



GREEN BUSINESS EVALUATION

Robert's Grill and Market

The Green Alliance will consider the following factors in evaluating your business' commitment to environmental responsibility. This is meant to be a guide, not a test, and will help you think about ways to move toward further sustainability. It will also help us promote what makes you "green" to local consumers and provide transparency to the community. A green business will bring sustainable practices into some or all of the following aspects of commerce: production and service, supply chain management, employment, investment, community relations, and vendors.

Green Products

1. Do you offer a green version of a good or service? What makes it green?

3) Yes, everything
N/A

X2) Mostly (> 50%)

1) Some (<50%)

0) None

Robert's and Bobs as local businesses in the community go out of their way to make sure that all of the products that are provided are local when possible and the best quality. In talking with the owner Michael it is very impressive to hear the long list of local farms, fisherman and businesses he supports. It is one of his main focuses in the way he conducts business and it lowers his environmentally footprint by sourcing products from a shorter distance. They receive 95% of their deliveries from Favorite Foods who is not only local, but uses local bio-fuel company Simply Green for their fuel. By doing this there reducing the businesses footprint tremendously and in the same breath supporting two local Green Alliance partners. Both businesses are working on making more moves to becoming more sustainable. They are both currently looking at switching to all compostable ware and in discussion with Earthtenders to start composting. There are many steps that were taken in the new construction when Robert's was built. There is a state of the art "low tech" storm-water management system, which filters polluted road and roof runoff before it enters Spruce Creek. The system includes rain-gardens, which surround the building. These gardens filter roof runoff through a series of stones and vegetation. Eventually the filtered water passes through a French drain and enters the creek. There is also a porous pavement apron around the edge of the property that is kept porous through the use of "Geo-web" and Geo-textile". These fibers keep the stone parking lot from compressing and continue to allow the layers of various sizes of stone to filter water before entering the creek. There are also large catch basins beneath the surface. In the event that there are large "rain events" these basins will store the overflow of water instead of allowing it to simply pour into the creek. They are also original members of the Spruce Creek Association (SCA) – a very active citizens group charged with stewardship of the creek. They have participated in numerous initiatives with SCA –think tanks, clean up days, removal of invasive plants, planting indigenous plants, advocating good storm-water practices, hosting meetings, donating money and raising awareness about the creek in our restaurant. SCA helped us develop our storm water management system and connected us with the engineer who designed the system.

At Robert's and Bobs they have put the compressors on the rooftop. The cold water line that wraps around the refrigeration compressors warm the water in the lines. The lines then run to their hot water heater for heating. The water is starting with in the hot water tanks is significantly warmer, having picked up the passive heat coming from the compressors, saving energy and money.

Another major focus for Bob's and Robert's is local foods, here is a list of local products: Meat from Wolf Kneck Farm, local goat cheese, local spreads, Spinney Creek Steamers, backyard beauty tomatoes (Madison, Me) Blueberries from Allen Farms, Steamers from Spinney Creek Kittery, Mussels from Blue Hill ME, Shrimp local caught, Haddock local caught ,Whole Belly Clams - Ipswich MA, Scallops - local caught, Maine Crab – ME ,Lobsters – local, Vermont Goat Cheese, Backyard Farm Tomatoes(when possible),Green Thumb Farm Potatoes, Allen Farm Maine Blueberries, Ray's Mustard, Wicked Good Relish from Auburn, ME, Me & Ollie's Bread from Portsmouth NH, When Pigs Fly Bread from Kittery, ME, Maple Syrup, Moxie Soda, Captain Eli' Soda, Beer-Smuttynose, Peaks-Portland, Belfast Lobster Ale, Geary's, Sebago, Allagash, Bartlett Coastal Wine, Maine Root-Root Beer and Ginger Beer, Annabelle's ice cream and produce from Touching Earth Farm, Kittery (CSA).

2. Do you offer it as a choice alongside other non-green products or is it all you offer?

3) Only green products sold 2) More (>50%) 1) Some (>50%) 0) None N/A

Roberts and Bobs strive to offer 90% locally when possible. There are some items on the menu that would not be consider “green”, but they try there best to make the effort to keep things local and affordable.

