



great taste...naturally™

Kettle Brand® Sustainability Initiatives

Kettle Brand® backs its natural promise with a commitment to sustainable business practices. Green building, renewable energy, habitat restoration, recycling and reuse make up the pillars of the Kettle Brand® environmental initiatives. The company's current sustainability efforts include:

Green Building

- Taking a whole building approach to sustainability, the Kettle Brand® factory in Beloit, Wis. was the first food manufacturing facility in the U.S. to receive Leadership in Energy and Environmental Design (LEED®) Gold-level certification for green building.
- The 73,000 sq. ft. plant met ambitious green building standards, including sourcing over 35 percent of building materials from within 500 miles of the project site, showing that business and the environment can coexist harmoniously.
- By protecting the indoor air quality with Green Seal building materials and providing extensive ventilation for fresh air, along with and lots of natural light and outdoor views for workers, Kettle Brand® has created a healthy, happy workplace for its most important resource – the employees.

Renewable Energy

- The Kettle Brand® Potato Chip factory in Salem, Ore. is home to one of the largest commercial solar power arrays in the Pacific Northwest. As a producer of renewable energy, the brand's 616 solar panels generate 120,000 kilowatt hours (kWh) of electricity annually – enough to make 250,000 bags of Kettle Brand® Potato Chips each year. Installed in 2003 with the help of Energy Trust of Oregon and Portland General Electric (PGE), the solar array reduces annual CO₂ emissions by 65 tons.
- Atop the factory in Beloit, Wis., 18 wind turbines, installed by AeroVironment, generate some of the production facility's power.
- The power not produced by solar panels or wind turbines is 100% wind power. Renewable Energy Credits are purchased through Renewable Choice Energy of Boulder, Colo. to offset 100% of all electricity used in the brand's U.S. facilities.
- Kettle Brand® installed new Next Generation compressors in 2003 to help increase the efficiency of the company's energy consumption and has since been able to reduce energy use by over 180,000 kWh per year.
- Kettle Brand® is committed to biodiesel, a renewable fuel resource that greatly reduces tailpipe pollution as compared to regular diesel, creates local jobs and reduces dependence on foreign oil. All waste cooking oil is processed into biodiesel and the company operates three cars plus a local delivery truck on biodiesel, resulting in an annual reduction of eight tons of CO₂ emissions.



Wetland and Prairie Restoration

- The factory in Salem, Ore. moved to its current location in 1999 and employees set out to restore a federally designated natural wetland on the company grounds. Invasive non-native species, including Himalayan blackberry bushes and Scotch Broom, were removed and the grounds were replanted with native plants such as Aster, Camas, Red Alder, Lupine, and Sword Fern in addition to aquatic plant species such as Wapato and Marsh Pennywort, which enhance biological diversity in the wetland pond. In 2010, Kettle Brand® expanded its surrounding wetlands with an additional 35,000 sq. ft. restoration.
- In the past five years Kettle Brand® has welcomed back a wide variety of native plant species and watched the local wildlife flourish. After the restoration, Great Blue Herons returned to the wetland and have nested on site since 2000. The birds are a favorite for both visitors and employees.
- To encourage employees and community members to enjoy the newly restored wetland, Kettle Brand® created a public trail system with benches and installed interpretive signs describing plant and tree species and identifying the various birds and animals living on the grounds.
- At its state-of-the-art production facility in Beloit, Wis. approximately five acres of native prairie grasses have been planted on the campus surrounding the building. Once established, these perennial grasses and flowers will attract native wildlife and will require very little maintenance, such as mowing and fertilizing, thus greatly reducing the energy needed for their care.
- To encourage Kettle Brand® Potato Chip fans to create their own certified backyard habitat for flora, fauna and local wildlife, Kettle Brand® partnered with National Wildlife Federation in 2008 to launch Backyard Barbeque®, donating \$1 for every backyard certified.

Recycling and Reuse

- None of the brand's agricultural waste enters the waste stream. Everything from uncooked corn and raw potatoes to finished potato chips that don't make the grade goes to companies that use it either for composting or for animal feed.
- Every year Kettle Brand® recycles over 360,000 lbs of cardboard, 10,000 lbs of plastic stretch wrap, 9,000 lbs of magazines and office paper, as well as glass, metal, paint, fluorescent light bulbs and "techno trash" such as computer components, video tapes and CDs.