



## WASTE INITIATIVE

### **Introduction**

At USANA, we planned to reduce our landfill waste by reducing waste generation, increasing diversion to recycling, and making existing programs more available to employees. In 2012, we reached a waste diversion rate of 53%, our first goal. It took us three years longer to reach this goal than we had thought. We would like to reach our second milestone, an 80% diversion rate, in 2015.

In 2014, we reviewed our waste stream to identify sources of waste generation. We then identified ways to refuse materials that could be done without, reduce waste that would be landfilled, reuse materials that had previously unrealized value to the company, and recycled other wastes. Finally, we implemented our waste program with the intent of meeting an 80% diversion rate in 2015.

### **Project Type**

This initiative fell under the Core Project category of solid waste reduction. Whereas in the past, the solid waste reductions were secondary, as a result of reduced packaging, in this case, the reductions were direct and were focused on our West Valley City corporate offices, warehouse, and production line.

### **Environmental Benefit**

The project reduced the total solid waste generated by our operations. Though our intended reduction only represented a small fraction of total landfilled waste in the world, we believe that marginal environmental improvements were a significant starting place. By reducing our landfill waste, we reduced pressure on resources such as raw materials and landfill space. We also reduced our impact to climate change by reducing potential sources of landfill methane generation.

The USANA green team conducted two waste audits- internal and external. The waste audit results were analyzed and then shared with the heads of manufacturing, packaging and shipping in order to enhance communication and clarity between and within the departments on what could be reused. This effort was also utilized to increase awareness on proper waste management.

### **Measurement and Monitoring**

We measured this goal by weighing the tons of material reused, repurposed and recycled and the tons of material landfilled. We calculated the diversion rate by dividing the reused/recycled tons by the total tons of solid waste generated.

### **Indicators**

Targeted Indicator: percent of total solid waste diverted from landfills

Baseline year: 2012

Baseline metric: 53%

Target percent: 80%

Target year to reach this goal: 2015

Even though we were not able to reach our goal of an 80% diversion rate this year, we were able to divert 56.28% of our total waste into our recycling stream, a new record for USANA. Throughout the year, we managed to recycle 192.64 tons of waste. Of this, 67.34 tons were of baled cardboard and 44.2 tons of compacted cardboard.

In October, there was an active review of compactor monitors provided by GreenPlanet21. The monitors promised a decrease in the number of hauls (thus a decrease in the emissions facilitated) as well as more efficient use of the compactor space. After further review, the team determined that the monitors were not a good fit for the USANA campus at the time because the installation involved drilling holes in locations that were not within the team's control. Additionally, the cost of testing the monitors out in order to determine whether or not they would make a difference in the first place was too high. Furthermore,

Republic Waste – the company that handles USANA’s waste, advised that the USANA was being the most efficient it would be with regard to the waste that was collected in the compactors.

USANA will be moving away from 2014’s waste reduction initiative and towards hazardous waste reduction. There are multiple reasons for this shift, including findings from the waste audit as well as the realization that an 80% diversion rate was unrealistically high. The USANA green team worked with the warehouse management last year during two audits where it was established that limited space and room for flexibility didn’t allow for major changes to the waste management process.

### **Public Participation**

Public participation included three strategies:

- 1) We made our existing programs more available to employees through increased waste recycling containers and information.
- 2) We shared our efforts with EPA WasteWise program.
- 3) We shared our efforts with our customers at USANA’s international convention in August.

To satisfy this portion of our commitment, the USANA green team began by providing four new recycling containers for the packaging area, which often produces a large amount of plastic and paper waste. Previously, this waste would be thrown away rather than recycled.

At the annual health fair, 820 lbs. of electronic waste was collected and disposed of securely through MetTech Recycling. In addition to this, arrangements were made for USANA to have a secure bin permanently on the company’s grounds for electronics recycling. Since then, we have had employees bring in items such as old computers and cellphones, amongst others.

## AIR QUALITY INITIATIVE

### **Introduction**

Along the Wasatch Front, no pollution problem is more obvious than our air quality. At USANA, we want to help develop solutions to the air quality issues that impact our health. We see a direct fit between our mission, promoting health, and improving air quality.

USANA's principal method of improving air quality relates to its employees' vehicle use. USANA is located next to Bangerter Highway and has a large parking structure. Transit routes do not serve the location well. Conditions seem perfect to incent employees to drive single occupant vehicles to work. If we are to improve air quality, we must incent other forms of commuting.

To accomplish this, USANA intended to estimate the number of vehicle trips employees took by different commute modes using an internal commute survey. We also identified less-polluting forms of commute that were acceptable to our employees through the survey.

We developed incentives and programs that encouraged employees to commute through other modes, including biking, carpooling, mass-transit, telecommuting, and flex hours.

### **Project Type**

This initiative fell under the Suggested Project category for commuter trip reduction.

### **Environmental Benefit**

Seven counties in Utah were in non-attainment status for PM-2.5 pollution in 2014. These counties included all the counties from which our employees commuted. Since air pollution from vehicles makes up more than 50% of air pollution in these counties, the environmental benefit of reducing vehicle trips would be less pollution.

### **Measurement and Monitoring**

It was found that using surveys was too difficult as the accuracy of the information gathered was questionable. Additionally, administering the survey and ensuring that the employees willingly participated in it was a challenge. Because of this, it was impossible for us to measure our goal as initially conceived. We refocused our efforts on public participation and outreach instead.

### **Indicators**

Targeted Indicator: Percent of USANA employees' commute trips that were non-single occupancy

Baseline year: 2014

Baseline percentage: Unable-to-be-determined

Targeted amount: 25%

Target year to reach this goal: 2015

### **Public Participation**

In August of 2014, during USANA's annual convention, the green team shared a couple of displays with the attendees that were aimed at increase their understanding of the problems with air quality, individual contributions to poor air quality and the possible solutions to the problem. There was a display put together by the team that illustrated how different modes of transportation played into the poor air quality, followed by recommendations on how the attendees could contribute to bettering it.

