

E A T S

EATERIES ACTING
TOWARDS
SUSTAINABILITY

A Green Restaurant Certification Program



INTRODUCTION

EATS program aims to recognize food service businesses that are taking steps to reduce waste. Three certification levels are available, and program guidelines provide information on how to qualify for each level.

A voluntary certification program is available for those in the food service industry who wish to participate, aiming to acknowledge the hard work of these establishments instead of imposing stricter regulations on business owners.



INCREASED
COMMUNITY
PRESENCE

EXPANDED
CUSTOMER
BASE &
MARKETING
OPPORTUNITIES

CREATE
STRONGER
RELATIONSHIPS
WITH
CUSTOMERS

SAVINGS
FROM
ENERGY &
WASTE
REDUCTIONS

CREATE
STRONGER
RELATIONSHIPS
WITH OTHER
BUSINESSES

These levels are designed to ensure that all food service businesses in the City of Harrisonburg have the opportunity to be recognized as environmentally friendly without complicated rules or costly requirements.



LEVEL 1

SPROUT LEVEL

LEVEL 2

BLOOM LEVEL

LEVEL 3

HARVEST LEVEL

Benefits of **CERTIFICATION**

ACCORDING TO FORBES MAGAZINE..

Generation Z shoppers prefer to buy sustainable brands, and they are most willing to spend 10 percent more on sustainable products.

Millennials are the most likely to make purchase decisions based on values and principles (personal, social, and environmental).

**CONSUMERS ARE FOUR TIMES MORE LIKELY TO SUPPORT A
PURPOSE-DRIVEN COMPANY THAT'S ENVIRONMENTALLY AND
SOCIALY RESPONSIBLE OVER BRANDS THAT ARE NOT.**

MARKETING AND ADVERTISING FOR EATS MEMBERS

The completed tier level of each business will also be recognized on the websites and social media pages of the City of Harrisonburg Public Works, Harrisonburg Tourism, Harrisonburg Downtown Renaissance, Harrisonburg-Rockingham Chamber of Commerce and other media partnerships as they develop!

HARRISONBURG
DOWNTOWN RENAISSANCE
Special feature on Taste of Downtown

HARRISONBURG TOURISM
Special blog post for green restaurants
Filter option on dining website for
restaurants in the EATS program

HARRISONBURG PUBLIC
WORKS
Highlight in our Environmental and
Sustainability Newsletter
Featured on posters at the Blacks Run
Clean Up Day Green Scene
Press releases

HARRISONBURG-
ROCKINGHAM CHAMBER
OF COMMERCE
Highlighted in both chamber of
commerce newsletters

TOPICS OF CONCERN FOR EATS

WASTE REDUCTION

When you transform something old into something new, it benefits the environment in a number of ways.

Some of these benefits are materials and natural resources aren't wasted, energy is saved during the manufacturing process and there's less waste going to landfills. Not to mention, it helps keep wildlife safe.

FOCUS AREA 5

FOOD WASTE DIVERSION

When surplus food ends up in a landfill, it emits millions of pounds of methane and CO₂, and wastes resources like water, land, and labor. This has consequences for our planet, which has consequences for its people.

FOCUS AREA 5

FOOD POLICY

Keeping ingredient shopping local (less than 100 miles) is a great way to minimize the waste your restaurant's kitchen produces. Climate change and food security are deeply intertwined, which is why we need to address both.

FOCUS AREA 3

ENERGY REDUCTIONS

Restaurants are extremely energy intensive, using about five to seven times more energy per square foot than other commercial buildings, such as office buildings and retail stores. High-volume, quick-service restaurants may even use up to 10 times more energy per square foot than other commercial buildings.

FOCUS AREA 1

LAND USE

Introducing green spaces provides opportunities for promoting positive social and environmental outcomes and an efficient use of resources.

FOCUS AREA 2

1

LEVEL ONE: SPROUT

Your sustainability efforts are just taking off! You've sowed the seeds and now with some extra love and care you will watch your sustainability efforts grow!



