

# LANDFILL-FREE VERIFICATION



The NSF guideline establishes uniform criteria to evaluate and verify an organization's waste management processes, and grants recognition to companies demonstrating that they send less than 1% of waste to landfill.

## WHY GO LANDFILL-FREE?



Organizations can realize value from their refuse. MillerCoors' Milwaukee campus is realizing a savings of about \$89,000 per year from landfill-free efforts.



Consumers prefer to buy products they perceive as having a lower impact on the environment.



A 2016 report on annual landfill and incineration in Michigan stated if all the disposed materials were instead recovered and sold to the market, it would have an estimated economic impact of up to \$399 million per year.<sup>1</sup>



Develop a stronger company culture by integrating sustainability practices and engaging employees to contribute ideas.



Generating less waste saves money on raw material, energy and labor costs.



Become an industry leader by sharing environmental best practices with others to find solutions to common challenges.

## THE PROCESS



## BENEFITS OF VERIFICATION

- > Transparency of your claim
- > Clear, concise requirements outlined in the NSF guideline
- > Greater marketplace credibility from verification by a well-respected, independent third party
- > Use of the NSF mark to provide integrity to your claim
- > An NSF on-product verification mark available



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For each of these organizations, the transparency and credibility of having their landfill-free claim verified by NSF International was a critical part of announcing their achievements to the public.



Major beverage producer MillerCoors began their drive to landfill-free operations in 2009 when the company set a goal to reduce brewery waste by 15 percent by 2015. Eight MillerCoors North American breweries achieved NSF landfill-free verification in 2016. Since efforts began, **MillerCoors has reduced their waste across the organization by 89 percent, equal to keeping more than 9 million pounds of waste out of local landfills.**

“Having our breweries go through the NSF verification process encouraged us to look further upstream at the way that our products are being designed and consider the full lifecycle of the materials we use.”

Kim Marotta, MillerCoors  
*NSF Landfill-Free verified since 2016*

## SUNPOWER®

Employees at the Mexicali facility of SunPower, a solar technology and energy services provider, were stumped with how to handle food waste from their cafeteria. Manual composting onsite was labor intensive, and no industrial composting facilities were nearby. So SunPower invested in an industrial compost machine that turns 200 pounds of food scraps into compost in a matter of hours. **That nutrient-rich compost is used in a greenhouse that provides fresh produce for the 1,300 employees on site.** SunPower’s composting initiative is just one of the innovative solutions that has helped them achieve landfill-free status.

“West Liberty Foods did not just want to claim we were a Landfill-Free company. We wanted to prove it. From day one, NSF has been a great partner. I’m proud that West Liberty Foods was one of the first companies in the United States to be verified as Landfill-Free.

Michele Boney, West Liberty Foods  
*NSF Landfill-Free verified since 2014*



West Liberty Foods, a private label manufacturer and foodservice supplier, has achieved landfill-free status at all five of their U.S. locations. To get there, they have developed strong employee engagement programs and attribute much of their success to the dedicated and enthusiastic employees at each location. The company also created a new and innovative process for cleaning plastic packaging from purchased meats so the material can be recycled. Through these efforts, **West Liberty Foods has eliminated more than 55,000 tons of waste from landfills.**

## NSF INTERNATIONAL

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