



jetBlue®

Sustainability and Concession Programs

**JetBlue's Terminal 5 Composting Program
and Green Market**

EARTH TO EARTH – T5's Composting Program

- Our Jamba Juice and Dunkin Donuts operator, Air Ventures, has committed to separating almost **300 pounds of food waste daily (55 tons annually)**.
- Jamba/Dunkin employees deposit **compostable food scraps** – orange and carrot peels, coffee grinds, bagels, etc. – into collection bins.
- The bins are sent to a local composting facility – the food scraps are then turned into **fertilizer and nutrient-rich soil for nearby farms**, like McEnroe Organic Farm in upstate New York.
- *JetBlue plans to extend this partnership to other concessionaires at JFK T5, and other airports in our network.*



EARTH TO EARTH – Why Compost?

- **Food scraps are still full of valuable nutrients.** For example, peels and rinds are as nutrient-rich as the fruit itself, and can be put to many uses in addition to consumption by humans.
- Composting extracts this value from “waste” – **much like recycling.** Instead of trash, these scrap items become important by-products that protect land and help produce more food.
- Compost is beneficial for the land in many ways - as a **soil conditioner, a fertilizer, a natural pesticide**, etc. In ecosystems, compost is useful for **erosion control, land and stream reclamation, wetland construction, and as landfill cover.**



EARTH TO EARTH – People Care

- JetBlue received **over 261,000 social media and 579,000 traditional media impressions** from a single press release about our Composting.
- Media Outlets reporting the T5 Composting Story included: **NY Daily News, Business Traveler USA, American Recycler, PR Newswire, and others.**
- **Dozens of Airports, Concession Managers, and Operators have inquired about our program** and how to start their own. We have met with LGB, LGA, and others.



JetBlue to make fertilizer at JFK

JetBlue will compost food waste at its terminal at JFK airport, according to a report from the Daily News.

The airline will reportedly compost 300 pounds of food waste a day from some restaurants in its terminal. The compost will be turned into fertilizer for farms like McEnroe Organic Farm in upstate Millerton, N.Y.

DANIELLE TCHOLAKIAN

Plane truth: food-to-fertilizer

BY CLARE TRAPASSO

NEW YORK DAILY NEWS

NEW YORK'S "hometown" airline plans to turn leftover food into fertilizer.

JetBlue announced Wednesday it will compost almost 300 pounds of food waste a day from some restaurants in the airline's terminal at Kennedy Airport.

The compost will be turned into fertilizer and soil for farms, including McEnroe Organic Farm in upstate Millerton, N.Y.

The airline is partnering with Air Ventures, a franchise that operates Jamba Juice and Dunkin' Donuts in the terminal, and Royal Waste Services.

"Composting is a no-brainer," Royal Waste Services General Manager Joe Morra said in a statement. "As a company, we can reduce costs. As corporate citizens, we can keep good materials out of landfill."

JetBlue plans to extend the program to other vendors in Kennedy's Terminal 5 and the other airports in which it operates.

"It's an excellent fertilizer," said Erich McEnroe, the farm manager at McEnroe Or-

ganic Farm, which has been getting fertilizer from Royal Waste Services for almost three years. "You're taking a product that would never have been used again and put in a landfill (and) converted into a product that can be used to grow food."

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Hundreds of pounds of wasted food like this from JetBlue terminal restaurants will be composted. Photo courtesy JetBlue

GreenMarket – MORE DETAIL TO FOLLOW

- On October 29, 30 and 31 JetBlue partnered with GrowNYC (New York's largest Green Market company) to bring a traditional green market to its customers at JetBlue's Terminal 5 at JFK The farm occupies 800 acres. It produces vegetables, fruits, poultry, beef, lamb, pork, and plant starts.

A photograph of a JetBlue aircraft's tail fin against a blue sky with light clouds. The tail fin is white with a blue grid pattern and the 'jetBlue' logo in white. The rest of the aircraft is visible in the lower right corner.

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THANK YOU