

Production

NARRATOR: Everything we use must be grown or manufactured, from the cars we drive and the fuel they use, to the homes we live in and the food we eat.

Environmentally friendly production strives to ensure that the processes that create a product, and the product itself, have a reduced impact on the environment.

Food Service

Burgerville is a chain of 39 restaurants. There's a lot of sustainable business practices that we've taken on that actually keep dollars in local communities, that help the farmers and the ranchers in the local area.

We've been able to actually bring a beef product that's hormone free, antibiotic free to thousands and thousands of people every day, literally.

If one chain of 39 restaurants can do it to the tune of 40,000 pounds a week, what if you're doing 400,000 pounds a week or 4 million pounds a week. What would that do for jobs?

We needed a higher and better use for waste vegetable oil, one of the most expensive products that comes into our restaurants. It makes one of the cleanest burning combustion engine fuels there are in biodiesel, so we sought out and found someone to help us with that project.

Biofuels

Sequential Biofuels is a small regional biofuel company. We really touch every aspect of the biofuel industry, from where does the raw material come from to turning that raw material into a useable biofuel, to the distribution, and then finally the selling of the biofuel.

We're using material that's being recycled over and over again. In this case, we collect cooking oil from restaurants, from household waste, from the big french-fry makers in Idaho, and we turn that into a usable biofuel.

Sequential Biofuels is producing upwards of 5 million gallons a year of biodiesel. And part of their success has been our partnership. Today they have over 1,000 restaurants that are bringing all their waste vegetable oil and converting into biodiesel.

One could easily come right out of high school and start working for us. We have truck drivers. We also have some of the most sophisticated engineering jobs around, that

design and develop and build new production facilities, and look at fuel and better ways to produce that fuel.

NARRATOR: Even as we work to make better use of our natural resources and become more energy efficient, we are still billions of people, and thousands of industries generating waste. The challenge is to minimize waste and reuse as much as possible without damaging the environment.

Waste Management

Years ago the approach to waste was collect it and send it to a landfill. But that wasn't sustainable because of the environmental concerns. So now the model in this industry is to be able reduce waste to the greatest extent possible, to recycle as much as we can, and reduce waste at its source.

That involves managing organics and composting that material. Recyclables have to be sorted, bailed up, shipped to market and reprocessed. Hazardous waste has to be received, categorized and then treated and sent off to disposal facilities.

Anyone who's gone to a landfill can clearly see that we have a problem. Ultimately the solution lies in waste reduction and producer responsibility. The paint industry is taking responsibility to take paint and essentially bulk it up and reuse it. Metro Paint is an opportunity to see to it that this product is dealt with appropriately at the end of its life. It's really one of the early examples of producer responsibility.

As more and more communities develop recycling programs, composting programs, implement hazardous waste programs, there's going to be job growth.

NARRATOR: We've only touched the surface of the range of green opportunities that exist within production. And for anyone looking for a career that will make a difference, that will actually play a role in changing our course toward a more sustainable world, there is good news. There are opportunities in just about every industry you can imagine.