Clif Bar & Company, Berkeley, California

Running On Biodiesel
"Clif Bar has been researching alternative fuels for a few years now," said Bryan Cole, Clif Bar & Company’s director of field experience. "We hope we can inspire consumers and other companies to help protect the planet by sharing our experience and exploration of alternative fuels."

Clif Bar & Company recently converted its field marketing vehicles to biodiesel. Field marketing managers, including those based in Northern California and San Diego/Arizona area, now drive Dodge Ram 2500 Turbo Diesel trucks more than 120,000 miles a year. Using biodiesel eliminates the need for 8,000 gallons of gasoline annually and results in a 30 ton reduction of carbon dioxide, a major cause of global warming.

Business Snapshot
226 employee firm that makes organic energy and nutrition foods and drinks

Actions to Drive Less & Drive Clean
• Field marketing vehicles operate using biodiesel
• Trucks that transport products from the bakery to the distribution centers are powered by biodiesel
• Established a Cool Commute program to provide financial incentives for employees to minimize use of gasoline powered vehicles
• Employees can receive up to $1,000 annually to make eco-home improvements that will reduce waste and the use of fossil fuels and/or increase the use of renewable energies.

Estimated Yearly
• Greenhouse Gas Emission Reductions: 30 tons of CO₂

Snapshot of Transportation to Work in Berkeley
Survey results, by Movoto, found that 63% of people use a private vehicle to get to work in Berkeley. Only 11% of people walk or bicycle to work, while 20% of people utilize public transportation (2004).

“[We're always looking for ways to reduce our ecological footprint—it’s one of our bottom lines.]”

-Gary Erickson
Clif Bar & Company Owner and Founder
What Actions Has Clif Bar Taken to Drive Clean?
Clif Bar & Company has a history of clean transportation investments. The trucks that transport its products between the bakery and distribution center have run on pure biodiesel since 2006. A program called Cool Commute was initiated in the same year to help employees purchase clean-burning biodiesel cars. Employees who participate in the Cool Commute program can receive a $6500 cash incentive (taxed) to apply towards the purchase of a biodiesel or high-mileage hybrid vehicle.

What Actions Has Clif Bar Taken to Drive Less?
Employees can receive up to $500 for the purchase of a commuter bicycle. Employees that take public transportation, carpool, or walk or bike to work also receive incentives in the form of commuter checks, gift certificates and other rewards.

How Have Clif Bar's Efforts Been Recognized?
Among many others, Clif Bar & Company is the recipient of the 2008 Acterra Award for Sustainability, the organization’s highest honor, recognizing the company’s continuous and comprehensive approach towards sustainable business practices. The company has also been named a Climate Action Champion by the California Climate Action Registry honoring Clif Bar's exemplary leadership in addressing climate change in California (2005).

Clif Bar & Company’s efforts go a long way towards both sustaining their business and our planet.

“Our ability to support environmental and social causes is becoming an integral part of who we are.”
-Gary Erickson
Clif Bar & Company Owner and Founder

Employees reduce their carbon footprint by biking to work.

To promote bicycle commuting, Clif Bar & Company provides employees who agree to commute by bike two days a month up to $500 to purchase a commuter bike or to make commute-related retrofits to their existing bike.

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