

CLAYTON GREEN
DINING: A Waste Reduction
Opportunity

SAC Meeting
July 16, 2024



Emissions and Food Waste

Approximately 30% of U.S. food is wasted and is the most abundant material sent to landfills and incinerators.

Restaurants are major producers of food waste.

Methane is produced when food breaks down in landfills

- EPA estimates landfills are the 3d largest source of human-caused methane emissions (~23M gasoline cars driven for a year).
- Landfills produce almost **three times** more methane than reported – equal to dozens of coal-burning power plants

In 2015, U.S. set a goal to cut food waste **in half by 2030** but food waste has only **increased**.

What is the Green Dining Alliance (GDA)?

GDA: earthday365 restaurant certification program to reduce restaurants' environmental impact.

- Sponsored by St. Louis-Jefferson Solid Waste Management District, MO Dept. of Natural Resources, Sauce Magazine, Garrett Paper & St. Louis County Dept. of Public Health.
- Since 2012, certified over 100 restaurants, breweries, coffeeshops, bakeries, food trucks and caterers including: MOBOT; Missouri History Museum; St. Louis Art Museum; Ibbey's and Whittemore House at WU; Danforth Plant Science Center; SLU; and Principia College.

GDA Mission Overview

- Reduce CO2 footprint through energy efficiency
- Reduce food waste to decrease costs and GHG emissions
- Reduce single-use plastic waste and bans styrofoam – a toxic, non recyclable product
- Improve recycling and composting, reduce cross contamination, and grow education and awareness of staff, area businesses, and residents
- Encourages purchases from local sustainable vendors

GDA Districts

GDA District: 25% of independent restaurants in commercial districts are GDA certified

GDA District Mission

- Measure total waste footprint and encourage other sustainability initiatives.
- Receive recognition and customer loyalty.
- Establish a sense of place through sustainability

Restaurant Benefits

Grants to support sustainable initiatives:

- Reimburse composting costs up to **\$240/year**
- Plastic Waste Reduction Grant of up to **\$500** to supplement reusable product replacement of plastic disposables
- Potential access to **subsidized compostable products** through [earthday365](https://www.earthday365.com)

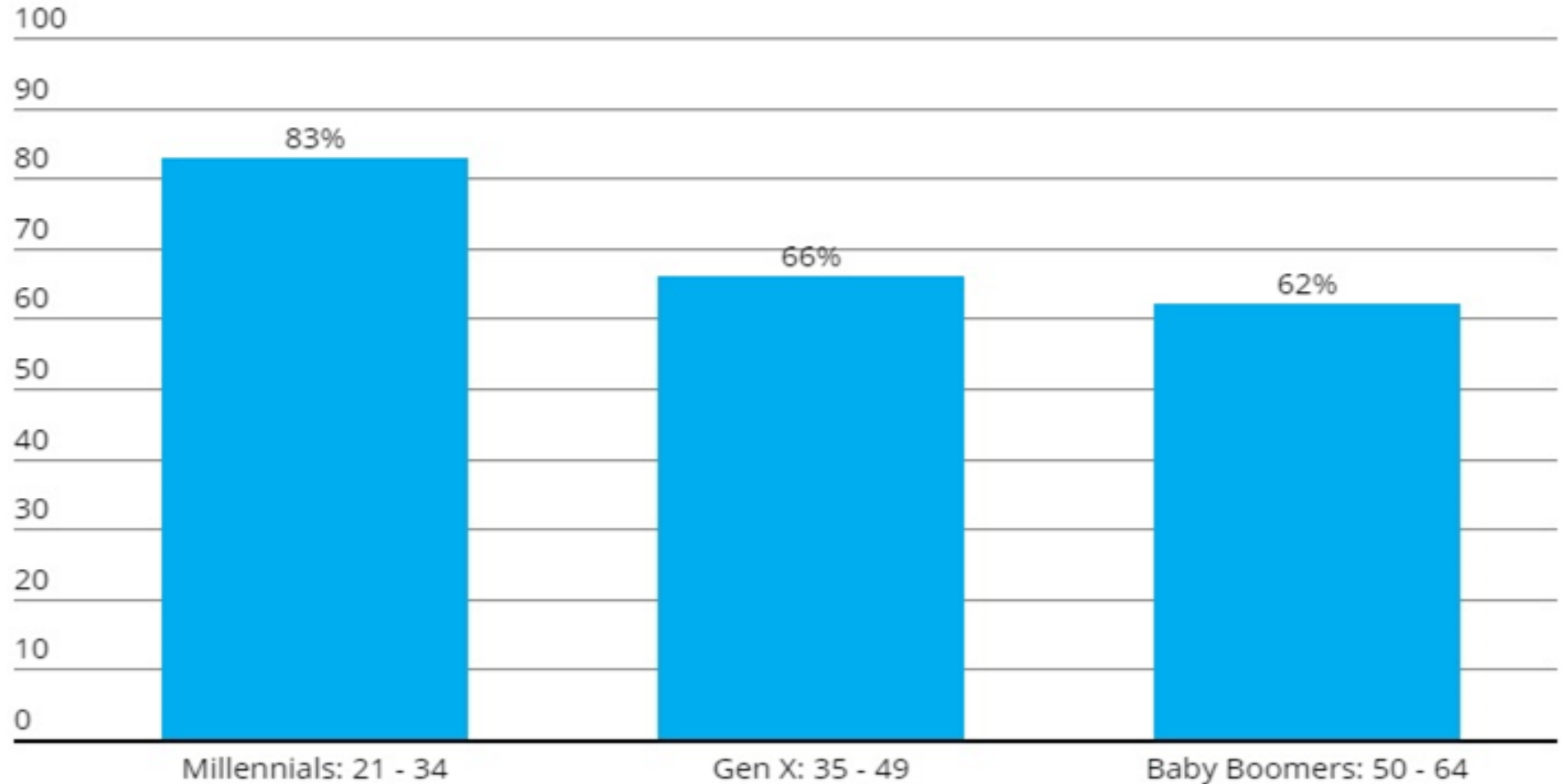
Marketing:

