



## Media Guide

### **Event boiler:**

Dine Sustainably is a weeklong showcase of local restaurants that have made a commitment to pursuing sustainable business practices. These include buying local food, conserving water and energy, keeping food waste and recyclables out of landfills, and helping people meet their basic needs. We also want to educate the public about the benefits of sustainability for the health of our local food ecosystem and our community. Dine Sustainably also doubles as a fundraiser for Sustainable Twin Ports. This year's event will take place from April 27 to May 4. . If you have any questions regarding the information below, please contact Michael Kooi ([mike@mkooi.com](mailto:mike@mkooi.com) / 312-493-4590)

### **2014 Participants**

At Sara's Table / Chester Creek Cafe Kirk Bratrud <a href="mailto:kirk.bratrud@astccc.net">kirk.bratrud@astccc.net</a> (218) 724-6811	Canal Park Brewing Contact: Pepin Young <a href="mailto:pepin.young@canalparkbrewery.com">pepin.young@canalparkbrewery.com</a> (218) 464-4790	Duluth Grill Tom Hanson <a href="mailto:duluthgrill@gmail.com">duluthgrill@gmail.com</a> (218) 726-1150
Fitgers Brewhouse Brad Nelson <a href="mailto:brad@starcreative.co">brad@starcreative.co</a> (218) 279-2739 (venue)	How Sweet It Is Cakes –Contact: Eileen Brown <a href="mailto:ebrown@howsweetitiscakes.com">ebrown@howsweetitiscakes.com</a> (218) 349-9423	Tycoons Alehouse Brad Nelson <a href="mailto:brad@starcreative.co">brad@starcreative.co</a> (218) 623-1889 (venue)

### **Sponsors**

Alakef Coffee Roasters Alyza Bohbot <a href="mailto:abohbot@alakef.com">abohbot@alakef.com</a>	Duluth Coffee Co. - Eric Faust <a href="mailto:eric@duluthcoffeecompany.com">eric@duluthcoffeecompany.com</a>	Lake Superior Brewing Dale Kleinschmidt <a href="mailto:info@lakesuperiorbrewing.com">info@lakesuperiorbrewing.com</a>
Locally Laid Egg Company Jason Amundsen <a href="mailto:jason@locallylaid.com">jason@locallylaid.com</a>	Upper Lakes Foods Contact: Erin Bradshaw <a href="mailto:ebradshaw@ulfoods.com">ebradshaw@ulfoods.com</a>	Vikre Distillery Emily Vikre <a href="mailto:emily@vikredistillery.com">emily@vikredistillery.com</a>

## ***Recruitment & Participation Requirements***

Dine Sustainably 2014 was conceived and organized by Sustainable Twin Ports (STP). Participation for the event was open to all local restaurants who could demonstrate a commitment to sustainability by having at least couple of sustainable business practice or policy currently in place, and who were willing to make a public commit to initiating a new practice in conjunction with the event. The invitation to participate was issued via social media and via a column in The Budgeteer. STP also reached out directly to a number of businesses, based on their “green” profiles and also on personal connections. Potential participants were invited to a recruiting/orientation event describing the program elements and requirements for 2014; this year’s participants signed up for the event subsequently.

## ***Event components***

This year’s event comprises three components:

- 1) A **roundtable discussion** among participants and sponsors for the purpose of sharing best practices and providing peer consulting (held April 14). STP moderated the discussion and created a matrix/guide for participants; this can be made available upon request.
- 2) **Event week (April 27-May 4)**, in which participants share their current sustainable practices with their customers, and commit to initiating a new practice or project. They will communicate this information primarily through table-top displays developed by STP using information gained from the roundtable discussion and from worksheets filled out by participants. Content for each participant is provided below.
- 3) **A fundraising component for STP.** We have printed small donation solicitation cards that are meant to go in the credit card slots in bill covers, or otherwise delivered with customer bills/receipts. They feature a brief message and a QR code so that interested parties can scan and donate online via their smartphones. In the spirit of sustainability, they are meant to be reusable.

## **Table Tent Content**

*General (on all tents):*

### **What Is Sustainability?**

Sustainability means that human systems are NOT consuming resources or producing effects faster or in greater volumes than the global ecological system can process, renew or absorb naturally.

This requires that we reduce or eliminate systematic increases in: 1) Raw materials taken from the Earth’s crust. 2) Synthetic substances produced by society. 3) Physical degradation of nature. 4) Barriers to people’s basic needs.

By pursuing the “triple bottom line” of environmental quality, economic prosperity and social justice, we can create a sustainable society that perpetuates the long-term health of the Earth.

Sustainable Twin Ports aims to accelerate the adoption of sustainable practices by businesses, civic organizations, and our community. To learn more about us, or to support our efforts financially, please go to [www.sustainabletwinports.org](http://www.sustainabletwinports.org).

Material adapted from The Natural Step framework.

## **At Sara's Table / Chester Creek Café**

We support the goal of a sustainable society through the following practices:

- 1) A healthy, wholesome menu that draws from local food sources, generates a small carbon footprint, and emphasizes sustainable practices.
- 2) Landfill waste reduction through recycling and composting, non-disposable china, silverware, and linen napkins, and recyclable/compostable to-go containers.
- 3) Community enrichment via providing with free meeting space, volunteer time, food, auction items, monetary gifts, and onsite fundraising opportunities.

We support the goal of a sustainable society through the following practices:

*Dine Sustainably 2014 Featured Initiative:*

### **Increased Water Conservation**

Goal: Reduce our use of water, chemicals and energy while offering choices to customers that enable them to participate in our conservation efforts. We will ask customers if they would like water when we seat them, as opposed to serving it automatically. We will only fill/refill glasses by request. Over the course of the initiative, we will monitor water use, ice cube production, and the number of glass racks we wash.

