

# **Clif Bar: 2018 Pollution Prevention Champion**

## **Twin Falls**

### **Environmental Commitment**

Clif Bar has embraced environmental sustainability as one of its core values. The company has rigorously focused on ensuring that sustainability maintains a central focus in the supply chain, production, distribution, packaging, and the product itself. Through active engagement of employees, suppliers, customers, and the communities where it manufactures its products, Clif Bar is demonstrating the highest commitment to pollution prevention.

### ***Reducing energy use***

Energy use is one of the largest areas of environmental impact for manufacturing and food processing. When designing its Twin Falls facility, Clif Bar chose to install high efficiency equipment and fixtures, investments that are now paying dividends both financially and environmentally. Energy efficient projects at the Twin Falls manufacturing plant include installation of LED lighting, a reflective roof, variable frequency drives on chiller equipment, two stage waste heat recapture from air compression units, and, in 2018, a solar generating facility on the company's property. The benefits of these installations include a 20% reduction in overall energy use, and a 40% reduction in refrigerant emissions.

### ***Minimizing water use***

Water is a critical resource in Idaho. The installation of water efficient equipment and fixtures at Clif Bar has allowed it to reduce its water use to an average of 37% below average plant use across all U.S. facilities. Among the opportunities that Clif Bar has capitalized upon have been the use of high efficiency evaporative cooling equipment and combined three-in-one sinks that dispense water and soap simultaneously as well as provide drying function.

### ***Curbing waste***

Clif Bar is now on track to achieve zero-waste certification by the year 2020. It is pursuing this goal by optimizing processes to generate less waste overall, and by finding ways to repurpose or re-use wastes generated at the facility. This includes providing over 2,000 tons of feed to local farmers from stock that could not be converted into the company's desired product.

### ***Engaging employees and the broader community to reduce pollution***

As a defining feature of its corporate culture, Clif Bar doesn't let its focus on sustainability stop when its employees leave its doors. Instead, it has worked creatively

and effectively to offer incentives for employees to purchase more fuel efficient vehicles, including electric vehicles, and it encourages employees to use low impact transportation methods such as bicycling to get to work.

### **For More Information**

To learn more about Clif Bar, visit the company's website at <https://www.clifbar.com/article/our-sustainability-journey>