

# Fancy Food Show Sustainable Event Program

The Specialty Food Association is committed to being a “citizen of the world,” one of the six pillars of our association vision. To make a positive impact and give back we are focused on reducing hunger and supporting sustainable event practices.

The Fancy Food Show’s Sustainable Event Program helps align and integrate our vision to key aspects of our operations. This document summarizes the Specialty Food Association’s efforts and progress around sustainable events in 2014.



## 2014 Sustainability Highlights

### FOOD DONATION

- Donated 233,000 lb of exhibitor goods in partnership with Feed the Hungry (San Francisco) and City Harvest (New York City).

### WASTE REDUCTION

- For the 2014 Winter Show, waste diversion increased by 15% (including food donation) and 12% (excluding donation) as a result of waste planning with the Moscone Operations team and partnership with the San Francisco Conservation Corps Zero Waste division.
- For the 2014 Summer Show, total waste generated decreased by 27% from 2013 to 2014 despite 8% increase in attendance. Total waste per attendee and total waste per exhibitor was reduced by 33% and 32% respectively. Total waste recycled was up by 64% from 2013 to 2014.



### CARBON OFFSETTING

- Introduced carbon offsetting initiatives for the first time in 2014, establishing an ongoing partnership with American Forests and MillionTreesNYC to support local offset projects in San Francisco and New York City, respectively.
- A donation was made to support the planting of 1,433 trees on an 80-acre forest restoration project in Sierra, CA through American Forests and \$1,500 to support tree planting and maintenance in New York City through MillionTreesNYC.
- Calculated carbon emissions for the first time for the New York Fancy Food Show, which equaled 5,150 MTCO2e, which is equivalent to the annual energy use of over 1,000 passenger vehicles or 470 homes annually.



## SUSTAINABLE SIGNAGE

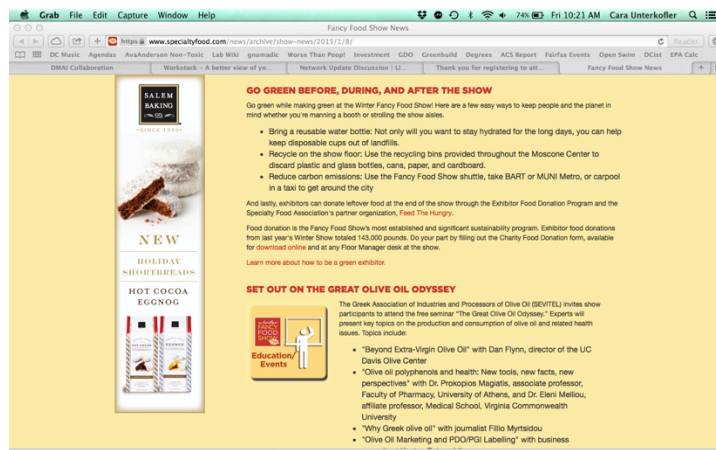
We also seek to reduce waste generated from event signage. Approximately 90% of all show signage is reused each year for a period of 3 years to significantly reduce printing and waste. For the new signage that was printed for the rebranding of the Specialty Food Association during 2013, all non-banner signage was printed on Freeman's "ecoboard", a recyclable substrate made from a minimum of 20% post-consumer recycled materials. Unlike traditional foamcore (PVC-based and not recyclable), ecoboard is made from Sustainable Forestry Initiative (SFI) certified fibers, is produced chlorofluorocarbon-free, and emits no VOCs during manufacturing.



***Keeping the design consistent and non-show specific saves approximately 50-55% on printing and design costs—\$78K per year or \$156K total savings for each 3 year signage/design cycle period.***

## STAKEHOLDER ENGAGEMENT

- Engaged with Fancy Food Show hotel partner properties (58 in New York, 41 in San Fran) to evaluate hotels on their sustainability practices, with an emphasis on key SFA community issues (e.g., food donation and composting)
- Extensive work with convention center operations staff to plan, implement and track waste reduction efforts, including bringing in "green angels" to monitor waste stations and piloting manual waste sorting back-of-house to maximize recovery of recyclables.
- Incorporated "caught green handed" social media campaign into live event blog for first time (Winter 2015) to highlight positive exhibitor practices on the floor and raise awareness around event sustainability.
- Partner with Specialty Food Foundation to embody the spirit of hunger reduction into the event. Currently exploring how food recovery certifications can be adapted for use at events and hope to be industry leader in this practice.



# OUR JOURNEY

Embracing event sustainability is a process of collaboration, learning and continuous improvement. Below is a timeline that illustrates the progression of our greening efforts and results over the past three years of implementing our Sustainable Event Program.



## Winter 2013 (San Francisco)

- **Nov 2012** – Creation of first Fancy Food Show Waste Management Plan
- **Nov 2012** – San Francisco Conservation Corps partnership to monitor select recycling bins
- **Jan 2013** – Sustainability information panels displayed through center
- **Jan 2013** – Waste audit by Greenview and SFCC, including observational surveys and hand-sort waste composition study
- **Jan 2013** – 82,000 lbs of food donated to Feed the Hungry
- **Feb 2013** - Calculated venue metrics for energy, water and waste
- **Feb 2013** – Started embedding sustainability questions in standard exhibitor surveys to monitor participation and perceptions

## Summer 2012 (Washington, DC)\*

- **Jun 2012** – Sustainability booth
- **Jun 2012** – 150,000 lbs of food donated to DC Central Kitchen
- **Jul 2012** – Exhibitor sustainability survey sent on practices, perceptions and support of future efforts/requirements

