



Virginia Green Events



Shockoe-on-the-Half Shell Festival Richmond, VA



Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Shockoe-on-the-Half Shell Festival

The 17th Street Farmers' Market is an open-air structure that is was built in the mid 1980's and is currently home to a variety of offerings for the Richmond community. For that special Farmers' Market blend of coffee or tea, the crusty breads, the homemade goat cheeses, the aromatic and culinary herbs or the colorful displays of fresh local fruits and vegetables, the Farmers' Market is the place to be.

Enrichmond and 17th Street Market share the value of sustainability and are committed to our environment.

We will be partnering with Virginia Green to recycle all oyster shells from this event. Oyster shell recycling is critical to continued restoration of the Chesapeake Bay, and Enrichmond is thrilled help launch the Richmond pilot of this program through this event.

Virginia Green Activities

This facility pledges that they:

Recycle.

- Have in place clearly marked recycling locations and/or containers. Please check the items that visitors to your facility are able to recycle: (*minimum of 2 required*)
 - Glass bottles
 - Aluminum cans
 - Plastic bottles
 - Paper
 - Cardboard

Minimize the use of disposable food service products.

- Use disposable food service items that are made from bio-based, renewable materials
- Use disposable food service items that are made with recycled content
- Use disposable food service items that are recyclable in your area

Printed Materials.

- Use electronic registration, correspondence, and forms instead of paper forms

Waste Reduction.

- Track overall solid waste costs (*required for Virginia Green*)
- Chose a **location/venue** that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting. Please provide the "green details" on the venue:
- Donate excess food from events
- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Purchase from vendors and service providers with a commitment to the environment

Green Signage.

- Have a link on our website to the Virginia Green Events webpage
- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers



For more information on **Shockoe-on-the-Half Shell Festival**, see www.richmondgov.com/farmersmarket or contact John Syndor at jsyndor@enrichmond.org or 804-646-0974.

For more information on the Virginia Green program, see www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