- Listing in Sauce Magazine and Healthy Planet (Feast Magazine in 2023)
- Social media and newsletters spotlight GDA and sustainable achievement by each participant

Clayton Benefits

- Promote higher recycling and composting participation with lower contamination rates
- Create awareness/education around waste diversion.
- Third party certification prevents greenwashing
- Attract patrons who value sustainability and will support Clayton businesses

Customers, especially millennials, prefer to support companies with environmental policies



GDA Program Costs

GDA Costs:

- Initial Certification - **\$250**
- Subsequent Recertification - **\$200** (annually)

Cities offering subsidies:

- Maplewood: \$100 for certification/recertification
- Cortex: \$250 for certification (working on annual)
- Brentwood: \$100 for certification/recertification
- Webster Groves: Microgrants up to \$1,000 and \$3,000 includes certification fees (Up to \$50K)

Potential Costs City Wide

Costs for GDA subsidy to all Clayton restaurants (assuming 55 restaurants, including current members):

50% GDA Fees:

25% Participation: \$1,750 in Year 1; \$1,400 annually

50% Participation: \$3,500 in Year 1; \$2,800 annually

100% Participation: \$6,875 in Year 1; \$5,500 annually

100% of GDA Fees:

25% Participation: \$3,500 in Year 1; \$2800 annually

50% Participation: \$7,000 in Year 1; \$5,600 annually

100% Participation: \$13,750 in Year 1; \$11,000 annually

Questions?

