

2019 CONSERVATION  
CERTIFICATION

TIPS FOR THE  
CONSERVATION  
OUTFITTER

# GREEN GUIDE

THE WAY TO AN OUTFITTER'S HEART IS THROUGH  
THEIR IDAHO-LOVING-SHALLOW-POCKETS

- Sustainability is sexy — and marketable!  
Encourage your outfitter to support your green efforts by:
  - Helping highlight your sustainable changes on social media and linking your outfitter.
  - Write a blog post for your outfitters website pre and post season about sustainable practices over the season.
  - Highlight positive feedback from clients and ask them to mention it in their TripAdvisor reviews
- Transportation:
  - Volkswagen settlement funds are out there! There are opportunities to upgrade engines or entire vehicles over a certain weight class. See if your company qualifies.
  - For trips with jet-backs and fly-ins, let your customers know there are opportunities to participate in carbon offsets. Think about incorporating this into trip fees.

- **Waste:**

- See if there are local composting options. Challenge your company to contribute to this — even if it's just waste from the warehouse!
- Brainstorm on how to increase recycling accuracy at your company. Pick one week where you challenge everyone to hit 100% accuracy.
- Think about using recycled paper products for toilet paper and paper towels such as Who Gives a Crap ([www.us.whogivesacrap.org](http://www.us.whogivesacrap.org)), or similar.

- **Menu:**

- Challenge yourself to replace ONE meal a month to a vegan or vegetarian meal on your menu. Don't be afraid to use meat substitutes and explain to your guests WHY you're doing this.
- Buy local: Get locally grown vegetables from a CSA. Buy a 4H animal and get it butchered in town. Use wild game. Buy bread from a local bakery. Use cricket products.
- If composting is not an option, try to do a food audit one week this summer. Identify the foods that consistently do not get eaten and immediately get thrown away. See if you can replace them, or nix them from the menu entirely.



IDAHO  
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