

Nurseries for a Sustainable World



Goals

- Reduce energy intensity 25 percent in 10 years
- Identify and promote adoption of sustainable practices
- Help make available resources to assist growers in achieving sustainability goals
- Enhance marketplace recognition and value for sustainably produced Oregon plants

In July of 2009, the Oregon Association of Nurseries (OAN) launched a Sustainability Initiative focused on helping Oregon nurseries manage rapidly increasing costs due to resource scarcity. The resources we use are more expensive and profitability depends more and more on creating operational efficiencies while maintaining product quality. The Sustainability Initiative demonstrates industry leadership, creates new partnerships and fosters innovation. Join the initiative and improve your bottom line.

Climate Friendly Nurseries Project:

In this joint collaboration with the Oregon Environmental Council (OEC), 15 nurseries are detailing and quantifying their energy use and greenhouse gas emissions, and identifying specific ways to reduce both. In 2010, we published the *Best Management Practices for Climate Friendly Nurseries*, a one-of-a-kind industry guide providing in-depth information on high-value efficiency projects, case studies, and an overview of available incentives and programs.

More info: www.climatefriendlynurseries.org

Energy Program:

Through our partnership with the Northwest Energy Efficiency Alliance (NEEA) an industry energy intensity reduction goal of 25 percent in 10 years was established. An industry plan to prioritize resources, identify the greatest needs and gaps, and create programs to reduce industry energy intensity and harness renewable energy technologies will be published in 2011.

More info: www.neea.org

Wholesale Nursery Certification:

Food Alliance is creating a voluntary nursery certification standard against which nurseries can independently evaluate their performance or undertake a formal certification application by engaging a licensed certification company.

More info: www.foodalliance.org

Information for Tomorrow:

Market information and platforms for sharing opportunities and resources are critical to OAN members.

- In 2010 the OAN held a Sustainability Summit to explore the developing sustainable market and how to translate sustainability into operational efficiencies and profit.
- Market research is underway to assess sustainably grown plant material opportunities and grower adoption of sustainable production practices.



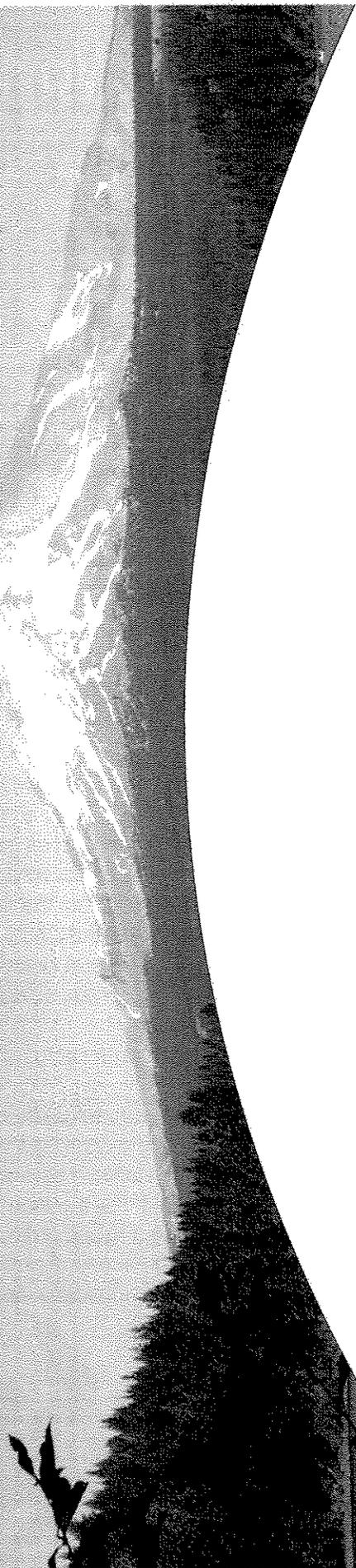
OREGON
ASSOCIATION OF
NURSERIES

Oregon Association of Nurseries
25751 SW Town Center Loop W
Wilsonville, OR 97170
Phone: 503-637-5089
Program Contact: Whitney Rudecutt
wrudecutt@oan.org



OAN Sustainability Initiative Timeline and Goals

Last Revised 06082011



Sustainability Initiative Launch

Comprehensive Life Cycle Assessment → Findings Drive Water and Waste Program Development

Established 25% in 10 Yr Energy Reduction Goal → Energy Pilot → TBD Energy Pilots → Obtain 25% in 10 Year Energy Reduction Goal
Energy Tools and Resource Development

Climate Friendly Nurseries Project

