



AMERICAN
CIDER
ASSOCIATION

Sustainability Solutions for Small Cideries

PRESENTED BY:

Cider Institute of North America





Your go-to cider making resource



ciderinstitute.com

Sustainability Meet-Up

After this session at Cider Institute's booth #106
*optional bottle share, bring your own glass!



AGENDA

- 1 Introductions
- 2 Case Studies
- 3 Moderated Discussion
- 4 Q&A





Brighid O'Keane

Executive Director

Cider Institute



Nicole Todd

Owner/Cidermaker/Sales

Santa Cruz Cider Co.



Nate Watters

Farmer Cider Maker

Keepsake Cidery



Andrew Byers

Operations Director

Finnriver Farm and Cidery





Case Studies

Nuts & Bolts and Take-Aways



Nicole Todd

Owner/Cidermaker/Sales



Our Actions

- Pomace to local animal farms
- Composting
- Certified Green Business; checklist as a tool to review practices
- Carbon neutral
- Local apple sourcing within 5 miles
- Distribution within 40 mile radius
- Annual production ~8000 gallons






Takeaways

- **Carbon Offset:** Tradewater - Jenny Morgan Market Development Manager jmorgan@tradewater.us
- **ACA Webinar:** June 2023 ciderassociation.org/resource-center
- **CA Green Business:** greenbusinessca.org
- **Green Business Engagement National Newsletter:** gbenn.org



CANNON VALLEY MINNESOTA 

KEEPSAKE

CIDERY

Nate Watters

Farmer & Cider Maker
Tracy Jonkman, Tasting Room



Keepsake Cidery's Attempts at Sustainability

- Organic Home Orchard- Real Organic Project: realorganicproject.org
- Purposefully Small- Production and consumption
- Reusing packaging
- Pollinator plantings and “wild”land
- Collabing and selling local farms, business and artists products
- Fair pay both for ingredients and crew
- Intentionally building community



WHY?





















HELLDORSHIRE →

SOMERSET →

DEVON →

NORMANDY →

BRITTANY →











Andrew Byers

Operations Director



Codify The Effort (Build the Culture)

- Sustainability Manager
- Bcorp certification communication
- Officially in employee on-boarding process
- Stewardship section in employee Handbook
- Published guide to waste reduction for employees
- Sourcing guide for employees
- Internal recycling and reuse guidelines
- Telling the Story marketing approach.

Third Party Certifications/ Partnerships

- Organic
- Salmon Safe
- Bcorp
- North Olympic Salmon Coalition (riparian restoration zone)
- Jefferson County Land Trust (agricultural easement of 50 acre farmland)
- Snail of Approval (slow food seattle)
- WA Business Rycyling Association Business recycler of the year award
- Pollinator Habitat and land partners



Energy

Solar Installation

Bio-digester (sad trombone sounds)

Car charger

425 panels

Nitrogen

Comprehensive Compost / Regenerative imperative on the land

Food waste

Wood chips

Perennial plantings

Bio-char production grants

Packaging reuse

Passive customer collection

Cardboard boxes

Carriers

Bottle reuse

Materials recycling (keg caps, small metals, corks, foils, sheet plastics)

Buckets and drums



2024 Numbers

- mall metals- 163.9 lbs
- label backing- 869 lbs
- bottles returned 12,587
- keg caps- 27% reuse
- case boxes returned- 6369 (25% almost)
- shipping boxes returned- 49
- corks recycled- 167.6 lbs
- other corks diverted 47.5 lbs
- food donated- 229lbs
- rubber gloves recycled- 20 lbs







Relationships

Apples to tanker trucks of Juice= reduced GHG emissions per batch of cider

label liner = road bed and gigafuel (camping stove fuel)

Sent back to label producer with a relationship with our sales rep. (producers responsible for their waste) TRYSK Labels

Food waste= Compost for the orchard

Multiple food vendors/kitchen tenants on site all onboard with the system of separation and exclusion.

Safeway, Kroger, The Chimacum Corner Store, Public listings for recycling.



Final Thoughts/Shared Takeaways

- Many small practices lead to big impacts
- Networking and collaborating has been most impactful
- Writing the policy, compelling the managers, and enabling the employees has a springboard effect. Codify!
- Sustainability is possible!
- Be yourself!



Moderated Discussion



Q&A



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