Action Steps:

- 1) Audit our present water use to create a baseline for comparison
- 2) Brief staff on initiative and assign roles
- 3) Launch on April 27

## **Canal Park Brewing Company**

We support the goal of a sustainable society through the following practices:

- 1) Built on environmentally rehabilitated industrial site
- 2) Recycling of all plastic, glass and metal, as well as the use of biodegradable packaging
- 3) Efficient energy use, including LED lights, steam-heated water, and hot water reuse

*Dine Sustainably 2014 Featured Initiative:*

### **New On-Site Garden and Composting Area**

Vision: A green, multifunctional space that shows our customers and peers how we can recycle more food waste and grow enough food on-site to sustain as many dishes on our menu as possible.

Action Steps:

- 1) Design garden in partnership with local producers and natural composting experts
- 2) Break ground in late May!

## **Duluth Grill**

We support the goal of a sustainable society through the following practices:

- 1) On-site food production in our parking lot gardens and orchard
- 2) Purchase 27.4 % of our products from local vendors – and growing
- 3) Energy conservation through LED and florescent bulbs, high-efficiency windows throughout

*Dine Sustainably 2014 Featured Initiative:*

### **Complete our on-site aquaponics system**

Vision: We plan to raise fish in our hoop house in a 6-foot wide, 8-foot deep, 20-foot long fish tank. We will then be able to serve the fresh fish on-site. The system will pump nutrient rich water above to two levels of gardens, and then exchange it back into the fish tank.

Action Steps:

- 1) Test water in tank to ensure a healthy environment for fish
- 2) Add fish in mid-summer
- 3) Serve fresh fish in the restaurant by end of summer.

## **Fitgers Brewhouse**

We support the goal of a sustainable society through the following practices:

- 1) Landfill waste diversion through composting and refilling growlers, and by providing materials to local producers of soap and lip balm
- 2) Focus on local food sourcing through our “Brewhouse Beer to Beef” cycle, fish from Lake Superior Smokehaus, MN Free Range Chicken, local elk, and produce
- 3) Brewing locally, as our tap beer creates 1/3 of the carbon footprint of bottled beer from out of town

*Dine Sustainably 2014 Featured Initiative:*

### **Increased Seasonal Menu Options**

Vision: Maximize our use of available local foods by working with regional farmers to coordinate distinctive seasonal menus to offer our customers.

Action Steps:

- 1) Audit current menu options
- 2) Reach out to local farmers and CSAs
- 3) Begin recipe development
- 4) Roll out over the next 15 months

## **How Sweet It Is Cakes**

We support the goal of a sustainable society through the following practices:

- 1) Source many ingredients locally and work directly with many other small businesses in town
- 2) Donate leftover food to CHUM and The Damiano Center to help the less fortunate in our community meet their basic needs
- 3) Minimize volume and impact of packaging by using paper wrap (instead of plastic wrap) for sandwiches and offering takeout boxes by request only

*Dine Sustainably 2014 Featured Initiative:*

### **Front and Back Composting & Recycling**

Vision/Goal: Minimize our landfill waste by 90 percent.

Action Steps:

- 1) Place buckets at every workstation to collect food waste
- 2) Provide recycling bins in our dining area for customers
- 3) Meet with WLSSD to design a long-term system

## **Tycoons Alehouse**

We support the goal of a sustainable society through the following practices:

- 4) Landfill waste diversion through composting and refilling growlers, and by providing materials to local producers of soap and lip balm
- 5) Focus on local food sourcing through our "Brewhouse Beer to Beef" cycle, fish from Lake Superior Smokehaus, MN Free Range Chicken, local elk, and produce
- 6) Brewing locally, as our tap beer creates 1/3 of the carbon footprint of bottled beer from out of town

*Dine Sustainably 2014 Featured Initiative:*

### **Increased Seasonal Menu Options**

Vision: Maximize our use of available local foods by working with regional farmers to coordinate distinctive seasonal menus to offer our customers.

Action Steps:

- 5) Audit current menu options
- 6) Reach out to local farmers and CSAs
- 7) Begin recipe development

Roll out over the next 15 months

## **Frequently Asked Questions**

### ***What is “sustainability”?***

Sustainability means that we are not consuming resources or producing waste faster or in greater amounts than the earth can process or renew naturally. You could also think of it as making sure that we are not living in the present at the expense of future generations.

### ***Why is sustainability important?***

Sustainable practices can help ensure that there will be enough resources in the future – whether that’s tomorrow or years from now – for everyone to meet their needs.

### ***What are sustainable practices?***

Examples include buying local food, conserving water and energy, keeping more waste out of landfills, and helping people meet their basic needs.

### ***What’s the difference between sustainability and environmentalism or “going green”?***

They are very much related. However, sustainability recognizes that people and organizations need to meet their needs in order to make good choices regarding their impacts on the Earth. Businesses need to make a profit, and households need money from good-paying jobs.

### ***Who organized this event?***

Sustainable Twin Ports. They are a local nonprofit committed to accelerating the adoption of sustainable practices in the Northland. They train businesses, educate the public and try to generate awareness through events like this one.

### ***What did your restaurant have to do to participate?***

We had to have some sustainable practices in place, which are listed on the display on your table. We also had to make a commitment to a new initiative, which is also highlighted on the display. We also paid a participation fee, which STP used to organize the event, and for their fundraising. [If you attended the roundtable on April 14, you can mention that, too.]

### ***Where can I get more information?***

You can go to [www.sustainabletwinports.org](http://www.sustainabletwinports.org).

Thank you again for participating. If you have any questions about any of the information listed above, please call 218-382-8787, or e-mail us at [info@sustainabletwinports.org](mailto:info@sustainabletwinports.org).