

The Connection™

Marvin's View

April 10, 2008



Do we need Earth Day anymore?

Earth Day will be celebrated on April 22 this year and many of you will be congratulating your staff for the progress they have made in conserving energy, using less detergent, less water, and more. But many of us have switched over to celebrating Earth Day not just one day a year -- but everyday.

When the idea for Earth Day evolved over a period of many years starting in 1967, it was an exciting idea -- but no one paid much attention to it. We participated and featured the environmental impact of PortionPac, but few were interested.

In 1991 our [Connection](#) asked if Earth Day was just a flash in the pan. But the opposite is the truth. Today, having a special Earth Day may seem like overkill because you can't read any magazine or newspaper or listen to radio programs without being bombarded with ideas, products, opinions about being "greener" and, of course, a lot of Greenwash too. (Companies trying to make the same old products and systems sound environmentally responsible when they are not.)

Newsweek says...we are in a growth industry

Today, Industry and Institutions have gone way beyond the goals of those years and are accomplishing levels of improved products, packaging, plant operation and other ancillary benefits that would amaze and impress the early pioneers.

In the last two weeks I had the pleasure of addressing Graduate Students at the Illinois Institute of Technology's Stuart School of Business and a Sustainability Conference at Northwestern University's School of Education and Social Policy. Most of the Graduate Students are working in industry and their commitment to improve how their companies are operating was truly inspiring to an old man like me. There is no question that the world is reaching new levels of sustainability and environmental responsibility.

The April 14th issue of [Newsweek](#) featured our friends at Presidio School of Management (San Francisco) and called the Universities teaching business the importance and profitability of saving the planet a growth industry. Quite a story and American industry and institutions have gotten the message.

Take advantage of this powerful opportunity

We are very proud of the impact our service staff is having in school food service with SFSPac, in correctional facilities with CorrectPac and of course for all our PortionPac accounts. **If we can help with your sustainability goals, please contact your PortionPac representative or call me.**

But maybe we still have a long way to go. Yes, our industry has Green Seal formulations but many are still misused and wasted. Yes, we have compact fluorescent bulbs but too few are used. Some grocery companies are getting rid of plastic bags but thousands of other stores are struggling with the challenge of change. So I guess Earth Day is still a good reminder of how far we have to go.

And as for April 22, make it a proud day for you and your department. You are a key player in helping your organization to be an environmental leader.

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