

# Cradle to Cradle Environmental Responsibility: Processing and Packaging

Organicology  
Portland, OR

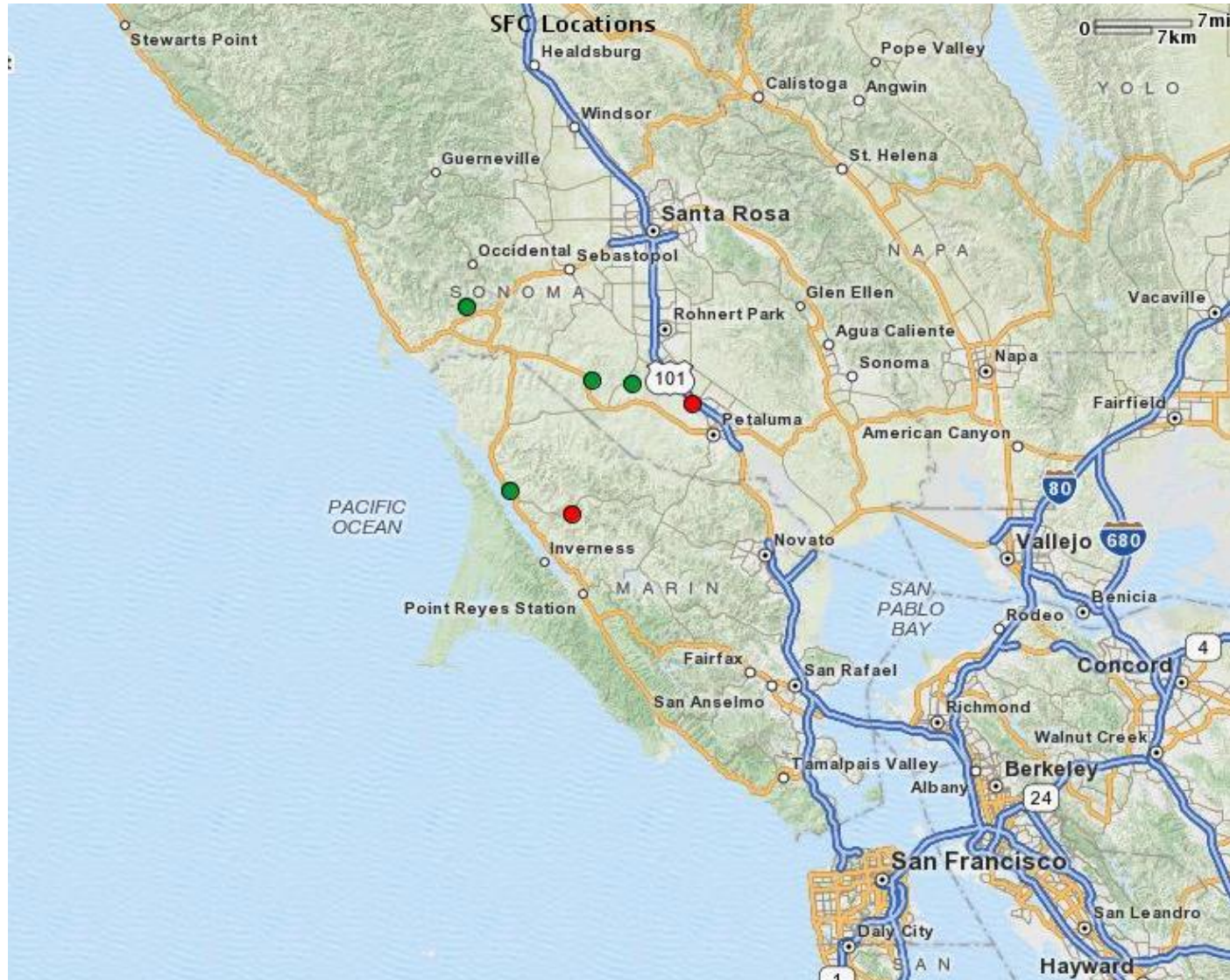
February 11, 2011



Brie Johnson



# Where is Straus?







# Journey towards a closed loop



Farm



Creamery



Distribution



Consumption



Reuse





# Paper or Plastic?







# Bottle Deposit Program

## FINISH

Distributor returns bottles & cases to Straus – Straus counts returns and credits distributor accordingly

## START

Straus ships milk to distributor - invoice lists bottle deposit & case deposit as separate line item



Distributor sells milk to retailer and bills them for bottle & case deposit as a separate line item

Distributor picks up bottles & cases from retailers and credits retailer for bottles & cases picked up

