

H₂Oscore Blog (/)

Local Green Grocer Raises the Sustainability Bar

By [guest author \(http://blog.h2oscore.com/author/guest-author/\)](http://blog.h2oscore.com/author/guest-author/) | Published July 11, 2013 (2013-07-11T13:45:38-0500)



Outpost is dedicated to serving the Milwaukee area with fresh local food and excellent customer service, but they also care about minimizing the environmental impact of their stores.

In fact, Outpost is so invested in reducing their impact that they hired Jessy Servi who serves as Outpost's full-time sustainability expert.

As the Sustainability Manager, Jessy keeps tabs on Outpost's environmental footprint and produces an annual Sustainability Report outlining a variety of policies and goals in accordance with the Sustainable Food Trade Association.

Outpost has also applied for a Milwaukee Metropolitan Sewerage District grant that would support onsite water management techniques such as cisterns and a reverse osmosis water purification system to reuse rainwater as well as installing a rain garden on the roof.

These techniques, along with new, more efficient equipment, make Outpost a superstar in water conservation.



(<http://www.flickr.com/photos/artegal/>)

Photo: Todd Nilson

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A food business can't exist without utilizing some water and cleaning supplies but Outpost is maximizing their efficiencies, and looking into using Zap Water Technology (a cleaning technology that utilizes only salt, water, and electricity) in order to reduce and almost eliminate all toxic runoff.

A fourth store is currently in production in Mequon for Summer 2014 and will be Outpost's greenest effort to date. Being developed entirely by Outpost, the new location will not only bring 80 jobs to Mequon, but the building is expected to be LEED certified

(<http://www.usgbc.org/LEED/>) by utilizing skylights, recycled materials, and even having an electric car charging station.

Outpost's environmental consciousness doesn't stop with their architecture. The company promotes an eco-friendly atmosphere within their stores and creates a eco-culture among its employees. Employees create sustainability goals where workers from different stores compete to conserve. The best ideas from individual stores lead to company wide eco-policies.

The Capitol Drive location has even developed a pilot composting program to take waste reduction to an all-new level. There is accountability for conserving resources, limiting water usage, recycling cardboard, supporting local goods, and eliminating waste.

Outpost is doing big things to eliminate their footprint by purchasing carbon offsets and having direct relationships with Wisconsin based wind and solar power farmers, landowners and businesses.

Outpost doesn't want to be the only EcoChampions in their communities. They, along with H2Oscore, want to educate Milwaukee area customers about energy and water conservation. "H2Oscore gets people thinking about those things," said Servi, "living near Lake Michigan, we sometimes take our water resources for granted."

Other Milwaukee businesses are already calling Outpost and requesting their Sustainability Plan to serve as a basis for their own models. Outpost continues to see success, and hopes to simultaneously grow as a company while reducing their environmental impact.

If you would like to support Outpost's sustainability mission, sign up for their [newsletter](http://www.outpost.coop) (<http://www.outpost.coop>) and check out their [sustainability report](http://www.outpost.coop/about/sustainability/sustainability_report.php) (http://www.outpost.coop/about/sustainability/sustainability_report.php).

H2Oscore is thrilled to welcome Jessie and Outpost Natural Foods Co-op to the growing list of partnering green businesses who are rewarding local residents that become more water efficient at home. H2Oscore is a free service for anyone who receives a Milwaukee water bill. To become a Rewards partner, or activate your home's account, visit H2Oscore.com (h2oscore.com).



(<http://wiroll.wordpress.com/>)

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