During the annual USANA Employee Health Fair, the green team secured a booth at which we managed to have representatives from MetTech Electronics Recycling company, Sunzee car (completely solar-run vehicles) as well as Blue Monkey Bicycles. These three companies were a clear representation of the team's efforts to create awareness of and encourage alternative means of transportation among employees.

### **Conclusion**

To address the issues that came up with the surveys and accomplish the initial intended purposes, this year we intend to track our contribution to the improvement of air quality by keeping count of the number of new green and carpooling stickers we give out to employees. These stickers are used to secure a spot in the "green parking" area and it is much more feasible to keep an accurate record of how many are distributed.

In addition to creating awareness, the USANA green team made a budget request for funds that would go towards building a safer bike shed and installing charging stations for electric cars. This was aimed at further encouraging alternative methods of commute.

## HAZARDOUS WASTE INITIATIVE

### **Introduction**

At USANA, we intend to reduce hazardous waste by creating opportunities for alternative and efficient disposal methods. In 2014, we collected about 826 lbs. in electronic waste and hope to double this in the coming year.

In 2015, we will review our hazardous waste stream to identify sources of hazardous waste that we could potentially do without. These may include electronic waste from different departments as well as personal electronics that will be brought in by our employees during scheduled electronic drives and deposited in the on-campus electronics recycling.

We will then identify the waste that can be done without, and work on reducing the amounts used.

### **Project Type**

This initiative falls under the Core Project category of solid waste reduction. The reductions will be direct and will be focused on our West Valley City corporate offices and laboratories.

USANA will be moving away from last years' waste reduction initiative and towards hazardous waste reduction. There are multiple reasons for this shift, including findings from the waste audit as well as the realization that an 80% diversion rate was unrealistically high. The USANA green team worked with the warehouse management last year during two audits where it was established that limited space and room for flexibility didn't allow for major changes to the waste management process.

### **Environmental Benefit**

The project will reduce the total hazardous waste produced by our corporate location. Though our intended reduction only represents a small fraction of total hazardous waste in the world, we believe that marginal environmental improvements are a significant starting place. By reducing our hazardous waste, we reduce the amount of poisons that could harm our environment and the general population in different ways.

### **Measurement and Monitoring**

We will measure this goal by weighing the tons of hazardous material collected over the next year and comparing that number to the tons collected last year. We will then use this number to make an inference on how much waste we are no longer producing. We will calculate the diversion rate by dividing the tons not used by the total tons collected in 2014.

### **Indicators**

Targeted Indicator: tonnage of total e-waste collected

Baseline year: 2014

Baseline metric: 826 lbs

Target tonnage: 1652 lbs.

Target year to reach this goal: 2015

### **Public Participation**

Public participation will include three strategies:

- 1) We will make our existing programs more available to employees through increased electronics recycling containers and information.
- 2) We will share our efforts with EPA WasteWise program.
- 3) We will share our efforts with our customers on USANAverse- our internal communication system, at the annual USANA health fair, and at USANA's international convention in August.

## AIR QUALITY INITIATIVE

### **Introduction**

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USANA's principal method of improving air quality relates to its employees' vehicle use. USANA is located next to Bangerter Highway and has a large parking structure. Transit routes do not serve the location well. Conditions seem perfect to incent employees to drive single occupant vehicles to work. If we are to improve air quality, we must incent other forms of commuting.

To accomplish this, USANA will keep a record of the number of "green parking" stickers that are requested by and given to employees. These stickers are used to provide access to parking spots closest to the USANA corporate building that are reserved for carpoolers and employees with vehicles that fit the EPA's "smart green car" guidelines. We will develop incentives and programs that encourage employees to commute through other modes, possibly including biking, carpooling, mass-transit, telecommuting, and flex hours.

This project is a continuation of our 2014 project. It takes into consideration USANA's capabilities and strengths, including the active lifestyle of many of its

employees, its position along one of West Valley City's planned bicycle paths, and its existing carpooling and green vehicle parking program.

### **Project Type**

This initiative falls under the Suggested Project category for commuter trip reduction.

### **Environmental Benefit**

Seven counties in Utah are still in non-attainment status for PM-2.5 pollution. These counties include all the counties from which our employees commute (Utah, Salt Lake, Davis, Toole, Box Elder, Weber, Cache Valley). Since air pollution from vehicles makes up more than 50% of air pollution in these counties, the environmental benefit of reducing vehicle trips would be less pollution.

### **Measurement and Monitoring**

We intend to track our contribution to the improvement of air quality by keeping count of the number of new green and carpooling stickers we give out to employees.

These stickers are used to secure a spot in the "green parking" area and are much more practical than surveys in measuring our success.

### **Indicators**

Targeted Indicator: Green parking stickers distributed to USANA employees

Targeted amount: 25 parking stickers over the course of the year

Target year to reach this goal: 2015

2015 will be our baseline year for future goals.

## **Public Participation**

As with our core goal, public participation is an important element in our success. The most direct aspect of public participation is our employees' involvement. We will measure our success and tailor our programs through their participation. We will use multiple avenues, possibly including trainings, contests, incentives, and other benefits to promote employee involvement.

Other participation strategies will include participation in the annual Clear the Air Challenge. This regional challenge will help us work with other local groups to promote the message of clean, smart transportation. We will also participate in the Health Fair, giving employees information on green programs and commute strategies.

Finally, we will include our efforts on this goal in our USANA Green booth at USANA's international convention. This will allow us to share our commitment with thousands of USANA customers from around the world.