

## Oland Brewery, Halifax - Environmental Leadership Through Innovation

For several years, the Oland Brewery in Halifax, and its parent company, Labatt Breweries of Canada, have been pursuing a dream to be the *Best Beer Company in a Better World*, focusing on the environment, giving back to our community and promoting responsible drinking.

We've been setting and achieving challenging waste management and environmental improvement targets for many years. To continually reduce consumption and achieve demanding goals, Oland's 165 employees rely on a variety of management systems and tools, but attitude, awareness and engagement are equally important.

Our employees take conservation and environmental awareness personally and are passionate because they can have a significant impact on waste management and water and utility consumption.

Our Innovation Program encourages employee initiative and recognizes that even the smallest, simplest ideas make a difference and produce significant, cumulative results.

In 2010, Oland employees' implemented 45 improved sustainability ideas, an increase of 36% over 2009. These ideas not only improve our operations in Halifax, they are recorded in a national database, available to help improve environmental performance for other Labatt breweries across Canada.

The improvements stemming from these innovative ideas and the results of Oland's ongoing focus on better environmental performance are evident in our leading waste management and diversion practices, our green procurement policies and our significant recycled packaging content.

### Leadership in Waste-Resource Management

In 2010, Oland employees implemented 94 energy/utility ideas - more than double the 48 in 2009.

The Oland Brewery decreased fuel consumption by 6% in 2010, saving enough fuel to heat 34 homes. Water usage dropped 3%, enough to fill 1.5 Olympic-size swimming pools.

In June 2010, Oland installed two natural gas-oil dual-fuel boilers to better manage resources and reduce carbon emissions. This reduced 2010 fuel consumption by 6% compared to 2009.

In partnership with Nova Scotia Power, Oland Brewery replaced 800 HID fixtures with T8 fluorescent units, which consume less than half the energy.

Water is always a focus at the Oland Brewery, because it is a finite resource as well as an integral part of our beer and brewing processes, from cleaning to brewing and packaging. In 2010, we halved the number of nozzles and repositioned the remainder to increase rinse efficiency and reduce our can rinser's water consumption by 50%. Nozzles on the pasteurizer's bottle and can deck were reduced and the spray base widened, which saved 3,600 cubic meters of water annually. As well, a solenoid and photo eye ensure the water spray is active only when bottles and cans are present.

Over the past year, electricity usage per hectoliter of beer produced declined by 1% from 10.32 to 10.25 Kwh.

Finally, in 2010, the Oland Brewery exceeded its target for the year and achieved a diversion rate of 99.42%.

## Innovation in Diverting Materials from Waste Streams

In 2010, Oland Brewery employees implemented 93 waste-reducing Innovation Program ideas, including installing a colour-coded container system at the can line to facilitate on-the-spot waste recycling. Leftover or deficient stretch wrap rolls are now reused to wrap product in the holding area.

The brewery's new lunchroom composting program diverts nearly five tonnes of food waste from landfill annually. In addition, 160 tonnes of pulp from beer labels and 17 tonnes of beach woodchips were composted.

Recycling initiatives involved 17 million kilograms of brewers grain and yeast and 1.4 million kilograms of baled paper.

## Green Procurement Policies

Oland, like all Labatt breweries, insists suppliers comply with its *Better World* green procurement policies. All chemicals are delivered in large totes that suppliers collect for reuse. Certain chemical and raw material suppliers must deliver in bulk to reduce the number of containers as well as shipments/carbon emissions. All plastic pallets and draught containers are purchased from suppliers who reuse them.

## Significant Diversion of Waste

Oland Brewery partnered with Nova Scotia Recycling to collect the brewery's plastic waste (stretch wrap and plastic straps) since plastic takes about 500 years to decompose.

The Oland Brewery also began baling cardboard from the Bayer's Distribution Centre and sending it to a recycling depot, avoiding landfill.

## Use of Recycling Content in Packaging

The Oland Brewery's Bottle Reuse Program ensures beer bottles are reused on average 17 times before they are recycled. At the end of the cycle, bottles are collected, crushed and returned to the glass manufacturer for recycling. Oland bottles contain up to 70% recycled materials, while its cans are 100% recycled materials.

Nova Scotia's bottle deposit system ensures that about 98% of beer bottles along with the cartons are returned to the brewery where the bottles are washed for reuse and the cartons are baled for recycling.

The result of these programs was that in 2010, in total, more than 1,564 tonnes of glass was diverted from landfill and 17.87 tonnes of aluminum cans were recycled.

### In summary

- Oland encourages and rewards creativity throughout the brewery in its search for innovative ideas that will help reduce the company's environmental footprint.
- The combined efforts of Oland and its employees, through a variety of programs, have significantly reduced water and energy consumption, improved recycling rates and diverted waste from landfills.
- The Oland Brewery and its employees are realizing their dream to become the *Best Beer Company in a Better World* by leveraging initiative and innovation and through new and ongoing partnerships with suppliers, utilities and recyclers.