



 **FOOD WASTE**

## SUSTAINABILITY CASE STUDY

# ARLEE'S RAW BLENDS

## KEEPING GOOD FOOD FROM GOING TO WASTE

Arlee's Raw Blends, an organic juice bar located in Princeton NJ, is a food waste innovator and sustainability forerunner. Since opening in 2015, owners Brian and Paula have consistently found ways to reduce and recover food waste. **Annually, Arlee's saves over 74,000 lbs. of waste from going to landfills!**

Arlee's specializes in making raw, cold pressed juices. Unlike traditional juices, cold press juices are made by squeezing fruits and vegetables. This creates left over pulp that would normally end up in a landfill. Arlee's turns the notion of food waste on its head, by viewing its pulp byproduct as a resource.

Arlee's recovers much of the pulp from its juices to create organic desserts, crackers and jerky. They estimate using over 1,000 lbs. of pulp as ingredients in other products each year. Any leftover pulp that cannot be reused is sent to Cherry Valley Cooperative, a local farm, to use as animal feed. Cherry Valley collects over 72,000 lbs. from Arlee's annually. All other food waste and biodegradable packaging is collected for compost by the Princeton municipal program. This keeps another 500 lbs. of refuse out of the waste stream. And this initiative only scratches the surface of their sustainable operations! Arlee's sustainability efforts have been recognized by the NJ Sustainable Business Registry.

### Food for Thought



**1/3** of ALL Food PRODUCED **is never eaten**

In 2014  
**The United States generated over**



More Food Reaches

**LANDFILLS & INCINERATORS**  
THAN ANY OTHER **SINGLE MATERIAL**

Learn more at [registry.njsbdc.com/business-profile/arlees](http://registry.njsbdc.com/business-profile/arlees)

# Arlee's Approach to Reducing Food Waste



## Reinvention

Juicing byproducts are used to make other edible products. Pulp is transformed into cacao raspberry truffles, dried mango chips, and blueberry non-dairy cashew cheesecake.



## Reuse

Juicing waste that can't be made into something new, is sent off to be used as animal feed at a local farm.



## Recycle

Remaining biodegradable waste is recycled, through Princeton Township compost collection program.



**Arlee's diverts 74,300 lbs of waste from landfills every year**

- ✓ 1,000 lbs. utilized as ingredients in other products
- ✓ 72,800 lbs. collected for animal feed
- ✓ 500 lbs. composted or recycled

# Small Business Big Sustainability

Arlee's commitment to sustainability goes beyond its food waste reduction efforts. Sustainable practices are a key feature of its business model, which is demonstrated by its purchasing, packaging and site design choices.



## SUSTAINABLE PRODUCE

Arlee's commitment to sustainability starts with their use of **locally grown, organic produce**. Organic fruits and vegetables are better for the environment, because they are grown without the use of synthetic pesticides, which can pollute waterways, contaminate soil and impact sensitive animal populations. By purchasing locally grown produce from farms like Turhune Orchards, Arlee's also lowers their carbon footprint and contributes to the local economy.



## SUSTAINABLE PACKAGING

Arlee's juice is **glass bottled**. This not only protects consumers from ingesting bisphenol A (BPA), but also reduces plastic waste. Arlee's also incentivizes waste reduction through a program where customers who return their glass bottle for reuse receive a dollar. This program engages consumers who might not have thought about sustainability in the past. For their prepared foods, they use **biodegradable packaging made from corn silk and bamboo**.



## SUSTAINABLE PLACE

The Arlee's storefront was designed with sustainability principals in mind. The store has **energy efficient lighting, energy star appliances and site furniture made from reclaimed and renewable products**. The checkout counter and high table island are both made out of reclaimed wood from a tree that had fallen during Superstorm Sandy, while the wooden arches in their shop are made from bamboo.