



NATURAL GAS ... Comfortable, Responsible

Better for Your Bottom Line... Better for the Environment

by Tom Stroozas - CFE, RCGC, CFSP
T. Stroozas & Associates
GFEN Consulting Editor

The signs are all around us. They're in the news, at the grocery store, the car dealership, and growing on many restaurant "farm to table" menus. Americans are going green. We're looking for ways to be less wasteful and more environmentally responsible. We want our families to breathe clean air, see the view without pollution, enjoy abundant natural resources and inherit a healthy planet. So, we're changing how we think and what we buy for the good of the earth. But as much as we all want to help the environment, we also want warmth, creature comforts and easy, reliable equipment performance. And that's why now, more than ever, we need to know there's something special about natural gas. It's the one energy that can make our homes, businesses and our environmental conscience completely comfortable.

Natural gas gives us a better lifestyle while contributing to clean, clear air. It's time we knew that the reasons to choose natural gas go way beyond price or performance. It's for the bigger picture...the longer term. Natural gas is not only the best choice for your home or restaurant but also for the planet that's home to everyone.

Clean Fuel, Green Fuel

The dramatic changes in the global economy over the past year have been a major catalyst in the way we look at our energy resources and how we go about using them. With crude oil prices peaking at \$147 a barrel in July 2008 and then falling to lows of \$35 a barrel by year end, the roller coaster prices have caused us all to slow down and look at better ways to use our precious energy resources. In an effort to help consumers achieve more energy value for their shrinking dollars and become better environmental

stewards, America's natural gas industry has embarked on a mission to better guide today's consumer down the path to a cleaner and more economical environment through the "greener" advantages of natural gas.

Foodservice Energy Is Intense

According to the Green Restaurant Association (GRA), the commercial foodservice industry is one of the biggest users of our energy resources. GRA has established a "recipe" for improving the industry's environmental impact. Areas of focus include conservation methods for energy and water consumption, pollution prevention and "green" power; all items that can be addressed through the use of natural gas technologies wherever practical.

Restaurant Off The Grid?

Looking to the future, we may one day see a foodservice facility that has absolutely no connection to the power grid. In essence, a restaurant that relies on no outside electrical power source to operate. Through a cooperative effort with a national foodservice chain, constructing this type of facility may soon become a practical option.

Think of the possibilities of being able to operate an entire restaurant 24/7 through the use of on-site natural gas generators to generate electricity for lighting, refrigeration, etc. and by utilizing natural gas appliance technologies for cooking, hot water and space conditioning. This type of self-reliance could be of extreme benefit to a round-the-clock foodservice facility and especially one that resided in an area that is prone to power outages attributed to weather conditions.

Partnerships are being developed with a potential end-user, natural gas industry members, and equipment manufacturers to move this project forward to further demonstrate the true green attributes of natural gas.

Council For Responsible Energy

While policymakers struggle to find solutions that balance America's energy and environmental needs, leaders in the natural gas industry have formed a new coalition to advance the use of clean-burning natural gas as the responsible energy choice for the nation for not only today but also for tomorrow. The Council for Responsible Energy (CRE), established in late 2008, has more than 200 member companies including natural gas suppliers, natural gas marketing companies, transmission companies, distributors and end-use appliance manufacturers.

The organization is embarking on an extensive national education campaign about the superior comfort and performance of natural gas as well as the environmental advantages it delivers.

"Research clearly shows that customers want to do the right thing when it comes to the environment and our long-term energy goals, but they are unaware of the many ways natural gas helps them do that," said Thomas Skains, President and Chief Executive Officer of Piedmont Natural Gas and American Gas Association 2009 Chairman. "The time is right to educate the public that by choosing natural gas you can help save energy, reduce emissions and protect the environment, without compromising performance or lifestyle."

The campaign will provide consumers, builders and foodservice operators with information and resources on how to be more eco-conscious in simple and affordable ways. Resources already available on the Council for Responsible Energy's web site (www.ComfortableResponsible.org) include tips for creating a more energy-efficient home and business, and a calculator that allows consumers to assess their carbon footprint and learn how to reduce their greenhouse gas emissions.

Using natural gas for your restaurant's space heating, water heating and cooking appliances produces far fewer greenhouse gases than electrically "fueled" establishments. As a result, the carbon footprint of a natural gas restaurant is less than a restaurant using electricity for those same appliances. Many studies have shown that the use of natural gas appliances can deliver on global climate change objectives now and over the long term. Unlike other energy sources, more than 80% of the natural gas consumed in the United States is produced domestically. As a result, natural gas is an abundant home-grown resource.



So if you are looking for ways to do what's right for the environment while still enjoying improvements to your bottom line, look to natural gas. Truth is, the reasons to choose natural gas have always gone way beyond performance. Because when compared to the average all-electric restaurant (using coal generated power), the average natural gas restaurant emits nearly half the carbon. With a renewed focus on the environment, it's time to remember that natural gas is not only the best choice for your home and business, but for the planet that's home to everyone.

Natural Gas...Comfortable. Responsible.

To learn how GFEN can help improve your bottom line and the environment, log onto the Gas Foodservice Equipment Network at www.gfen.com. And don't forget to visit www.ComfortableResponsible.org to learn more about the Council for Responsible Energy.

