



GLEE's 2nd Annual Green Living Awards

Businesses Category

For Cumulative Efforts leading up to January 1, 2008

Name of business: Deer Run Bed and Breakfast

Big Pine Key

City/Island

Harry Appel and Jennifer DeMaria

Owners

Name of Applicant

Relation to Business:

Summary

Deer Run continues to fill a niche with our vegan and organic practices. Our green living, compassion towards animals and our environmental efforts make us a leader in the industry and our community. We realize in order to teach people about necessary change, we must lead by example. Our personal beliefs allow us to continue to transform Deer Run into a beacon while being a mentor. We continue to improve things here, reduce our own footprint and learn more everyday to bring even more improvements into action. We're damn proud!

Accomplishments

Renewable Energy

Demonstrated use and/or promotion of appropriate solar, wind and bio generated sources of renewable energy.

*Deer Run is under contract with SALT of Marathon, deposit monies paid, and permits in final process, for a 7KW solar generating system for the bed and breakfast.

*Approx. 80% of exterior lighting at Deer Run is solar.

Clean Transportation

Demonstrated use and/or promotion of smart, clean and economically efficient uses of biodiesel, fuel cells, and hybrid vehicles. Or no vehicles at all!

*Deer Run purchased and uses a New Holland biodiesel tractor for DEP approved beach cleaning.

*Deer Run has purchased and uses a hybrid Toyota Prius, which also has a Toyota installed electric vehicle mode.

<u>Clean Boating</u>	Demonstrated adherence and/or promotion of eco-friendly actions whilst on the water, including cleaning products, propulsion, water conservation, fisheries conservation, catch and release techniques, and use of Florida Clean Marinas, Boatyards, and Retailers .
<p>*No motorized boating is offered at Deer Run. Deer Run only offers kayaks for guest use, and we have 4 on site.</p>	
<u>Energy Conservation</u>	Demonstrated use and/or promotion of energy-efficient appliances, energy audits, and retrofits for financial savings and pollution reduction.
<p>*All a/c units & appliances are Energy Star rated; A/C units are DC technology for lower watt usage; all lighting, interior AND exterior is either solar or low mercury florescent bulbs; we have an on-demand water heater; we educate all guests upon check in about energy conservation practices in place, and advise guests to turn off AC units when they go out. *Deer Run did an annual energy and water audit as part of our Two Palm Certification submission on our green lodging status.</p>	
<u>Green Building</u>	Demonstrated use and/or promotion of green techniques and technologies during retrofits on existing buildings and efficient designs for new buildings.
<p>SALT of Marathon has designed our on site solar array to act as an Exhibit for public and guest viewing to learn the benefits of solar technology.</p>	
<u>Green Financing</u>	Demonstrated use and/or promotion of tax credits, rebates, and other incentive programs that help finance, sustainability projects. Also includes Socially Responsible Investing.
<p>Deer Run will be receiving tax credits and incentives from the State of Florida and the Federal government for the installation of our solar system.</p>	
<u>Healthy Living</u>	Demonstrated adherence and/or promotion of green procurement, green consumerism and healthy choices through buying organic foods and other non-toxic, healthy and sustainable products.
<p>Deer Run is a mostly organic, vegan inn. Daily our menu is about 95% organic content. We make extensive efforts to source locally. We also buy fair trade products. We use only use green laundry detergents, green non-chlorine bleaches, green & cruelty free soaps, shower gels and shampoos. We only use green room cleaners and green pest control; stock our rooms with only organic cotton towels, and have now switched switched to organic cotton sheets as well. We have planted a true organic food garden on site, which is approx. 600 SQ. FT.</p>	