3. Do you educate the customer about what makes this choice sustainable; encourage it? How do you and your employees keep abreast of sustainability developments in your industry?

3) Yes, education major part of business strategy; aggressive efforts to stay educated 2) Yes, but not central focus of sales/marketing; some on-going education 1) Minimal education 0) No education N/A

Robert’s educates customers about the history and also what they are doing to be more sustainable through their table menus. They don’t encourage customers to make a sustainable choice, but they do encourage local specials and local products in their market store. They keep informed about new developments through the GA.

Bobs is not educating/encouraging their customers yet, but hope to start making more improvements that will be better for the environment and then will look at ways to educate customers. They also keep informed through the GA.

4. Does the customer pay more for the “green” option?

3) Costs less or same 2) costs a little more 1) Costs significantly more 0) almost cost-prohibitive N/A

No, there is no compromise on sourcing products locally for Robert’s and Bob’s.

5. Is there a greener version of your product? If so, what prohibits you from offering it?

3) No, offer the greenest 2) Yes, working toward offering 1) Yes, but not in business plan 0) Yes, no intent to offer N/A

Both Robert’s and Bob’s are looking into offering alternatives to all of the plastic silverware and products they use. One of the big things that they are looking into is getting reusable baskets for Bobs. That will be a huge cost savings and it will be less waste leaving Bobs. The challenge for both Bobs and Roberts is mostly time and energy, cost, and accessibility.

6. Green Products that you plan on offering in the future?

3) Yes, tangible plans with date 2) Yes, no specific date 1) Possibly, investigating possibilities, no solid plan 0) No, never N/A

Robert’s and Bob’s are looking to move towards using corn starch takeout utensils, corn based straws and environmentally friendly cleaning products. Roberts will be the pilot for the program and Bobs will follow shortly after.

Energy Use:

7. Have you conducted an energy audit? Identified areas of inefficiency? Taken corrective measures?

3) Yes, official audit completed, corrective measures taken 2) Audit in process, has committed to official audit/official audit completed, no corrective measures taken 1) unofficial audit, corrective measures 0) No official or unofficial audit, no measures taken

Robert’s and Bob’s both have gone through and audit and the results came up great. They found there largest area of energy loss was their hood fan. Roberts and Bobs have both added energy efficient lighting and energy misers to some appliances.

8. Have you invested in energy efficient technology/equipment/appliances? Energy Star?

3) Yes, substantial equipment changes 2) Some equipment changes 1) minor equipment change 0) No new equipment N/A

Robert’s has added energy efficient lighting to reduce energy use. Their dishwashing machine (salve jar) recycles rinse water and saves gallons of water everyday. They have also put in the effort to put the compression on the roof, which makes it much more efficient. There is a Heat Recovery System that uses the compressors on the roof to generate heat. It works by running a cold water line around the

compressor, the compressor generates heat and then causes the line to heat up (you get hot water). Robert's also has high efficiency water heaters and they're looking into a solar water heater. All of the ovens are confections steamers (high efficiency, ON Demand). The freezer is in the walk in, so less energy is used to cool the freezer.

Bob's currently has a high efficiency fryer, refrigerators, and also have the compression on the roof.

9. If you heat with oil, are you using Bioheat or some other renewable source (wood?)?

3) Yes, B20 or 100% wood 1) Yes, B5 or some wood X 0) No, Oil N/A (no oil system)

Propane is used for Robert's and Bob's.

10. If your business is in Maine or Massachusetts, are you using Green Electricity?

3) Yes 1) Extenuating circumstances make cost-prohibitive X 0) ME or MA resident, no Green Elec. N/A
(NH res. only)

While not a green initiative this is a cost cutting measure that other green businesses may want to try. Instead of buying electricity at the "standard offer" prices we buy at "wholesale pass through" prices. It allows their rate to fluctuate with the wholesale cost of energy. While this is risky, in the two years we have been participating we have saved over \$10,000. It appears the utilities always make sure they mark up their prices to well over the wholesale price.

11. Have you looked at water usage and taken steps toward efficiency and conservation?

X 3) Yes, steps taken 2) Some conservation measures 1) Minor measures taken 0) None N/A

Robert's has started asking customers if they wanted water rather than assuming. There is a great water filtration system, which eliminates having to use as much bottled water. The Dishwasher (Salve Jar) recycles rinse water, which saves them gallons of water per day. Robert's and Bob's both have low flush (1.5 gallon) toilettes and they keep their water heaters low to save on energy and usage.