PREREQUISITE: ASK FIRST

The “Ask First” policy is pretty straight-forward: before your staff gives out a glass of water, straws (including in mixed drinks), to-go packaging (e.g., coffee in a to-go cup instead of a mug), plastic cutlery, bags to carry food out, and even plastic sauce cups, ASK FIRST. Are they taking their food straight home? Have they brought their own containers? It will take some practice to train ourselves and our patrons to recognize these trash items as products of convenience.

PREREQUISITE: WATER USE AND FOGS POLICY

Ensure your business handles fats, oils and grease in a legal and environmentally sensitive manner and prevents harmful downstream impacts. Water flowing into storm drains is carried untreated directly to our waterways. Keeping pollution out of storm drains is crucial to maintaining our water resources.

+

10 ADDITIONAL POINTS IN ANY CATEGORY OF
YOUR CHOOSING

2

LEVEL TWO: BLOOM

You're starting to see your hard work pay off! Things are growing and others can really see the time and dedication you put into your sustainability.



CONTINUATION OF ALL PRACTICES IN
LEVEL ONE

PREREQUISITE: PHASE OUT SINGLE USE PLASTIC

Explore sustainable alternatives to plastic straws, plates, utensils, bags, and condiment packets you use with your current suppliers/vendors (e.g., reusable, compostable, and biodegradable.) This can apply to dine in or take out materials. Select alternatives that work for your business model, operations, and economics.

STAFF WILL NEED TO SEE FIVE (5) SINGLE USE ITEMS THAT HAVE BEEN SWITCHED TO A REUSABLE, RECYCLABLE OR COMPOSTABLE MATERIAL

+

20 ADDITIONAL POINTS IN ANY
CATEGORY OF YOUR CHOOSING

3

LEVEL THREE: HARVEST

Now you can reap your rewards! You have worked hard and you can enjoy the fruits of your labor. Feel free to share your sustainability harvest with others so that they can learn how grow their own program!

