

The Daily Gleaner

Green Matters for the Daily Gleaner, September 12, 2011

By Peter Corbyn & Jessica Scott

Time Again to Green Your Harvest

The 2011 Harvest Jazz and Blues Festival starts tomorrow and runs until Sunday. And over its 21 year history, the Festival has not only gained a reputation for attracting world famous artists to Fredericton, but in recent years has been gaining a reputation for going green as well.

Three major things the Festival is doing this year to reduce its environmental footprint include the use of biodegradable cups, a Park & Ride bus program for patrons, and using green electricity - by 'bullfrogpowering' (www.bullfrogpower.com) of the venues with clean, renewable power.

Thanks to presenting sponsor Labatt, the Festival will be pouring beer for the first time in biodegradable drink cups in three out of four of the tents. And the fourth tent, the Hoodoo House, will be using the remaining supply of plastic beer cups from last year so as to not waste. As always, these cups along with other plastics will be recycled at Fredericton Regional Solid Waste Commission (FRSWC).

The Festival is asking patrons to continue reusing both plastic and biodegradable drink cups during their evening in a venue; and when they leave to put discarded cups into the Cupsuckers (on the side of the garbage bins) or in a blue bin for disposal. Green Team volunteers will be separating the biodegradable cups from other plastics and placing them in compostable garbage bags. Plastics will be recycled, and bio cups will be taken to the City of Fredericton composting facility.

The NB Liquor Harvest Park & Ride Program offers a number of benefits for patrons, including lowering their carbon footprint and providing a safe way to get downtown without taking their car. There are two free bus runs available every day of the Festival from Thursday to Saturday; the Free Frex Run and the Free Hotel Run.

The Frex Run loops from the Frex grounds to the Delta Hotel to Wilmot Alley downtown between 3 pm and 3 am. The Free Hotel Run picks up passengers between 5 pm and 7:45 pm at all of the hotels at the top of the hill as well as the UNB Student Union Building and then runs the same route between 11 pm and 3 am. Check the Festival website, www.harvestjazzandblues.com, under 'Green' and 'Park & Ride' for further details.

The Festival is also choosing green electricity from Bullfrog Power. So how does this green energy source work? Bullfrog's Maritime generators inject renewable electricity into the regional grid to match the amount of power the venues use. In the Maritime Provinces, Bullfrog sources from EcoLogo^M certified wind farms and low-impact hydro facilities in Prince Edward Island and New Brunswick.

Companies such as the Royal Bank, Kraft Foods, and locally, Taylor Printing are all bullfrogpowered; they pay a premium, but know that they are contributing to the advancement of renewable energy projects across Canada, because of course, increasing the public's desire for green power helps ensure a growing supply.

The Daily Gleaner

The Festival is taking an additional step this year in educating patrons on how to Green Your Harvest. You will notice a QR code (shown below) on stickers at all of the venues this year. Scan this code with your mobile device to find out more about how you can Green Your Harvest. Just visit www.greenyourharvest.com on your mobile device to download a scanner.

So now it's time to leave your typical days behind and for one fantastic week put on your Harvest groove. And while you're groovin, be sure to be green!



Peter Corbyn and his creative team at www.greennexus.com came up with the QR code concept for Harvest and the www.greenyourharvest.com mobile site, and donated their time to bring it to life! And this is the fourth year that Jessica Scott has been helping to Green Your Harvest as Chair of Harvest Green & Clean Committee.