12. Do you offer bottled water at your office/store for employees & customers

(This is highly energy intensive and unnecessary in a developed country like the U.S.)

3) No water & has business that would traditionally offer X 2) No bottles, replaced with cooler /minimal sales

1) limited sales 0) Yes, bottles N/A

At Robert's they don't push it, but have it available for customers if needed. With the advanced water filtration they can educate customers on how it works and have the ability to persuade them to not get bottled water.

Bob's has it available if needed for customers.

13. Do you shut-down/unplug equipment after hours on weekends or when not in use? Do you turn off all lights after hours or if not using a room? Educate employees to do the same?

(Vampire loads waste enormous amounts of energy; turning off 1 computer saves 500 lbs. of CO2 yearly.)

3) Yes X 1) Sometimes 0) No N/A

Robert's did attempt shutting appliances down this winter. They unplugged the cooler upstairs for winter to save on energy. There was no education for employees involved.

At Bob's there was no attempts.

14. Have you switched to CFLs; dispose of CFLs properly? LED lighting?

CFLs use 66% less energy – save \$45 over the life of the bulb! CFLs contain mercury and must be disposed of properly)

3) Yes, all lighting CFLs, some LEDs X 1) Most lighting CFLs 0) Still using incandescents N/A

50% of Robert's lights were changed to CFL. They found that the dimmable CFL's had a very harsh color so they stuck with what worked for them.

Bob's has changed out about 30% of the lights to CFL.

15. Do you have motion sensors installed to turn off lights when there is no movement in the room? If you have vending machines, have you installed Energy Misers?

(Energy Misers essentially shut-down the equipment during the hours of least use.)

3) Motion sensors and/or Energy Misers 1) Some or one installed X 0) No N/A

Robert's and Bob's both don't have motion sensors or energy misers on vending machines(at bobs).



16. Is your business lit-up at night? Is your sign lit-up all night? Switch these to CFLs or LEDs?

3) Lit up, using LED lighting 1) Business lit up, using CFL or fluorescents/timers in place X0) Lit up using incandescent, no timer N/A

Robert's and Bob's are not lit up at night and they only light that goes on at night is the sensor light for Bob's.

17. What is your business' carbon footprint?

(Calculate it at www.terrapass.com)

3) Calculated, show results 1) Have not calculated officially but have taken major strides to reduce based upon rough estimate X0) Not calculated

Robert's and Bob's have both not gone through the process, but are interested in learning more.

18. Have you tried to reduce your business' CO2 emissions? If so, by how much?

3) Yes, tangible plan to reduce implemented for extensive carbon reduction X2) Tangible plan with slight reduction 1) Loose efforts at energy conservation that may have resulted in lower CO2 0) No, Nothing done, nothing planned

With the nature of the way that Robert's and Bob's are run there is a very high importance given to local food. In sourcing food locally they are cutting down on travel time/distance, which cuts down on carbon emission. Michael (the owner) has changed both of his company vehicles to a Prius and Subaru (partial zero emissions car). At Robert's they use Simply Green to pick up waste oil and Favorite food uses Simply Green to deliver to Robert's.

Bob's uses baker commodities to take oil and reuse it for chicken feed and they also source everything as local as possible cutting down on emissions and lowering their footprint.

19. Do you use any renewable technology? Have you explored wind/solar/geothermal?

3) Yes, hardware on sight 2) Tangible plans for future X1) Researching/researched options, not possible 0) No attention given

Robert's is exploring both options right now and will use them as the pilot for possible changes in the future to Bob's.

20. Do you encourage/educate employees to use energy responsibly at home? Customers?

3) Yes, major part of business strategy 2) Some, not central focus to training 1) Minimal education, not comfortable preaching X0) No education/encouragement N/A

Robert's and Bob's are currently don't have an education program in place.

21. Is your building LEED certified? Have you considered LEED retrofitting? EPA energy challenge? Energy Star certification?