## Winter 2012 (San Francisco)

- **Nov 2011** – Vendor Engagement (Collected corporate sustainability policies and information related to sustainability practices)
- **Jan 2012** – Sustainability booth (Presented information about SFA's sustainability efforts to engage with attendees)
- **Jan 2012** – 110,000 lbs of food donated to Feed the Hungry

### Summer 2013 (New York City)

- **Apr 2013** – All newly rebranded show signage printed on eco board
- **May 2013** – Began engaging exhibitors through a greening guide and sustainability webinar
- **Jun 2013** – Directory pick up stations and launch of Fancy Food Show mobile app
- **Jun 2013** – 200,000 lbs of food donated to City Harvest
- **Jul 2013** – Sustainability questions included in regular exhibitor survey
- **Jul 2013** – Calculated venue metrics for waste (pending energy, water, and emissions data from venue)
- **Sep 2013** – Awarded Trade Show Executive Gold 100 Award for Show With Most Commendable Green Initiatives
- **Oct 2013** – Published first sustainable event report

### Winter 2014 (San Francisco)

- **Jan 2014** – Engaged hotels for first time ever in SF by inquiring about properties' sustainability efforts
- **Jan 2014** – 143,000 lbs of food donated to Feed the Hungry
- **Feb 2014** – Calculated carbon emissions for the first time ever for entire show SF show
- **Mar 2014** – Offset event footprint through tree-planting project with American Forests (1,433 trees planted)

### Summer 2014 (New York City)

- **Jun 2014** – 90,000 lbs of food donated to City Harvest
- **June 2014** – Established relationship with MillionTreesNYC project and donated \$1,500 to support indirect carbon offsetting and New York City community development
- **Jun 2014** – Engaged hotels for the first time ever in NY by inquiring about properties' sustainability efforts
- **Jul 2014** – Calculated venue metrics for energy and waste (first ever for Javits Center)
- **Jul 2014** – Calculated carbon emissions for the first time ever for entire NY show

FANCY FOOD SHOW HISTORICAL PERFORMANCE DATA					
	W13	W14	S13	S14	'13-'14
SHOW STATS	SF	SF	NY	NY	Change
Attendees	18,950	19,117	24,100	25,971	8%
Exhibitors	1,317	1,300	2,500	2,691	8%
Exhibit Space (sqft)	No Data	220,000	No Data	361,000	
Programs Printed	17,000	15,000	23,000	22,831	-1%
Programs Printed Per Attendee	0.90	0.78	0.95	0.88	-8%
WASTE	SF	SF	NY	NY	Change
Landfill (lb)	146,116	117,073	384,120	303,920	-21%
Waste Recycled (lb)	40,260	62,600	33,620	55,060	64%
Food Donation (lb)	82,660	143,000	200,000	90,000	-55%
Organics Recycling (lb)	4,800	4,180	No Data	No Data	
Wood & Large Debris (lbs)	21,473	22,313	No Data	No Data	
Total Waste (lb)	295,309	349,166	617,740	448,980	-27%
Total Diverted From Landfill (lb)	149,193	232,093	233,620	145,060	-38%
Diversion Rate (%)	51%	66%	38%	32%	-15%
Diversion Rate Excluding Donation (%)	31%	43%	8%	15%	91%
Facility Average (%)	50%	51%	No Data	No Data	No Data
Variance From Facility Avg Excl Donation (%)	-19%	-8%	No Data	No Data	
Total Waste Per Attendee (lb)	15.58	18.26	25.63	17.29	-33%
Total Waste Per Exhibitor (lb)	224.23	268.59	247.10	166.85	-32%
Total Waste Per Sqft of Exhibit Space (lb)	No Data	1.59	No Data	1.24	
Landfilled Waste Per Attendee (lb)	7.71	6.12	15.94	11.70	-27%
Landfilled Waste Per Exhibitor (lb)	110.95	90.06	153.65	112.94	-26%
Landfill Waste Per Sqft of Exhibit Space (lb)	No Data	0.53	No Data	0.84	

UTILITIES	SF	SF	NY	NY	Change
Venue Energy Consumption (kWh)	808,541	1,058,691	No Data	1,390,479	
Venue % Renewable Energy Use	69%	77%	No Data	0%	
Venue Water Consumption (gal)	329,868	333,234	No Data	No Data	
GHG EMISSIONS (MTCO2e)	SF	SF	NY	NY	Change
Venue GHG Emissions	Not Tracked	94	Not Tracked	393	
Total Travel To Destination GHG Emissions	Not Tracked	6304	Not Tracked	4377	
Total Accommodation GHG Emissions	Not Tracked	258	Not Tracked	286	
Total Freight GHG Emissions	Not Tracked	17	Not Tracked	10	
Total Ground Transport GHG Emissions	Not Tracked	159	Not Tracked	85	
Total GHG emissions	Not Tracked	6833	Not Tracked	5150	
SFA Travel GHG Emissions	Not Tracked	34.8	Not Tracked	-	
SFA Accommodation GHG Emissions	Not Tracked	5.8	Not Tracked	-	
SFA Freight GHG Emissions	Not Tracked	11.9	Not Tracked	No Data	
SFA Ground Transport GHG Emissions	Not Tracked	0.4	Not Tracked	No Data	
Total SFA GHG emissions	Not Tracked	52.8	Not Tracked	-	
American Forest Trees Planted	Not Tracked	1435	Not Tracked	1500	
MATERIAL USE & SOURCING	SF	SF	NY	NY	Change
Signage Produced (sqft)	Not Tracked	Not Tracked	Not Tracked	34878	
Sustainable Signage (%)	Not Tracked	Not Tracked	Not Tracked	59%	