



## **Local Food Purchases: *Reducing Transportation Costs and Supporting Local Farmers***

### Requirement:

Ensure that 10% of all food purchases come from within a 150 mile radius.

### Why Do It:

In serving food to guests, we can create memorable dishes and memories, while also educating them onto how to cook more sustainably and eat healthier. And yet, where our food comes from is just as important as how it's prepared.

### How It Works:

Whenever possible, we use organically grown produce from local farms or our own seasonal edible garden. Fruits and vegetables known as the "Dirty Dozen™" — types of produce that retain the highest levels of residual pesticides — are always organic at Phipps. The majority of our organic foods are produced in the U.S. and Canada, and many come from farms within 150 miles of our café.

We offer local milk from Schneider's Dairy, a farm which has pledged not to use rBST or any other hormones. We also use local and regional cheeses as they are available.

### Why It Works:

The further a source of food is from a given place, the more energy it takes to transport it. For individuals, buying produce from local, organic vendors can be prohibitively expensive and time-consuming. For restaurants and conservatories, however, those up-front costs can be covered in order to reduce energy spent. By purchasing 10% of all food purchased from local vendors, facilities can cut down on transportation costs and energy lost, while establishing strong relationships with and supporting local businesses.

### Messaging:

*Per Café Phipps' mission statement, purchasing 10% of all food from within a 150 mile radius is central to our goals as a conservatory and example of sustainability:*

*The mission of Café Phipps is to provide our visitors with fresh, healthy meals featuring local, organic, sustainably produced and seasonal ingredients whenever possible; to create an enjoyable green dining experience for visitors of all ages; and to highlight the important connections between people, plants and the planet.*

### Obstacles:

Obstacles to achieving 10% purchased foods within a 150 mile radius of your facility include availability and cost. Depending on your location, certain types of food may simply not be produced in your area. Finding whatever you can, then, from within that 150 mile radius should be a priority. Another concern is cost. Local, organic farms often produce higher-cost products, but fronting these costs is worth it in

order to cut down the energy it takes to transport foods to your facility. Cutting down on energy spent should make the challenges worth it.

Historic Media Release:

**For Immediate Release:** June 3, 2015

**Café Phipps Earns Prestigious 3-Star Rating as a Certified Green Restaurant**

*Green Restaurant Association honors Pittsburgh's premier public garden for sustainable food service.*

**Pittsburgh, Pa.**—Phipps Conservatory and Botanical Gardens is pleased to announce that Café Phipps was re-certified as a 3-star Certified Green Restaurant® by the Green Restaurant Association (GRA), a national nonprofit devoted to helping restaurants become environmentally responsible. Receiving 175.61 GreenPoints™ on GRA's rigorous rating scale, and having implemented 61 environmental steps, Phipps has gone 75.61% above and beyond the minimum requirements for certification. Café Phipps serves the Pittsburgh community by offering fresh, sustainable and inventive cuisine that is healthy for people and the planet.

As a longtime advocate for green building, restorative gardening and environmental outreach, Phipps raises the bar among cultural institutions when it comes to sustainability. Among its progressive practices, Café Phipps eliminated plastic disposables and bottled water; grows produce in a green rooftop garden; emphasizes antibiotic, pesticide and GMO free, as well as local, fair trade and organic ingredients; provides vegan and vegetarian options; has an extensive recycling program; and composts all pre- and post-consumer food waste.

Going hand in hand with Café Phipps' green operations is the establishment's dedication to offering wholesome fare for guests of all ages. The public garden is especially concerned about safeguarding the health of young visitors, offering a children's menu that features whole grains, organic fruits and vegetables, and ingredients that are minimally processed, low fat and low salt with no added sugar. Additionally, Phipps has eliminated junk food and sugary beverages, including soda, which was removed from the café in 2011.

"We believe it is important to walk the talk and be consistent with our values across all of our efforts," says Phipps Executive Director Richard V. Piacentini. "Fortunately, we have a great partnership with Sodexo that enables us to implement the highest standards, and the rave reviews we get as a result prove that it is possible to be responsible while being successful, too. We couldn't be more pleased with this accomplishment."

Café Phipps is open Monday – Thursday, Saturday and Sunday from 10 – 11 a.m. and 2 – 4 p.m. for coffee and grab-and-go, and from 11 a.m. – 2 p.m. for lunch. On Friday, hours are 10 – 11 a.m. and 7 – 9 p.m. for coffee and grab-and-go, and 11 a.m. – 7 p.m. for lunch and dinner. Find the menu at [phipps.conservatory.org](http://phipps.conservatory.org).