3) Yes, LEED's cert or retrofitted 2) Lesser programs, EPA/Energy star; some tangible changes 1) Informal assessment of building's energy use X0) No LEED, No retrofitting, No conservation efforts N/A

Robert's was very close, but was under a strict time crunch to open. They have not considered LEED retrofitting, EPA Challenge or Energy Star Certification.

Bob's is not a LEED building and has not considered anything above.

22. If in Maine, are you participating in the Efficiency Maine Program? If in NH, have you contacted PSNH about their business efficiency programs?

X3) Yes, Efficiency ME or PSNH program 1) Have contacted programs, researching X 0) No N/A

Robert's and Bob's both received their energy audit through the Efficiency Maine Program. yes, did audit

Waste:

23. Do you recycle? How extensively? Is it easy and automatic? Have you instituted/encouraged/educated employees/customers on recycling?

(America consumes 31.2 billion water bottles a year, using 17.6 million barrels of oil to create them.)

3) Yes, extensive recycling for everything produced/sold, prominent display for customers X2) More than the status quo, some special effort 1) Minimal, fulfilling status quo 0) Don't recycle N/A

Robert's and Bob's are part of Stream Line Recycling pilot program through Waste Management.

Currently there is no education for employees or customers on the program. Below is a list of all of the things that they can recycle in the program:

With single sort recycling nothing needs to be sorted or kept separated. Everything is placed in the same container. Items that are accepted are: Paper, Cardboard, Glass, Cans, Aluminum, and #1 Thru

#7 Plastic Containers, Old Mail, All #1 & #2 Plastic Container, Catalogs, Milk Jugs, Paperback Book Water Jugs, Magazines, Detergent Bottle Office Paper & Envelopes Bleach Bottles Paperboard Empty Oil Containers Cereal Boxes, Yogurt Cups, Newspaper Metal Cans, Phone Books, Aluminum Foil, Trays, & Pan Paper Bags Aerosol Cans, Aseptic Juice boxes, Paper Egg Cartons Milk & Juice Cartons, Aluminum Beverage Cans, Clear or Colored Glass, #1 through #7 Plastic Containers,, Plastic Grocery Sacks

24. Have you done a waste audit? Have you reduced your waste? (if started green consider industry norms) *(See the EPA's free Waste Wise which analyzes a workplaces' municipal solid waste and helps you to monitor and reduce it!)*

X3) Yes, official audit/50% reduction in waste 2) Yes, reduced substantially, aprox. 20% 1) Slight reduction in waste
0) Nothing done N/A

Robert's and Bob's have reduced their waste by 70 to 75% through the Stream Line recycling program. With hopes to start composting they will be looking to create close to no waste.

25. If you use packaging or offer food, are there cloth/paper/cornstarch alternatives to any plastics you are using? Do you sell a product that is packaged?

(Five trillion plastic bags are manufactured each year. Americans throw away 100 billion bags a year – using 12 million barrels of oil in production - of those only 1% is recycled)

3) All or almost all packaging renewable/sustainable/biodegradable 2) Some/a good portion renewable/etc

X1) Minor alternatives integrated into packaging 0) Using typical plastics N/A

Robert's Currently the takeout boxes that are being used are made from paper pulp . The market serves jams in glass and some of the products come in plastic wrapping. No steps have been taken yet to get the distributor to change.

Bob's more than 50% of paper that is used at Bobs is post consumer.

26. Do you compost?

3) Yes, greater than 75% of compostable waste 2) Some 1) Minimal/No special effort X0) None N/A

Roberts and Bobs are looking into it and want to contact Eva at Earthtenders.

27. Do you receive goods extensively packaged? Is that packaging necessary and have you talked to suppliers about excessive or wasteful packaging?

3) Chooses suppliers that minimally package/encourages all suppliers to consider packaging 2) has influenced a supplier or changed due to packaging X1) Considers packaging 0) No consideration N/A

Their distributors use a lot of boxes in the packaging process and the fish is packed very inefficiently. It is something that has been noticed, but no discussion as of yet to push the vendors to change they way they do things.

28. Do you buy post consumer recycled paper? Do you recycle paper? Do you print your brochures/flyers/business materials on recycled paper? Do you use both sides of paper whenever possible? Print on both sides? Print black and white when possible? Do you reuse what you can in the office? Boxes, envelopes, etc...? Encourage conservation of products?

