

Partner Case Study



Idling Reduction

Company Profile

Headquarters Location
Waterbury, Vermont

Contact:
Donald Ostler
Fleet Manager
(802) 882-2316
don.ostler@gmcr.com

Number of Employees:
700

Strategy Category:
Idling Reduction

Number of Power Units:
24



Green Mountain Coffee Roasters

Examining the environmental impacts of their decisions is a pivotal part of Green Mountain Coffee Roasters' business ethics. As a private fleet, Green Mountain transports about 20 million pounds of coffee beans and grounds per year all over the United States. Green Mountain also contracts with other carriers as well. "A deciding factor of whether a carrier receives our business rests upon whether they are a SmartWay Partner or not," notes Don Ostler, fleet manager for Green Mountain. As Ostler searched for information on idling reduction strategies, he came across the SmartWay program. Since the spring of 2005, Green Mountain has been a member of SmartWay and has utilized the SmartWay program to their economic and environmental advantage.

Green Mountain has achieved great success both environmentally and economically since joining the SmartWay team. Green Mountain is expecting to reduce CO₂ emissions by 641 tons in 2007 alone from idling reduction strategies. Idling reduction strategies will save the company 2,421 gallons of fuel which will result in over \$7,000 of savings. Green Mountain also utilizes SmartWay-recommended aerodynamic technologies on their trucks as well. In total, Green Mountain's implementation of SmartWay-recommended strategies is expected to reduce CO₂ emission amounts by 11,899 tons in 2007. In addition, Green Mountain is currently testing nose cones for the front of their trucks and is examining the possibility of bio-diesel fuel.

Green Mountain feels that SmartWay can be used as a lever on other companies to turn toward stronger environmental practices. "Using SmartWay is a great way to show the public what we are doing," states Ostler. Ostler believes that as more companies become involved in the SmartWay program, the public will soon follow. Green Mountain's future plans include a driver education program, bio-diesel fuel implementation, governing of vehicles, and speed monitoring. Ostler concludes, "Companies must be leaders in the environmental sector."