<u>Land Conservation</u>	Demonstrated adherence and/or promotion of conservation of natural habitats by using Keys-Friendly landscaping practices and use of GreenThumb Certified Nurseries .
<p>Our property is xeriscaped. We continue to plant mangroves and sea grape trees at our property and surrounding property.</p> <p>We ourselves clean 1 mile of Long Beach regularly (sorting recyclables and fishing line for proper recycling); we volunteer annually for the International Coastal Cleanup, and we coordinated a volunteer beach clean up of Long Beach in spring, 2008.</p>	
<u>R4 #1: Reduce</u>	Demonstrated reduction of waste through bulk buying, refillable products, double-sided printing, avoiding over-packaged products, closing the loop by purchasing products made of recycled, post consumer content; implementation of policies which encourage and/or mandate waste reduction.
<p>We purchase the following products in bulk: baking basics (25 pounds or more in packaging); shower gels, shampoos and soaps (rooms have refillable dispensers); paper towels, toilet tissue, tissues and printer paper all with high post consumer recycled content; we purchased a reverse osmosis water machine for guests and have done away with store bought water/bottles; rooms are serviced after 3 nights (the 4th day) to vastly reduce water consumption. Guest rooms have canvas bags for use during their stay; we use canvas bags whenever we shop, and we have now switched to "e" payment of bills to reduce paper.</p>	
<u>R4 #2: Reuse</u>	Demonstrated reuse of products, buy second hand, donate unneeded items, and avoid disposables, and share magazines /other publications before recycling them.
<p>Our decor through the inn and grounds has numerous trash salvaged items including building materials (windows/doors/headboards), patio furniture and decor; we donate all unneeded items to Habitat for Humanity and Salvation Army on Big Pine Key (which also includes items guests leave behind); we buy biodegradable cups and plates for our guests to use for their outdoor dining; we also shop first always at the Salvation Army and Habitat for Humanity before looking to buy something new; Deer Run made a major purchase of outdoor furniture which is made of 100% post consumer waste of recycled bottles, colored with soy ink, Made in USA</p>	
<u>R4 #3: Rot (Compost)</u>	Demonstrated waste diversion through composting of food scraps and yard trimmings
<p>We compost all food scraps and yard waste on premises, and we supply guests with a compost bucket upon request for use in their room.</p>	
<u>R4 #4: Recycle</u>	Demonstrated recycling of items accepted by local waste hauler and/or other items which may be recycled elsewhere (e.g., electronics, CFL light bulbs, cell phones, printer cartridges); implementation of policies which encourage and/or mandate recycling practices
<p>Printer ink cartridges are taken to Office Max for recycling; we also recycle papers, cans and bottles. We also mandate that guests recycle as well, with recycling buckets provided in all guest rooms and common areas. Also, we collect caps for recycling and sort the caps we pick up while beach cleaning, and send them out to the cap recycling program by Aveda.</p>	

<u>Water Conservation</u>	Demonstrated use and/or promotion of water use reduction through efficient irrigation, xeriscaping, cisterns, rain barrels, water audits and/or use of reclaimed water.
<p>We are 95% xeriscaped at Deer Run; we collect water in 4 rain barrels on site for watering plants, and we use our gray water for subterranean irrigation.</p>	
Water Quality	Demonstrated use and/or promotion of wastewater treatment, storm water retention, phosphorus free products, slow release fertilizers, animal waste reduction, etc.
<p>Our laundry and cleaning products are environmentally friendly made by eco-friendly companies (including 7th Generation, Ecover and the Earth Friendly Company), which contain no phosphates; we have a reverse osmosis system in place for guests drinking water, and have a reverse osmosis system in place in the Deer Run kitchen for cooking and drinking. We only use organic fertilizers and soils.</p>	
Youth Leadership	Involve local students in projects and research for healthy long-term choices in any of the above for the future of all.
<p>We work with Sea Base Boy Scouts on beach cleaning programs.</p>	
GLEE Participation	Actively involved with GLEE via ideas, time and/or membership to help further GLEE's Mission and Goals .
<p>We are GLEE members and promote GLEE through word of mouth and through a link on our own web site. We participate in GLEE sponsored events when possible, and volunteered for the GLEE Recycling Fair.</p>	
Other Factors	Have you done something else not included in the scope of this application? Let us know!
<p>Deer Run was honored by ISLANDS Magazine by being chosen for inclusion in their 2009 Blue List, which highlights their annual recommendations for eco-travel. Deer Run was the only USA honoree, all other honorees were outside this country. This award also helps raise awareness about eco-tourism, conservation efforts, and local community efforts.</p> <p>Deer Run is a mostly organic and total vegan inn, which has far reaching positive impact on our environment.</p>	

Other Business Factors

Team Commitment	List staff or other supportive people on your "Green Team"
Harry Appel & Jennifer DeMaria, Owners (we're our whole staff!)	
Communications	How are your environmental efforts visibly communicated to staff, locals, tourists, shareholders, customers and/or vendors?
Our web site now shows our green lodging status, and links to other "friends" who are green, and/or who share our beliefs about conservation and sustainability. Our guests are informed verbally, and via signs in the rooms of our green practices in place and their requirements to adhere to certain standards. Harry is now a member of the DAC II which advises the TDC and is brings his expertise and guidance regarding green practices to every TDC meeting to "green up the Keys."	
Certifications/Memberships	Do you currently hold any green certifications or memberships?
*Harry is a member of the DAC II, as noted above. The DACs advise the TDC, and Harry brings his expertise and guidance regarding green practices to every TDC meeting to "green up the Keys." *We are a State of Florida One Palm Green Lodge, and have submitted our materials for our Two Palm Green Lodge status. *We are on ISLANDS Blue List for 2009.	

Green Pledge

I certify that the above information is correct to the best of my knowledge.

