



## Positions of Sustainability

Cura's Positions of Sustainability was developed in order to establish corporate and local responsibility standards, including a continual focus on environmental issues.

**Our Mission:** *To continually expand our role as a socially responsible company while providing exceptional hospitality experiences to all of our guests.*



Our "EcoSteps" logo and posters are used at all of our Cura locations to communicate the actions we are taking to become more environmentally responsive.

## Environmental Awareness

### Seafood

*Around the world, many traditional fisheries are threatened with collapse due to unsustainable fishing practices and habitat destruction. Some fisheries, however, remain healthy and productive due to successful management, responsible harvesting, and advances in contained fish farming.*

**Our Position:** We use the Monterey Bay Aquarium's Seafood Watch "Guidelines for Sustainable Seafood" to continually increase the amount of sustainable fish we purchase annually.

- **Aquaculture** – *We partner with seafood companies that raise fish inland, far from coastal waters where wild fish feed and breed. Even shrimp and salmon farming can be moved inland, where wastes are easier to handle. U.S. shrimp farmers are experimenting with enclosed, recirculating systems that filter wastewater and can be located far from the coast.*
- **Over fishing** – *We continue to reduce the use of seafood that is listed as "avoid" on the Seafood Watch Guide, published by the Monterey Bay Aquarium.*
- **Bycatch** – *We partner with seafood companies that are working on limiting bycatch (unwanted fishes and animals caught accidentally in fishing gear and discarded overboard, dead or dying). This is accomplished through the use of:*
  - **Pingers** - *The pingers make a sound under water, which helps sea mammals avoid the net.*
  - **Trap doors** – *U.S. fishermen invented the Turtle Excluder Device, or TED—a trap door in the net that lets turtles swim free.*
  - **Nordmore Grate** – *Catching shrimp in trawl nets can kill up to 10 pounds of other animals for each pound of shrimp. New devices, like the Nordmore grate, are helping to reduce bycatch in some shrimp trawl fisheries.*

### Organic Recycling

Composting is the controlled biological decomposition of organic matter--such as food and yard wastes--into humus, a soil-like material. Composting is nature's way of recycling organic waste into new soil, which can be used in vegetable and flower gardens, landscaping, and many other applications.

- **Recycling** – *removing a resource from the waste stream and converting it into a usable product.*
- **Organic** – *carbon-based materials that are readily biodegradable or fermentable (food and green waste).*

**Our position:** We will develop and implement programs through which our locations are able to recycle food waste that will be picked up by a local composter. Our commitment is to reduce land-fill contributions and to educate our FarmSource farms about the high-nutrient content of compost from our local composters.

### Benefits of Composting

- Keeps organic wastes out of landfills
- Provides nutrients to the soil

- Increases beneficial soil organisms (e.g., worms and centipedes)
- Suppresses certain plant diseases
- Reduces the need for fertilizers and pesticides
- Protects soils from erosion
- Assists pollution remediation.

### **Alternative Fuels**

*The rising price of fuel, environmental concerns, and ominous signs of global warming has many companies looking for alternatives to petroleum. Biodiesel fuel--a renewable alternative to diesel fuel--can be run in any unmodified diesel engine, including tractors, trucks, and other equipment. Biodiesel is made from vegetable oil or animal fat through a simple chemical conversion process, at a cost of as little as \$1.00 per gallon.*

*Biodiesel use has the following benefits:*

- *Significantly lower in EPA registered emissions of carbon monoxide, soot, particulate matter, sulfur dioxide, and carcinogenic hydrocarbons.*
- *Smells better when it burns (like popcorn or onion rings).*

**Our position:** We will operate all company-owned diesel vehicles with a percentage of biodiesel. We will also partner with local grease removal companies to deliver our spent grease to companies that develop biodiesel.

### **References:**

[http://www.centerforfoodsafety.org/cloned\\_animals.cfm](http://www.centerforfoodsafety.org/cloned_animals.cfm)

<http://transfairusa.org>

[http://www.hsus.org/farm/news/ournews/archive/urge\\_congress\\_to\\_just\\_say\\_no\\_to\\_nontherapeutic\\_antibiotic\\_drugs.html](http://www.hsus.org/farm/news/ournews/archive/urge_congress_to_just_say_no_to_nontherapeutic_antibiotic_drugs.html)

<http://www.certifiedhumane.org/>

<http://lowcarbdiets.about.com/od/lowcarbsuperfoods/a/cagefreeeggsdef.htm>

<http://www.mbayaq.org/cr/seafoodwatch.asp>

<http://www.steelcitybiofuels.org/>