

# EARNEST ICE CREAM - SERIOUSLY GOOD -

## Zero Waste Commitment Policy

Earnest Ice Cream has a goal of being a Zero Waste company.

From the beginning, Earnest Ice Cream has been about more than just ice cream. We want to make the best, most inspiring ice cream that we can and we want to make the world a better place.

In pursuit of this objective our production facility and retail location at 1485 Frances St underwent its first Zero Waste Facility Assessment and Composition Study back in 2018, via an independent third party. From these assessments we were first awarded "On The Road To Zero Waste" Recognition status in 2018 by Zero Waste Canada, the national affiliate of the Zero Waste International Alliance (ZWIA) which recognized our efforts to work towards Zero Waste across our operations.

Today these efforts mean that we share and publicly reference the International Zero Waste Definition and Hierarchy as a continuous reference point. We also have a Zero Waste Coordinator onsite to oversee our internal procedures towards our facility objective of Zero Waste at 1485 Frances St.

We track all of our material waste generation on a continuous basis, and we separate all of our material streams at the source, preserving their value as resources. All of our material streams are formally collected and managed by licensed local operators. We responsibly manage any specialty or potentially hazardous materials separately from all other material streams.

**Zero Waste is about continuing to identify opportunities for improvement, and implementing those changes at all facility levels.**

**To achieve this objective we are committed to applying the logic of the International Zero Waste Hierarchy throughout all that we do:**



**In working towards the goal we at Earnest are committed to achieving Zero Waste, as outlined by the Zero Waste International Alliance (ZWIA):**

*Zero Waste: The conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the environment or human health.*

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We at Earnest Ice Cream commit to continuous improvement to reduce the remaining residue that goes to landfills or incinerators by at least 1% of baseline disposal each year-at our location 1485 Frances Street. Additionally, we commit to phase out all burning in our next contract with our service provider, or when alternative facilities are available.

Working towards these commitments for us at Earnest means that we apply Zero Waste practices and principles throughout all of our decision-making and across all that we do.

We incorporate Zero Waste thinking across all of our purchasing, in order to ensure that materials both entering and exiting our facilities may continue to bring value to our customers and our wider community.

We have established strong relationships with our local network of suppliers, allowing us to work together with them towards our objective of Zero Waste, hoping to set an example throughout our supply chain that other facilities will be able to follow.

We incorporate Zero Waste as part of our hiring and training processes for our employees.

We incorporate Zero Waste thinking and strategies across our daily operations, both behind the scenes in our kitchens as we make our variety of seasonal ice cream flavors, as well as in our retail spaces where we always aim to engage our customers with this necessary objective.