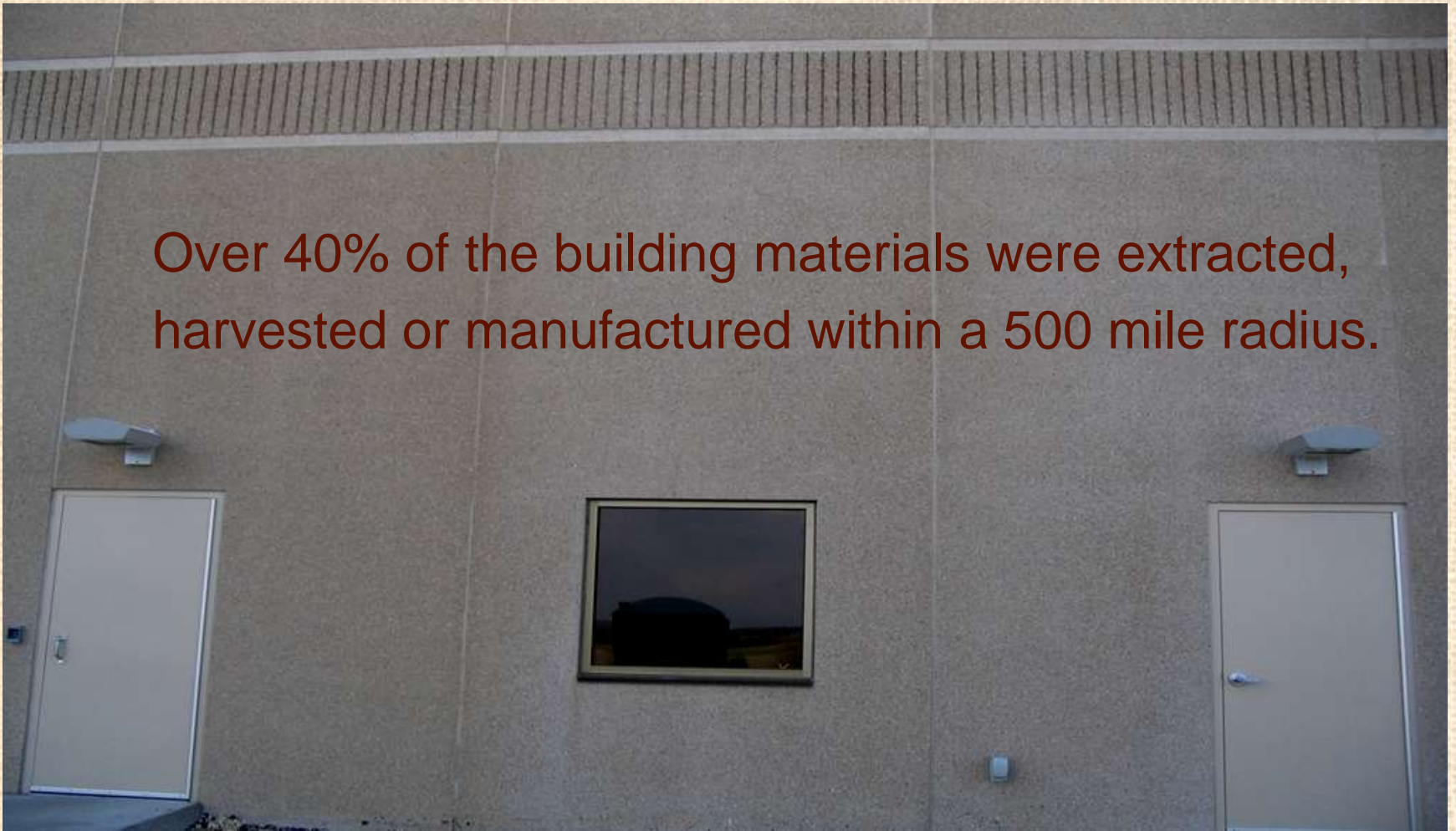
## ***KEY POINTS OF LEED® GOLD CERTIFICATION***



At least 20%  
of the building  
materials  
were recycled  
from a  
previous use.

## ***KEY POINTS OF LEED® GOLD CERTIFICATION***

Over 40% of the building materials were extracted, harvested or manufactured within a 500 mile radius.



## KEY POINTS OF LEED® GOLD CERTIFICATION



- ❖ 5 acres surround the factory have been planted with ***native tall grass prairie***. When mature, will require zero inputs (water, fertilizer, mowing, etc) saving energy and resources.
- ❖ Certified as wildlife habitat by National Wildlife Federation.

## ***KEY POINTS OF LEED® GOLD CERTIFICATION***



Exterior lighting directed downward to reduce light pollution



Interior office lighting controlled with motion sensors

## ***KEY POINTS OF LEED® GOLD CERTIFICATION***



80% efficient fryers and  
variable speed motor save  
natural gas and electricity

## ***KEY POINTS OF LEED® GOLD CERTIFICATION***



### **Water Recycling**

Potato washing water is filtered and reused saving 3.4 million gallons of water a year.

Excess filtered process water is diverted to restrooms, saving an additional 120,000 gallons of water a year.