(Staples offers printing on recycled paper for the same cost of virgin paper. Ram Printing Company, a Green Alliance member, offers fully sustainable printing options which include sustainably harvested paper products and soy-based sustainable ink options for the same price as other printers, visit www.theramcompanies.com)

3) Only uses recycled, recycling, conserving, printing (only if business materials on recycled), full commitment to sustainable printing and paper use X2) Often uses recycled, do recycle, do conserve. have not yet moved to print business materials with sustainable printer 1) Recycling paper, minimal conservation 0) No recycled/recycling N/A

Roberts and Bobs do buy post consumer paper and they do recycle paper as well. Their flyers were printed on 100% recycled paper. At both offices they print double sided and push conservation of paper.

29. Do you recycle printer/toner cartridges?

X3) Yes 0) No N/A

Roberts and Bobs both recycle print cartridges through Staples.

30. Do you donate furniture/equipment instead of throwing it out? Try to obtain used or second-hand office equipment, furniture or industry equipment?

X3) Yes, obtain second-hand as much as possible/donate and reuse 2) have some second-hand items 1) have donated but almost always buy new 0) Never second hand/never donate N/A

Roberts and Bobs both have donated to fair tide and have given it to staff. The new tables they got for Roberts were made from reclaimed wood from the Czech.



Transportation/Travel:

31. Does your business involve transporting goods? Do you use fuel efficient vehicles? BioDiesel? If you contract out your deliveries have you encouraged that company to use fuel efficient vehicles or Biodiesel?

3) Yes, highly fuel efficient (hybrid/biodiesel) X2) Some effort, some changes (ext. circumstances)

1) Very little effort 0 No, nothing N/A

Roberts and Bobs use favorite foods for most of the deliveries and they Favorite Foods uses Simply Green Bio-fuel for deliveries.

32. Have you sought out local distributors/vendors in an effort to reduce the travel time of your product and support the local economy? How high of a priority is sourcing local to your business? What percentage of your product comes from local suppliers? (*Studies show that dollars spent locally tend to stay local; local businesses contribute more to local non-profits and participate more in community life; and local independents demand less of our energy resources and public infrastructure.*)

X3) Yes, 50% or more, integral part of choosing supplier 2) less than 50%, try to source local first, serious extenuating circumstances don't allow "local" to be first 1) aprox. 20%, when convenient 0) Not a consideration N/A

Roberts and Bobs make it a very high priority to have local products. 90% of all of the products they carry are from a local service. They use Favorite Foods, Golden Harvest, Carls, Saunders and Native Maine Produce out of Portland.

33. Is your business vehicle/personal car fuel efficient?

X3) Yes, conscious decision 1) Somewhat (ext. circumstances) 0) No, no effort

Michael (owner) has a Toyota Prius and a partial emissions Subaru.

34. Do you carpool whenever possible? Travel less, phone meetings whenever possible? Do you encourage employees to work at home if possible? Do you encourage employees to carpool or walk/bike to work? Do you have a bike rack for customers/employees? Incentives for workers who walk/bike/car pool?

3) Yes, personal & employee system for less travel/working from home or walking/biking, incentives 2) Sometimes, some employee outreach X1) Not a priority but welcome 0) No employee outreach, no personal effort N/A

Robert's and Bob's have a bike rack, but they give no incentives for walking, carpooling or biking.

35. Do you have an anti-idling campaign at your facility? Do you have any sort of fuel awareness/transportation efficiency program for employees/customers?

3) Yes, campaign in place 1) Will be instituting plan X0) No, nothing, not interested N/A

Roberts and Bobs don't have a no idling campaign or a fuel efficiency awareness plan.

Community:

36. Does your business give back or contribute to the community?

X3) Yes, extensively, tangible examples 2) Some 1) Small amount 0) not much N/A

Robert's and Bob's have it as a top priority to be a huge help to the community and encourage all employees to take part. Roberts and Bobs have community connections as one of their bottom lines. They donate to local schools (Traip), NH Public Television, American Cancer Society, American Red Cross, Odyssey House, Women's Business Center, Kittery Recreation Department, Krempels Brain Injury, Seacoast Hospice, Wentworth Connections, Friends of Portsmouth Harbor, Youth Enrichment Center, Child Abuse Prevention Council of York County, Kittery Fire Association, Team Trevor and Womenade, Share Our Strength, Taste of The Nation Hungry Relief(founder started in 1994, has raised over \$700,000 so far), spruce creek clean up and donating to fair tide. Bobs has won Small Business Volunteerism for many years.

