

# GROCERY

SUSTAINABLE  
DESIGN & PRACTICE  
BENEFITS

## Bottom Line

Energy and cost savings attributed to efficiency measures are well documented. However, sustainable design and practice could have an impact on your bottom line far beyond reduced utility bills.

What if you could increase sales, decrease produce spoilage, and improve worker productivity?



ACCORDING TO  
RECENT STUDIES:

The U.S. EPA estimates that \$1 in energy savings is equivalent to increasing sales by **\$59**

Shoppers spend more time in *well-lit* stores

**55%** of consumers are willing to pay extra for products and services from companies that are committed to positive social and environmental impact

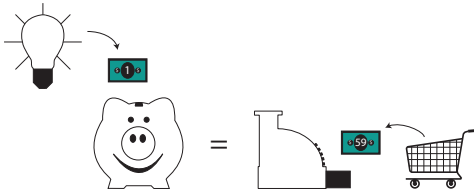
Employees of companies that voluntarily adopt "green practices" are **16%** more productive than the average



## Savings Case Studies

Atkinson's Market in Ketchum, ID made energy efficient upgrades to its stores with the help of Idaho Power. This involved upgrading their lighting to fixtures that are more efficient and generate less heat. **This upgrade helps to keep produce fresher longer, and freezers to stay cool more efficiently.**

Sainsbury's grocery chain switched out their existing lighting in favor of more efficient LED lighting. The result was a 59% reduction in energy as well as a **more uniform light distribution**. This created an **improved interior environment** and a **better shopping experience**.



## Other Benefits

- Upgrades to refrigeration and lighting systems can reduce the spoilage of perishable goods
- Stimulating the economy through the creation of jobs

**(The recycling industry employs over 1 million people and generates \$200 Billion in annual revenues)**

## Where to Start

- Turn down lights during low traffic times
- Use night curtains on refrigerated cases
- Turn things off when not in use
- Recycle or reuse product packaging
- Set thermostats to minimum settings in stockrooms and offices

For More Information Visit:  
[www.idahopower.com/eetips](http://www.idahopower.com/eetips)

**52% of consumers return to a grocery store based on a positive in-store experience.**

## REFERENCES

Atkinson's Market cuts energy use and keeps produce fresher with help from Idaho Power program. (2011, April 27). Retrieved February 26, 2016, from <http://www.idahopower.com/pdfs/EnergyEfficiency/CustomEfficiency/AtkinsonMarket.pdf>

Carlson, L. (2009). The sunlight solution: Why more sun exposure and vitamin D are essential to your health. Amherst, NY: Prometheus Books.

Managing Energy Costs in Grocery Stores. (2002). Retrieved November 23, 2015, from [http://www.nationalgridus.com/non\\_html/shared\\_energyeff\\_groceries.pdf](http://www.nationalgridus.com/non_html/shared_energyeff_groceries.pdf)

Front of the Line How Grocers Can Get Ahead for the Future. (2014). Retrieved January 8, 2016, from <https://www.pwc.com/us/en/advisory/customer/assets/grocery-customer-insights-global-experience-radar-2014.pdf>

Rogers, C. (2015, July 20). The Importance of Going Green. Retrieved September 4, 2015, from <http://www.livestrong.com/article/134490-the-importance-going-green/>

Hewitt, A. (2012, September 10). Employees at 'green' companies are significantly more productive, study finds. Retrieved September 4, 2015, from <http://newsroom.ucla.edu/releases/study-certified-green-companies-238203>

Sainsbury's Leek. (2013). Retrieved December 15, 2015, from <http://www.gelighting.com/LightingWeb/na/case-studies/sainsburys-led.jsp>