Bottle deposit	\$1.50
Case deposit	\$7.50



# Environmental benefits

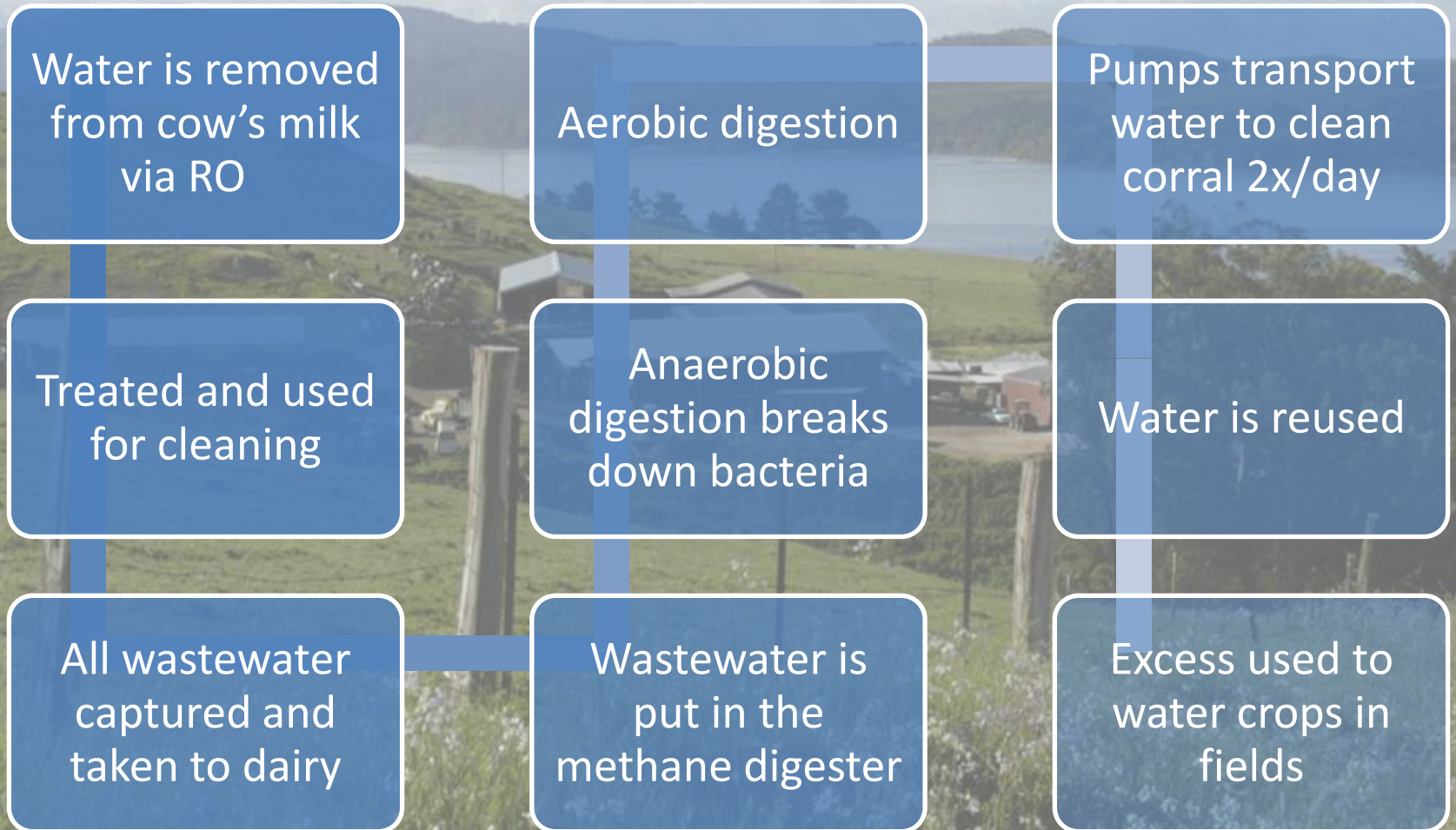
- Bottles made from 40% recycled content
- Reused 6-8 times
- Significant emissions reductions from reuse
- Exact savings depend on assumptions used
- Measurement tools are improving





# Water Use

## Systems Thinking in Action





# Beyond Organic – Poop to Power

Methane digester



All of the Straus dairy's electrical needs are generated by digester

# *Thank you!*

*Stay in touch!*  
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*[www.strausfamilycreamery.com](http://www.strausfamilycreamery.com)*  
*Join us on Facebook and*  
*Twitter @StrausOrganic*



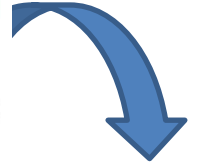
# Goal: Closed Loop System



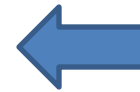
Plastic Pellets



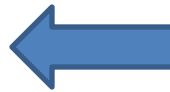
Container made with recycled plastic pellets



Municipal Recycling Facility



Plastic Bale



Recycling Facility

