

# Implementing Sustainability Insights and Perspectives

By:  
Paul Rutledge  
EHS<sup>3</sup> Director  
Johnsonville Sausage  
Sheboygan, Wisconsin  
Co-Chair: AMI Sustainability Committee



## A Bit about Johnsonville Sausage

- Family owned business: Sheboygan Falls, WI
- Provides GREAT sausage products around the Globe
- Member Focused: “Use the Business to Build People”
- Started Sustainability officially in 2007
  - Pretty new at “yet” (Wisconsinism)
  - Becoming more and more a part of the business



# Sustainability Presentation Overview

- Getting Buy In for Sustainability
- A few Key Questions First
- First Steps
- Looking Within for Sustainability
- Gathering Data and Creating Metrics
- Goal Setting
- An Easy Way to Review Sustainable Projects
- Pit Falls
- AMI and Sustainability

# Getting Buy In

- The “Green Bus” is Leaving the Station
  - Look at Media, Government, Customers and the competition
- Many Company Leaders in Wait and See Mode.
- Leadership commitment is key- Gotta sell it!
  - Great for People, Planet, and Profits
  - It can fund itself
- Other Motivators to promote buy in
  - Pending regulation
  - Customer and Consumer Demand



# Answering a few Key Questions First!

- What does Sustainability mean to you and your organization?
  - People- Improving Quality of Life
  - Planet- Improving the Environment
  - Profit- Generating revenue or cost savings
- Why are you and your Company seeking to launch a formal Sustainability Process?
  - Motive must be pure and genuine and focused on the organization versus external pressure
  - “It’s the Right thing to do”
- What Resources will be needed?
  - Commitment and Time



# Defining the First Steps

- Compile a cross functional Leadership Team
  - Operations, Finance, Transportation, Marketing, Sales, RD, IT, Human Resources, Public Relations, Purchasing, Environmental, Safety, etc.
- Focus on Education
  - The Team and the Company
- Look Internally for Sustainability Efforts already taking place.
  - Everybody has a few if not many



# Finding Sustainability from Within

- Ask internal experts!
  - Been doing Sustainability for years
  - Often efficiency translates into Sustainability
  - E.g. Transportation
    - Fleet Management System
    - Auxiliary Power Units (APU's)
    - Aerodynamics
    - Speed Governors
    - Automatic Tire Inflation
    - Tracking Lbs per Mile
  - All Translates into Sustainability



# Gathering Sustainability information and Establishing Metrics

- The places we started
  - Utilities
    - Water, Natural Gas, Electricity
    - Work the numbers into a common understandable metric e.g. “X” gal of water per pound of finished goods
  - Recycling
    - Metal, Pallets, Plastic & Glass, Cardboard, Solid waste
    - Computers, Batteries and used oil



# Goal Setting

- **Start with the Basics**
  - **Goals can be activity based first**
    - Creating Team, Education, Evaluating Capital Projects, Gathering Data, etc
  - **Project Based**
    - Re-Use Projects (Water, Sludge, etc.)
- **Intermediate Goals**
  - **Move into a Utility Reduction Goals**
    - Natural Gas, Water, Electricity
- **More Advanced**
  - **Carbon Impact Reduction Goals**
  - **Public Transparency**



# Sustainability Project Review

- Reviewing new projects for Sustainability Impact
- Implement a “Yes” / “No” checklist for all changes to determine 3P impact.
  - Is the job Safer because of the change? People
  - Does the change increase water use? Planet
  - Does the change save/make money? Profit
- The checklist is reviewed and quantified by the Team.
- Captured in a Database for Members to see

# Beware - Some Pitfalls

- Green-washing
  - Buying and Selling Sustainable Claims
- Understanding Sustainability is more important to some than others.
- Grabbing too much green too early
  - Set achievable goals for the Green Team
  - Not every idea for Sustainability is a good one
    - Usually based on Timing and Impact
    - Members need a place to voice their ideas
  - Every Company is in a different spot on the Sustainability Trail.
- Don't lose steam. This is a long race and winning has yet to be defined.



# AMI & Sustainability

- AMI Committee established in March of 2008
- Many Member Companies Represented
- Collaborative and Non-Competitive Based
  - Best Practices
  - Data Gathering as an Industry
  - Website design to provide Sustainable Program Tools
  - Being a resource for Member Companies
  - Telling our story



# AMI & Sustainability

- Visit the Sustainability Pavillion and Booth S4757 on the Showroom Floor
  - Learn about the Team
  - Evaluate the tools/Technology that can help you with your Sustainability Process
  - Ask about the Survey
    - Many Companies Participated
    - A good measure of your Sustainability Process
- Most of all Share your Sustainability Story



# Key Take-A-Ways

- Start Sustainability with a look inside
  - Chances are you have been doing it for years
- Start with Buy-in and Cross Functional Team Approach
- Reach out for help
  - Other Companies and the AMI
- Remember the wise Frog
  - It Aint easy being Green!



Thank You.

Questions?