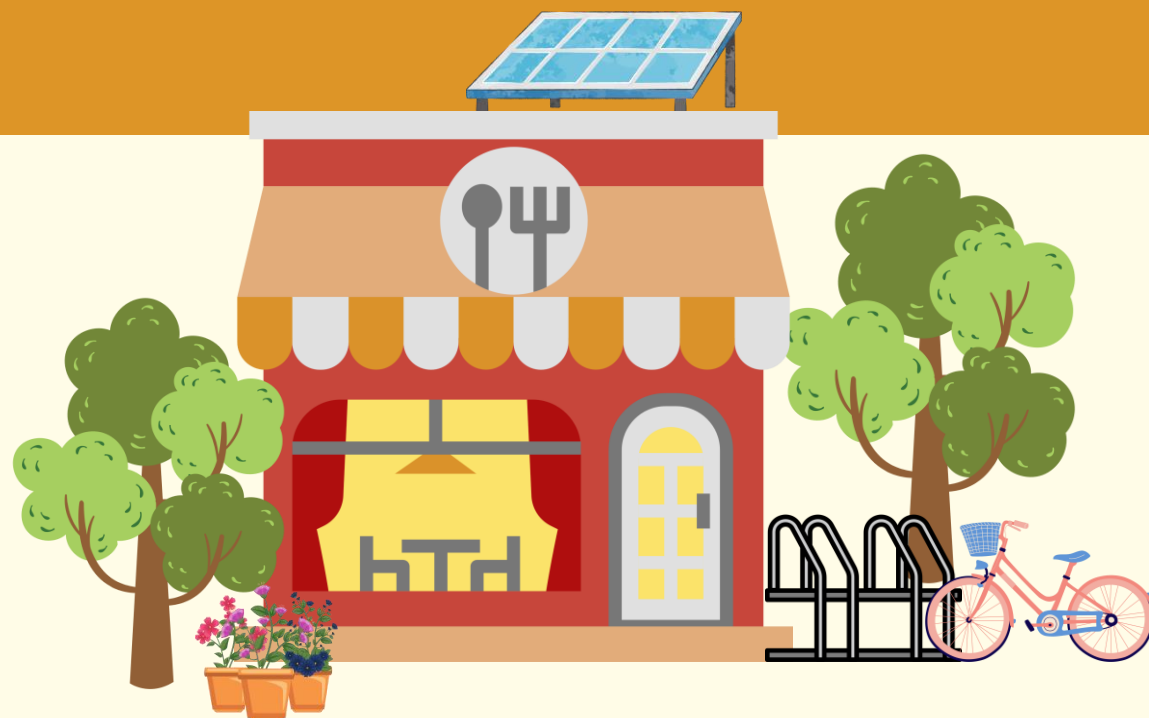


CONTINUATION OF ALL PRACTICES IN LEVEL ONE
AND TWO

40 ADDITIONAL POINTS IN ANY CATEGORY OF YOUR
CHOOSING



**10 OF THE 40 POINTS NEED TO COME FROM THE ENERGY
REDUCTION CATEGORY**



WHAT CAN YOU GET POINTS FOR?

CATEGORIES

• Waste Reduction	51	PTS
• Food Waste Diversion	42	PTS
• Food Policy	59	PTS
• Energy Reductions	114	PTS
• Additional FOGS	63	PTS
• Land Use	10	PTS

TOTAL REQUIRED POINTS FOR
THE HARVEST LEVEL (LEVEL 3)
IS 70 POINTS

Waste Reduction Practices			
Recycling			
Practice	Notes	Point Value	Awarded Value
Plastic - BOH	Only #1 and #2 plastics are accepted at the Harrisonburg Recycling Convenience Center	5	
Glass- BOH		5	
Aluminum and Tin- BOH		5	
Paper- BOH		5	
Cardboard- BOH		5	
Plastic - FOH	Only #1 and #2 plastics are accepted at the Harrisonburg Recycling Convenience Center	10	
Glass- FOH		10	
Aluminum and Tin- FOH		10	
Paper- FOH		10	
Cardboard- FOH		10	
Batteries		2	
Hazardous Wastes	Paints and Chemicals	1	
Grease		2	

Maximum Possible Points	410
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HOW IS THIS DIFFERENT THAN OTHER GREEN RESTAURANT PROGRAMS?

Virginia Green Application Processing Fees		
Attraction Type	Commitment Level	Fully-Certified
Restaurants, B&Bs, Wineries, Breweries, & “Smaller” Attractions	\$50	\$75



By not requiring applicants to pay to apply, we are making the program accessible to more business owners.

Disposable Food Service Items
☐ We do not use polystyrene ****REQUIRED****
If there are any items of this nature that you must keep using for some reason, please provide explanation.



During the COVID-19 Pandemic, a lot of businesses relied on Styrofoam. While the world is adjusting to a Post-Pandemic world, restaurants are still trying to figure out the best way to move forward. By allowing businesses to still use Styrofoam, we can keep the program low barrier while rewarding those who make the switch with more points.

CURRENT MEMBERS OF THE PROGRAM!

BLOOM/ LEVEL TWO



HARVEST/ LEVEL THREE



a **BOWL** of **GOOD**



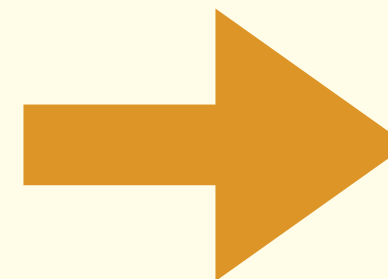
WASTE REDUCTION AT WORK

GRILLED CHEESE MANIA RECENTLY SIGNED UP FOR COMPOST PICK UP WITH BLACKBEAR.

THEY WERE PAYING ROUGHLY \$160 ONCE A WEEK FOR TRASH PICK UP.

THEY NOTICED THAT THEY WERE COMPOSTING A LOT MORE THAN THEY WERE THROWING AWAY IN THEIR DUMPSTER.

THEY WERE ABLE TO DECREASE THEIR TRASH PICK-UP TO TWICE A MONTH



EATS

