



CASE STUDY

The Happy Baker

Location:

540 King St. (HSBC Place) Fredericton, NB.

Contacts:

Holger Mammen, 506-454-7200

Products and Services:

Delicious dishes for take-out and eat-in

Date of Case Study:

June 9th, 2009

Achievements:

We all love their quiches and their cookies, their salads and of course their dark chocolate tarts, and we love them because they are true, natural and healthy...much like The Happy Baker's environmentally conscious business practices! Now you can delight in knowing that not only does The Happy Baker look out for your taste buds, it also looks out for your values!

Limited to what they can amend due to their location within another building, the team at The Happy Baker has done incredibly well in their efforts to reduce their environmental impact. For starters, they are on the fast track to a full fledge recycling system encompassing all materials, and they promote an active transport strategy for all employees. Then, they have an automatic shut-off valve on their main water basin, making it impossible to be left on, or to drip, and their consumer plastic bags are made from 70% recycled material. Finally, The Happy Baker makes enjoying their menu doubly beneficial by providing healthier organic alternatives, and by serving it all up on reusable dishes for a small fee; cutting down on the useless disposal of plastic or paper dishes. Also, The Happy Baker encourages their patrons to enjoy their coffees and teas in reusable mugs, and they use reusable baskets for catering!

Making changes is always hard, and often requires an initial investment on the businesses owner's side, but the cost of inaction at this point in our environmental situation will be far greater than the cost of action! The Happy Baker is aware of that and strives daily to improve their environmental standing, which is why they have already acquired 16 credits in the Green Shops program!