

Copp's corporate parent a Green Tier company

Roundy's Supermarkets Inc. cited by DNR as environmentally-friendly

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Roundy's Supermarkets, Inc.'s Oconomowoc distribution center has been accepted into the state Department of Natural Resources Green Tier program.

"Roundy's has a long history of environmental performance in Wisconsin and is continuing to be a leader in their market sector with this facility," DNR secretary Scott Hassett said during a ceremony last week.

The design and construction of the new distribution center took environmental concerns into consideration and incorporated features to conserve energy and protect the environment.

The new southern Wisconsin distribution center features lighting timers to conserve electricity, a building design that optimizes the use of daylight, using only sand on parking lots and driveways during the winter to improve runoff water quality, and installing landscaping that provides habitats for wildlife and screening for the facility.

The company has distribution centers in Mazomanie and Stevens Point, in addition to Oconomowoc.

Roundy's also has installed diesel oxidation catalysts to reduce diesel exhaust emissions on more than one-fourth of the company's Class 8 truck fleet. The company also promotes the recycling of cardboard, plastics and pallets at the center.

Nancy Heath, manager of the Phillips Copp's Food Center, said her store ships all of its cardboard and plastic recyclables and pallets to the northern distribution center in Stevens Point weekly.

"We also have all of the discarded perishables and meat by-products removed by private contractors," she said. "None of our waste goes in the local landfill."

Heath was not sure what happens to the spoiled food or by-products once they leave Phillips, but she added much of it is recycled into post-recycled consumer goods.

However, the Phillips store has not adopted any other energy-efficient programs used at Roundy's Oconomowoc warehouse.

"All the lighting, heating and oven systems are the same as they have always been," Heath said.

What is Green Tier?

The Green Tier program was implemented in March 2004 as a way to promote and reward "superior environmental performance" by regulated businesses, industries, and municipalities.

The DNR oversees the program, but participation is voluntary. Green Tier combines two ideas - moving away from "command and control" regulation to a more "incentive -based" market and the concept of a "good housekeeping seal of approval."

Companies accepted into the Green Tier program agree to deliver environmental compliance that exceeds the minimum requirements set out in the laws or administrative rules; to continually improve environmental performance and to do these things in a manner that is open to the DNR and public.

In return, the DNR provides positive incentives ranging from reducing the frequency of inspections and reporting, along with designating a single contact point within the DNR for permitting.

Roundy's designation as a Green Tier company raises the number of companies in the program statewide to 17.