



Green Power for Consumer Businesses

Increasingly, retailers, manufacturers and packaging companies are taking a closer look at the environmental impact of the products they source, produce and sell.

Consumers have begun to expect that the products they buy are produced, packaged and shipped in a sustainable and responsible manner. Today's growing segment of green consumers is ready to reward businesses that are able to reduce the environmental impact of their products. Purchasing green electricity for key facilities and production plants is a practical and reputable way to green your brand and your individual product lines.

Why support green electricity?

Conventional electricity generation is a leading industrial source of carbon dioxide—the primary greenhouse gas linked to climate change—as well as other emissions that contribute to poor air quality.

Today's progressive consumer businesses are examining the impact of their products across the life cycle, including the energy sources used in production and packaging. Companies like Cadbury, Arthur's Fresh, Steam Whistle Brewing and Burnbrae Farms have chosen to work with Bullfrog Power, Canada's leading 100 per cent green electricity provider, as an easy way to reduce the environmental impact of their products.

Bullfrog Power enables consumer businesses to...

...reduce the environmental impact of facilities and product lines.

When you choose Bullfrog Power, we ensure that as much low-impact renewable electricity is injected into the electricity grid as your facility uses.

...differentiate their products from the competition.

Green initiatives can help set your products apart from your competitors and give you a competitive advantage.

...appeal to a growing, loyal segment of environmentally conscious consumers.

Research shows that a rapidly growing segment of green consumers is seeking more environmentally benign products and is willing to reward companies with brand loyalty.

"Awareness of sustainability issues continues to grow, and the influence of sustainability on consumer behavior and product choices continues to evolve. Sustainability considerations are emerging as a key product attribute influencing shopper decisions."

2009 Grocery Manufacturers Association/Deloitte Green Shopper Study



Roadmap to sustainability

In 2008, Arthur's Fresh, the award-winning Canadian producer of fruit juices and smoothies, began a series of initiatives to reduce the environmental impact of its processes, operations and packaging.

5 key initiatives in the company's environmental roadmap include:

1. Improving freight options in inbound raw material
2. Sustainable sourcing – buy local – buy Canadian!
3. Social responsibility
4. Clean electricity from Bullfrog Power
5. Packaging reduction



In a recent survey of environmentally conscious consumers,

95% consider bullfrogpowered organizations to be environmental leaders.

80% are more likely to purchase goods or services from companies who are committed to green power.



Burnbrae Farms' Free Run Omega 3 Eggs are produced by hens free to roam in open concept barns. Hens are fed a multi-grain diet with added flaxseed, corn and alfalfa. The barns are bullfrogpowered.

Communicating your support for green power

Bullfrog Power offers communications services designed to help you showcase your green power commitment. Our communications specialists are available to help you identify creative ways to communicate your support for green power on your packaging and through other marketing communications activities.

Contact us today!

Do you want to explore how you can work with Bullfrog Power to align your brand with real environmental action? Email us at sales@bullfrogpower.com or give us a call at **1.877.360.3464**.

Steam Whistle Brewing

Sustainability has always been a key value for Steam Whistle Brewing. A 2009 Green Toronto Award winner, the brewery has earned its reputation as an ecologically minded beer producer through a variety of initiatives:



- Steam Whistle Pilsner is made with only 4 all-natural ingredients
- signature green bottles are filled twice as often as industry brown bottles
- Deep Lake Water Cooling chills the facilities in the summer; efficient District Steam Heat is used to brew, wash bottles and heat the building
- trucks are fuelled with biodiesel
- the brewery is bullfrogpowered



Sustainable Packaging Scorecard

Walmart is committed to reducing packaging across its global supply chain by 5 per cent by 2013. To reach this goal, the company is implementing the Sustainable Packaging Scorecard. The scorecard helps vendors measure and improve their environmental performance and awards points for a variety of sustainability initiatives, including sourcing of renewable energy. Walmart has partnered with The Packaging Association of Canada (PAC) on an industry training program.



Purple Goes Green is Cadbury's global commitment to action on climate change. Cadbury's goal is to shrink its global environmental footprint through various initiatives, including a 50% reduction in its net carbon emissions, reducing excess packaging and managing its water use.



Cadbury's head office (above) and national distribution centre are bullfrogpowered.