# ***KEY POINTS OF LEED® GOLD CERTIFICATION***

## **PaperStone™ countertops**

- ✦ Made from 100% recycled paper
- ✦ Formaldehyde free
- ✦ Use half the energy and resources needed to make conventional countertops



## ***KEY POINTS OF LEED® GOLD CERTIFICATION***



Employee Break Room



Packaging Room

Extensive use of natural light.

## ***KEY POINTS OF LEED® GOLD CERTIFICATION***



Air handling systems are designed to allow a higher standard of filtered fresh air into the building. This helps make a healthier workplace atmosphere for all employees.

## ***KEY POINTS OF LEED® GOLD CERTIFICATION***

18 wind turbines In Beloit  
generate over 28,000 kWh/year





# THANK YOU

✿ Jim Green

✿ [jgreen@kettlefoods.com](mailto:jgreen@kettlefoods.com)

✿ 503-586-1506



## **Kettle Foods Sustainability Initiatives**

Kettle Foods backs its natural brand promise with a commitment to sustainable business practices. Green building, renewable energy, habitat restoration, recycling and reuse make up the pillars of Kettle Foods' environmental initiative. The company's current sustainability efforts include:

### Green Building

- Taking a whole building approach to sustainability, the new Kettle Foods factory in Beloit, Wis. is the first food manufacturing facility in the U.S. to receive Leadership in Energy and Environmental Design (LEED®) Gold-level certification for green building.
- The new 73,000 sq. ft. plant meets ambitious green building standards including sourcing over 35 percent of building materials from within 500 miles of the project site, showing that business and the environment can coexist harmoniously.
- By protecting the indoor air quality with Green Seal building materials and extensive ventilation for fresh air and lots of natural light and outdoor views for workers, Kettle Foods has created a healthy, happy workplace for its most important resource – the employees.

### Renewable Energy

- The Kettle Foods headquarters in Salem, Ore. is home to one of the largest commercial solar power arrays in the Pacific Northwest. As a producer of renewable energy, Kettle Foods' 616 solar panels generate 120,000 kWh of electricity annually – enough to make 250,000 bags of Kettle Brand® Potato Chips each year. Installed in 2003 with the help of Energy Trust of Oregon and Portland General Electric (PGE), the solar array reduces Kettle Foods' annual CO2 emissions by 65 tons.
- Atop the new Kettle Foods factory in Beloit, Wisconsin, 18 wind turbines, installed by AeroVironment, generate enough energy to produce 56,000 bags of Kettle Brand® Potato Chips every year - approximately 28,000 kilowatt hours.
- The remaining power not produced by solar panels or wind turbines is 100% wind power. Renewable Energy Credits are purchased through Renewable Choice Energy of Boulder, Colo. to offset 100% of all electricity used in Kettle Foods' U.S. facilities.
- Kettle Foods installed new Next Generation compressors in 2003 to help increase the efficiency of the company's energy consumption and has since been able to reduce energy use by over 180,000 kWh per year.
- Kettle Foods is committed to biodiesel, a renewable fuel resource that greatly reduces tailpipe pollution as compared to regular diesel, creates local jobs and reduces dependence on foreign oil. All waste cooking oil is processed into biodiesel and the company operates three company cars plus a local delivery truck on biodiesel resulting in an annual reduction of 8 tons of CO2 emissions.

### Wetland and Prairie Restoration

- Kettle Foods' headquarters moved to its current location in 1999 and set out to restore a federally designated natural wetland on the company grounds. Invasive non-native species including Himalayan blackberry bushes and Scotch Broom were removed and the grounds were replanted with native plants such as Aster, Camas, Red Alder, Lupine, and Sword Fern in addition to aquatic plant species such as Wapato and Marsh Pennywort which enhance biological diversity in the wetland pond.
- In the past five years Kettle Foods has welcomed back a wide variety of native plant species and watched the local wildlife flourish. After the restoration, Great Blue Herons returned to the wetland and have nested on site since 2000. The birds are a favorite sight for both visitors and employees.
- To encourage employees and community members to enjoy the newly restored wetland, Kettle Foods created a public trail system with benches and installed interpretive signs describing plant and tree species and identifying the various birds and animals living on the grounds.
- At its new state-of-the-art production facility in Beloit, Wis. approximately five acres of native prairie grasses have been planted on the campus surrounding the building. This mixture of native grasses is very similar to what covered the land prior to human intervention. Once established, these perennial grasses and flowers will attract native wildlife and will require very little maintenance such as mowing and fertilizing, thus greatly reducing the energy needed for maintenance.
- To encourage Kettle Brand® Potato Chip fans to create their own certified backyard habitat for flora, fauna and local wildlife, Kettle Foods partnered with National Wildlife Federation in 2008 to launch Backyard Barbeque™, donating \$1 for every backyard certified.

### Recycling and Reuse

- None of Kettle Foods' agricultural waste enters the waste stream. Everything from uncooked corn and raw potatoes to finished potato chips that don't make the grade goes to companies that use it either for composting or for animal feed.
- Every year Kettle Foods recycles over 360,000 lbs of cardboard, 10,000 lbs of plastic stretch wrap, 9,000 lbs of magazines and office paper as well as glass, metal, paint, fluorescent light bulbs and "techno trash" such as computer components, video tapes and CDs.