



GREEN ACHIEVER NEWSLETTER

February 2012

Dear Deb,

Well, spring is just around the corner but with temperatures and rainfall lower than average this month, it certainly doesn't feel very spring-like!

Scientists are claiming that the freezing temperatures that have hit most of Europe in the last few weeks are directly caused by global warming. An increase in temperature in the Arctic region causes sub-Arctic and Arctic air to be pushed down to lower latitudes resulting in periods of extreme weather. Right now, as it's trying to snow outside our offices here in Shrewsbury, there has never been a better incentive to tackle climate change! In less than four weeks, Climate Week 2012 will be kicking off with many ways to inspire and encourage others to be more environmentally responsible... as well as having fun along the way.

This month we also bring you company profiles from four of our fantastic Silver Award businesses and details of Green Achiever's partnership with Heart of England Fine Foods.



Climate Week, 12 - 18 March 2012

Climate Week is Britain's biggest climate change campaign and is only four weeks away! It hopes to inspire businesses, schools, community groups, councils and many other sectors to raise awareness of climate change issues by staging events and taking part in Climate Week challenges. There will be a secret challenge that will take place on Monday 12 March 9.00am until 2.00pm and an hour long challenge that can be done at anytime during Climate Week. Teams need to come up with innovative and creative solutions to an unseen challenge.

There are a number of other ways to get involved, from cooking a low carbon meal; hosting a Climate Change Pub Quiz; organising a Swap, Recycling or Up-cycling event; walk, cycle or use public transport or inspire others to take actions to be more environmentally friendly. For more information and other ideas as to how to tackle climate change see www.climateweek.com

Heart of England Fine Foods and Green Achiever join forces!

A pilot project developed by the team at Green Achiever in conjunction with HEART OF ENGLAND Fine Foods (HEFF) is proving to be very successful. Participation in the pilot project is free of charge to a limited number of HEFF members and includes E4environment's consultancy fees and Green Achiever membership for a year. Participants receive a regulatory health check report, a bespoke declaration of environmental commitment, a 12-month improvement programme, fortnightly information newsletters and on-going environmental advice and support.

www.heff.co.uk



Kraft Foods reduces waste by half

Kraft Foods has achieved its goal of reducing its global manufacturing waste by 50% since 2005, with 36 of its facilities sending zero waste to landfill.

According to Kraft's vice president of sustainability, Christine McGrath, "Our strategy is simple - generate less waste and find new uses for the waste we do produce. And our employees are doing just that."

Employees are key to the success of the sustainability programme, with staff encouraged to find new ways to improve efficiency by changing their behaviour, business practise and culture including extracting value from waste.

As a result, 90% of manufacturing waste is now being recovered with many by-products being used to produce renewable energy. In Austria the by-products from coffee production, the bean husks or 'chaff' are sent to a biomass power plant; in the USA, three plants are sending food waste such as corn skins for use in animal feed.

Also in America, the Kraft plant that manufactures Philadelphia cream cheese is in the process of building an anaerobic digestion plant, which will turn waste whey into biogas, which will in turn be used by the local power grid.

In addition to this, in China inbound shipping containers have been replaced with reusable cartons reducing carbon waste by 25% and allowing 90% of containers to be reused.

For more information about how Green Achiever can help with your waste reduction, recycling or anaerobic digestion, please call 01743 343403.

A reminder of Green Achiever price increase

As from **Thursday 1 March**, Green Achiever prices will increase for 2012 as follows -

- Self-Assessment - £120 (excluding VAT)
- Silver and Gold Awards

~ for businesses of up to 20 employees - £330 (excluding VAT and expenses);

~ for businesses with 20 or more employees - £660 (excluding VAT and expenses).

In order to avoid paying the increased rate, we are happy for you to pay now for your

2012 progression or renewal, at the old price, irrespective of your renewal month. Your progression or renewal will take place at the usual time.

Company Profiles - Silver Members



Just Rachel - Silver Award

Bromsberrow (Herefordshire) based Just Rachel is an award-winning producer of award winning ice creams, sorbets and desserts. Rachel Hicks, proprietor of Just Rachel said, "I was delighted that the business achieved Silver status in the Green Achiever scheme. We try to minimise the impact of the business on the environment in many ways. We source local ingredients, which means fewer food miles. We compost all our organic waste and recycle as much of the rest as we can. This award shows our customers that when they buy our products they can be sure that not only are they buying a luxury product, they are also buying a product that has a low impact on the environment."