37. Do you educate/advertise to the community/customers/employees on any of your sustainable business practices?

3) Education major part of business 2) Some education 1) Minimal, just starting 0) None N/A

Roberts Is putting information on tables, sharing about storm water management and there have been many groups that have come to tour the site several times to see how it works. Bobs hasn't done anything yet, but hopes to in the future.

38. Do you talk to other businesses/vendors/suppliers about the importance of sustainable business practices?

3) Advocate to all other businesses and suppliers 2) Some advocacy and outreach 1) Minimal, just starting to advocate/reach out 0) None

Roberts and Bobs haven't spoken to other businesses/vendors/suppliers.

39. Are you a member of Seacoast Buy Local?

3) Yes 0) No N/A

Roberts and Bobs have been members of Seacoast Buy Local for 2 years.

40. Do you check to see if your suppliers are environmentally responsible?

3) Yes, always 2) Sometimes, important to choice 1) Occasionally, when convenient 0) No, never N/A

Roberts and Bobs don't check to see if suppliers are environmentally responsible, but they do use Favorite Foods (use Bio-fuel) and they encourage businesses to join the GA (Smuttynose Brewery).

41. Do you encourage your staff to volunteer with local community projects/nonprofits?

3) Yes, large part of employee ethic 2) Yes, encouraged 1) Suggested occasionally 0) No, never N/A

Roberts and Bobs have it as their core beliefs: part of the 5 bottom lines, community connection, well cared for property, happy guests, happy employees, and excellent financials.

Miscellaneous:

42. How do your businesses sustainability efforts compare to the industry standard?

3) Far more sustainable in very important ways, than the industry standard 2) Significantly better than typical businesses in this industry 1) Slightly better; a long way to go 0) Exactly the same environmentally to other businesses of the same type

Roberts is a lot better than many seafood restaurants with 60% and moving up. Bobs is at about 20 to 30%

43. Do you use chemicals on your business lawn/plantings: to wash clothes/linens, for cleaning?

3) No, all natural 2) Minimal chemicals used 1) Have made a few changes, but still use traditional chemicals in most areas 0) Traditional chemicals used in all of these areas N/A

Roberts and Bobs are not sure what linen cleaning is using, but nothing on site. They use Jaclyn Nooney who implores sustainable landscaping techniques.

44. Are there aspects of your business which are toxic/hazardous? If so how do you mitigate them? Have you investigated alternatives? What keeps you from offering/adopting safer products?

3) Completely non-toxic in a toxic industry 2) Make special effort to reduce impact or toxicity 1) Some effort, extenuating circumstances, not priority 0) No N/A

Roberts is currently using degreasers to clean hoods, but are looking into alternatives. The company that fixes dishwasher has to sell them the chemicals for that dishwasher. Would like to use better products, but have not ask the distributor yet. Bobs is using natural cleaning products.

Further questions that will help us evaluate your business:

What is your biggest obstacle to offering more sustainable products or sustainable business practices?

Time and energy

How many employees?

Split for both 150 totals

How big is your customer base?

Bobs: 500,000

Roberts: 150'000

What is the average distance employees drive to work?

15 miles

Do you offer a product or service? How much of your income comes from the products vs. a service?

100% products

What is the average distance your product, or materials to make your product, travel?

20 miles

Does your product require heat/electricity to produce? How much compared to the heat/electricity of just the building? What are your heat/electric sources? Are any of them renewable?

Yes, yes, don't know, not a separate meter(more than 50%)

What is your water source? Water usage/month?

Town, The water source is through the town, Roberts used last year Total of 212,432 Cubic Feet for 2008

How big of a building do you utilize? Is space being used efficiently?

Roberts: 8000 square feet, efficiently used, only spaced not used is fire exit 100sqft

Bobs: 3700 square feet. Designed to do less, but does a lot more .



Copyright © Green Alliance, 2008.
Used with Permission.