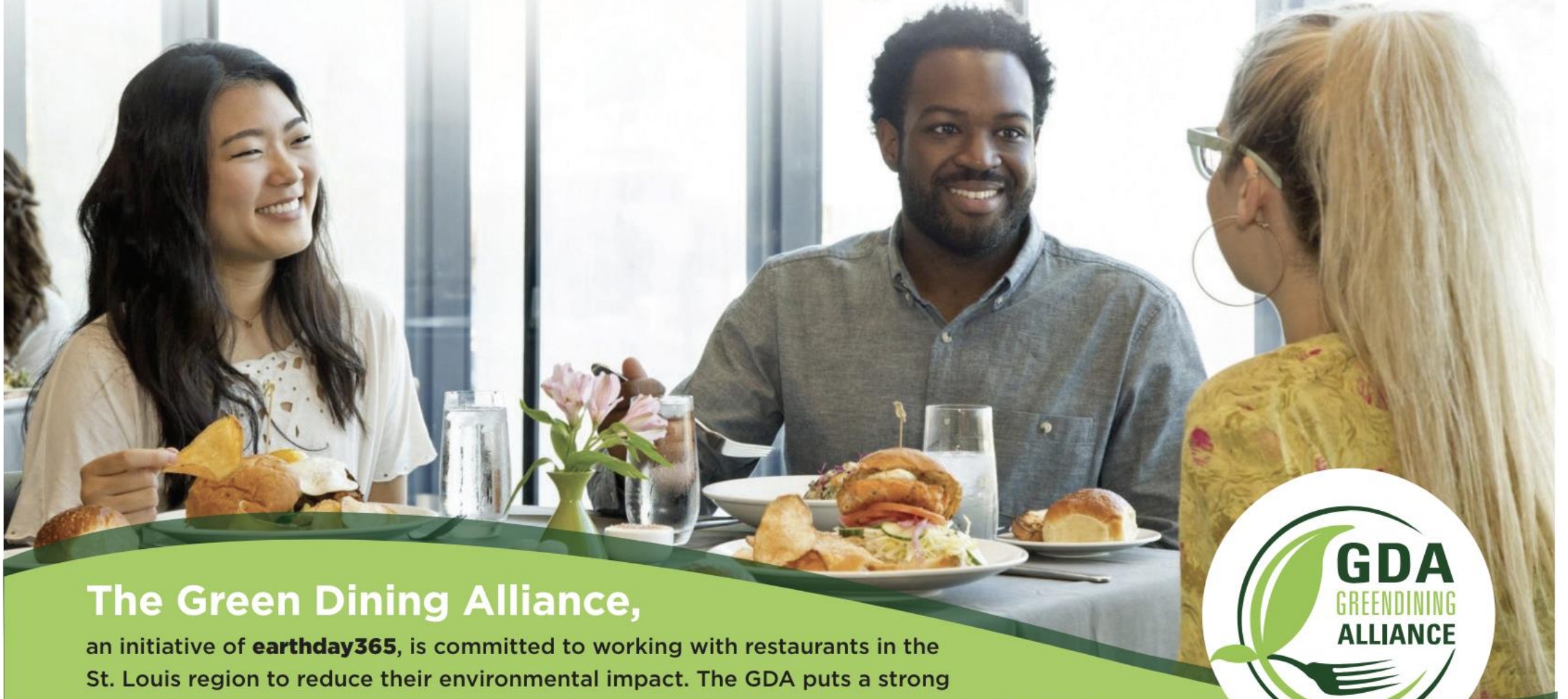
A Green Dining District in Clayton

Propose to start small and build on “wins”

- Begin in Demun (6 restaurants) - Kaldi's is a lapsed GDA member, Clementine's Ice Cream is GDA certified in Lafayette Square, and plant-based Seedz is likely a good fit
- Follow with Hanley/Wydown (6 restaurants) and Downtown (~43 restaurants) - Downtown GDA members include Avenue, Crushed Red, and Pastaria

Communication and marketing support in Clayton Connections and City Views.

Join the Green Dining Alliance



The Green Dining Alliance,

an initiative of **earthday365**, is committed to working with restaurants in the St. Louis region to reduce their environmental impact. The GDA puts a strong emphasis on reducing, recycling, and composting restaurant waste, operating facilities with energy efficiency, water conservation, education and awareness, and sourcing sustainable food, to-go ware, and cleaning supplies.



greendiningalliance.org

GDA CORE CONCEPTS

💡 Recycle 💡 Ban Styrofoam 💡 Phase in efficient lighting 💡 Set goals for waste reduction + diversion 💡 Share baseline data with GDA 💡 Train + educate staff about waste diversion



WHY JOIN THE GDA?

The Green Dining Alliance offers customized, easily implemented strategies to help minimize your environmental impact, meeting you where you are and guiding you along your sustainability journey with cost-effective solutions.

GET CERTIFIED IN 4 EASY STEPS!

- 1 Commit to the Core Concepts.
- 2 Schedule a GDA on-site evaluation.
- 3 Score at least 100 points on the GDA audit.
- 4 Pay membership fee (\$250/first year, \$200/subsequent years).

VALUE

Certification means validation: Our third-party certification program proves you are working towards a sustainable future.

Marketing: We promote your hard work to the community through *Sauce Magazine*, *Healthy Planet*, newsletters, and social media.

Tools & resources: We do the research to find the best products and services for the environment so you don't have to.

Financial assistance for sustainable practices: We help you access grant funding for composting and plastic waste reduction.

Consultation: The GDA provides an in-depth report with targeted strategies to help reduce your impact.

Education and networking: The GDA does training for staff and provides opportunities to network with like-minded businesses in St. Louis.



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