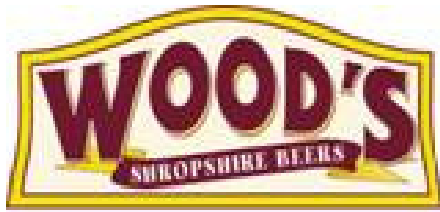
www.justrachel.com

LUDLOW TRADITIONAL SMOKEHOUSE

Ludlow Traditional Smokehouse - Silver Award

Ludlow Traditional Smokehouse provides the finest quality smoked foods, with a bespoke service for local meats and cheeses. Martyn Emsen, owner of the Ludlow Traditional Smokehouse said, "Our process from start to finish is imaginative and green. The brine cure is used as a weed killer once the process has been completed. The wooden boxes that the fish is delivered in are chipped and used to light the kilns. Our drying room is designed to incorporate ceiling and wall shutters to create natural free airflow, with no need for any artificial sources of power. The kiln itself is powered by a good old fashioned match, using the traditional draught method, with no electric fans. There are no timers, just the skill of the artisan kiln-master. Wood shavings are collected from a local sawmill, recycling his natural waste product. All refrigeration is attached to a heat reclaiming unit which warms the packing room. During the rebuild, all walls and cavities were filled with natural wool insulation. No polystyrene is used in the packaging for the online shop. We use only natural wool insulated parcels, which uses less fridge packs. Customers are encouraged to post back or re-use all outer packaging wherever possible."

www.ludlowtraditionalsmokehouse.co.uk



Wood Brewery - Silver Award

Since it started brewing real ales in 1980, The Wood Brewery has become one of the best known in Shropshire. Its top-selling bitter, Shropshire Lad, is widely available as a cask-conditioned draught beer or in bottles. Commenting on its approach to the environment, Edward Wood, MD at The Wood Brewery, said, "The Wood Brewery has developed a culture of concern for environmental issues and this is integral to how the company operates. We currently recycle as much waste as is possible - malted barley to stock feed and spent hops to mulch. We transport beer in bulk containers to the bottling plant, where it is then bottled into lighter-weight glass to further reduce transport costs and fuel usage, operate a backhauling for freight deliveries and collections wherever possible and have developed a cask washing process which recycles the caustic cleaners."

www.woodbrewery.co.uk

Great Ness Oil Ltd - Silver Award

Shrewsbury based Great Ness Oil Ltd sells its range of products UK-wide through independent retailers, supermarkets and online at www.greatnessoil.co.uk. Director David Nunn said: "We are actively aware of the responsibility of having stewardship of the land and have always farmed with the environment close to our hearts using only the minimum amount of chemicals and fertilisers. It goes without saying therefore the growing of genetically modified crops has no place at Great Ness. This environmental stewardship approach has been extended to our production and operational processes as well. The waste cake bi product becomes animal feed and the residual oil goes to make biodiesel. No chemicals are used in the processing of the oil, no effluent is flushed down the drains and the equipment we use has been designed to reduce both wastage and energy usage. We have identified and comply with all environmental legislation relevant to our business activities and we are completely committed to preventing pollution and reducing our impact on the environment."

www.greatnessoil.co.uk

Blue Sky Botanics - Conditional Silver Award

Ross-on-Wye based Blue Sky Botanics, manufactures botanical extracts for the health, beauty, food, beverage and herbal supplement Industries from herbs, flowers, fruits, vegetables and seaweeds. James Lambe, MD at Blue Sky Botanic, said, "Blue Sky Botanics has a culture of concern for environmental issues and this is integral to how the company operates. The positive steps we are already taking include actively using 'green chemistry' manufacturing processes and an ethical and sustainable trading policy, sourcing sustainable raw materials and ingredients wherever commercially available, recycling as much waste as possible; botanical waste as farm compost, use of an on-site reed bed and recycling waste cardboard; the installation of an air-source heat pumping system in the

manufacturing plant and the refurbishment and insulation of our offices to reduce energy consumption."

www.blueskybotanics.com

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Sincerely,

Mandy Stoker
Green Achiever Scheme