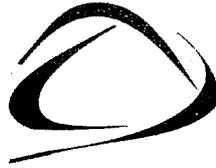


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Go Green



Save Green  
VILLAGE OF HOWARD

# Green Recognition Program Application

Recognizing Village of Howard businesses and homeowners for their actions and initiatives that continue to make a positive impact on the environment.

Applicant Name: Chuck Olsen

Name of Business: Olsen's Piggly Wiggly

Property Address: 2465 Lineville Road, Howard

Phone Number: 920-434-0921

Email Address: c.olsen@shopthepig.com

Type of Business:     Residential     Commercial     Industrial

Name/description of Initiative: Going Green

Check all that apply:

Energy Conservation

Water Conservation

Waste Prevention/Recycling

Sustainability (business approach that creates long-term value by creating a "green" strategy aimed towards the natural environment)

Other: \_\_\_\_\_

Have you previously been recognized by the Village of Howard as a green business?

No     Yes    If yes, when? \_\_\_\_\_

Check all that are true:

Our business has a green team or established plan on ways to go green.

*In the process*

[ ] Our business provides training or documentation to employees on implementing green business practices.

[ X ] Our business encourages "green" practices to customers, peer businesses, and/or vendors.

[ X ] Our business participates in webinars or organizations to stay current on green opportunities available to our field.

[ ] Our business has calculated its carbon footprint.

[ X ] Our business is involved in the community.

Explain: *Olson's Piggly Wiggly provides over 120 jobs to this community, we are also involved in many fundraising activities for Churches, Schools, and local clubs.*

- Please provide a one-page summary regarding your green initiative. Discuss when the practices were initiated and share any results, if applicable. Inclusion of quantitative data is encouraged (i.e. kWh saved, annual \$ savings). Attach any pertinent photographs or documents (such as your current business plan) to your application. If you previously received recognition from the Village of Howard, please explain how your efforts are being continued and any new initiatives in the last year.

### **Awards and Evaluation Timeline**

The Go Green Save Green Taskforce will distribute Green Recognition Program materials continually throughout the year. Every year on Earth Day, the Go Green Save Green Taskforce will announce the Green Business of the Year.

To be considered for the Green Business of the Year Award, application and summary statement must be received by **Friday, March 11, 2010**. Both documents are required for the Green Recognition Program and Green Business of the Year achievements.

Please send completed applications to:

Howard Village Hall  
Attn: Jamie Belongia  
[jbelongia@villageofhoward.com](mailto:jbelongia@villageofhoward.com)  
2456 Glendale Avenue  
Green Bay, WI 54313

The Go Green Save Green Taskforce will review applications and announce award winners on Earth Day: **Friday, April 22, 2010**. All recognized businesses and award winners will be invited to attend a Village Board meeting to be formally recognized.

How did you hear about the GGSG Taskforce and recognition program?

Help us reach our community: What other businesses in Howard follow green practices that you know of that we can reach out to?

**Olsen's Piggly Wiggly goes GREEN**  
**January 16, 2011**

Olsen's Piggly Wiggly, 2465 Lineville Road, a family owned and operated supermarket in the Village of Howard since 1986, will be completing a new 11200 sq. ft. addition to the present store in the spring of this year. The project will bring the store to a total of 48000 sq. ft.

The Olsen Family has implemented many ecofriendly features in the following categories:

**Waste Reduction**

- \* We provide plastic bag recycle bins for customers to recycle used plastic grocery bags.
- \* We give our customers a 5¢ refund on each grocery bag they bring in and reuse for their grocery order.
- \* We sell reusable bags so our customers can reduce bag use, and we reward customers by refunding 5¢ of each use.
- \* We recycle all cardboard, cans, bottles and office paper that is generated in the operation of our store.
- \* We recycle all of our used cooking oil from our kitchen to a trucking company which uses it to power their vehicles.
- \* We recycle all of our slightly bruised produce and day old bakery to local food pantries
- \* We donate all of our trimmings from our produce department to the NEW Zoo to help feed the animals.

**Energy Efficiency**

- \* Store is equipped with a heat reclaim system which pulls the heat off of our compressor system, which runs all of the coolers and freezers in the store, and uses that heat for most of the heat and hot water that the store needs.
- \* Store is equipped with an energy management system which controls all lighting, heating and cooling. We have also added motion detecting sensors to turn lights on and off in offices, break room and bathrooms.
- \* Store has 4 large skylights which allow for natural light to enter the store, thus reducing the need for additional lighting.
- \* We are in the process of retrofitting all of our frozen food door cases with new LED lighting, which will save the store over 38,000 KWH per year and give us a \$3816.00 savings on our power bill per year.

\* In the past year we have retrofitted all of our metal halide light fixtures, 67 totals, with new induction lighting; this has given us an annual savings of 109,746 KWH which equals a savings of \$9592.00 savings on our power bill per year. This move also saves us an additional \$9000.00 in reduced cooling and maintenance costs.

\* With the new addition, we will be replacing most of our dairy multideck open coolers with 120 new upright dairy displays which have doors, this will reduce green house gas emissions by 1.04 metric tons per foot which will equal a savings of 273960 pounds of CO2 annually. The new doors use approximately 84% less energy than the open dairy cases currently being used. The store will be much warmer in the winter and will help the air conditioning in the summer. The new case will be much better for the environment as they are built with less steel, copper and aluminum, and also require less refrigerant to run. The electrical savings for the installation of these new dairy doors equals about \$17,000.00 annually.

\* The total savings once all energy upgrades are completed should be approximately \$36,000. per year. We are taking many steps to save energy and reduce our energy bills and carbon emissions; this is money saved that we can pass on to our customers and passes a better community to our children.

#### Cleaner Water

\* We have installed a biofiltration system for our parking lot storm water runoff. This area will have a rain garden area that will be planted with native plants which help in the filtration of storm water.

#### Buy Local

Olsen's is currently trying to buy as much product from local farmers, and suppliers as possible, this helps the local economy and saves energy in the delivery system.

In the planning and building of our new addition, we used as many local contractors as possible to help keep the jobs and money local.