



SUSTAINABILITY: IDEAS INTO ACTION

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CBA is a unique alliance between 3 pioneering craft beer brands. Together, CBA is able to satisfy more consumers, at more times, in more locations, through more authentic, distinct craft beers and brands.

Agenda

1. Benefits of pursuing sustainability initiatives within a brewery
2. Addressing barriers associated with these efforts
3. Collaborative industry efforts
4. Resources available



CBA's Sustainability Approach

- We have responsibility for the ways in which we make our beers → product efficiency from origin to destination
- Select & use raw materials wisely, minimize our waste impacts, conserve energy & water at every opportunity
- Integral to the longevity of our business



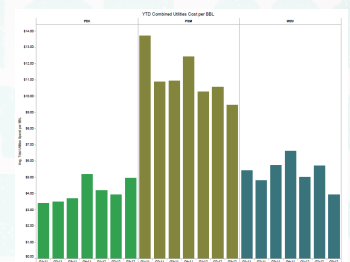
Long term goals:

1. Identify CBA's environmental impact
2. Set sustainability targets & measure
3. Communicate goals to all



Sustainability: Ideas into Action

- **\$\$ Savings!!**
 - Electricity
 - Natural Gas
 - Water
 - Sewer
 - Waste & Recycling
- **Process improvement / product quality**
 - Equipment Life
 - Safety!
- **Strengthen your brands**
 - Tell marketing, consumers, wholesalers, investors, employees, the community
 - Accolades/certifications



Steps into Action

1. Gather data, identify biggest opps (what's driving your costs?)
2. Get buy-in
3. Leverage resources
 - a. Audits / incentives
4. Implement no-cost to low-cost first
5. Track progress, celebrate successes, tell the story
6. Integrate ongoing



Sustainability: Ideas into Action

Addressing & Avoiding Barriers

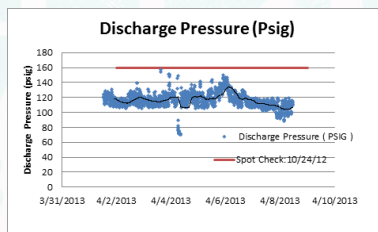
- Management buy-in
- Set targets that are visible
- Proof of payback/ROI
- Participation from all departments
- Integrate into existing jobs: SOPs, PMs
- Maintenance support through trial & error
- Utilize outside/FREE resources
- Leverage your data to show the savings → dashboards, quarterly or annual reporting (this can be simple!)



Sustainability Underway

Biggest Opportunities:

- Spent Grains
- Sewer
- Compressed Air, the “silent utility”
- Refrigeration
- Equipment commissioning



Sustainability Collaboration



Oregon Environmental Council (OEC):

Wineries Carbon Neutral Challenge

- Oregon Wine Board & 14 Oregon wineries
- OEC provided: funding, tools for measurement, plan development to make changes, implementation assistance
- Shared results throughout the industry

www.oconline.org



Sustainability Resources

- Energy Trust of Oregon 
- Oregon Manufacturing Extension Partnership/OMEP
 - Approach of examining efficiencies
 - Fort George: OSU energy audit & environmental assessment, canning line optimization, machine rehabilitation
 - Three Creeks: biomass burner assessment, energy efficiency, future production planning



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- Washington:
 - Puget Sound Energy utility programs
 - WA Dept of Ecology TREE program www.ecy.wa.gov/tree
- Best Practice sharing



Thank you!

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