



# Press Release

**Media Contact: Marissa Spratley**

**Email: [mspratley@allianceforthebay.org](mailto:mspratley@allianceforthebay.org)**

**Office: 443-949-0575**

**MEDIA ALERT: FOR IMMEDIATE RELEASE**

**THE ALLIANCE FOR THE CHESAPEAKE BAY RECOGNIZES  
FAREVA RICHMOND, INC.  
AS A *BUSINESSES FOR THE BAY* GOLD MEMBER**

(Annapolis, MD – January 15, 2019) – The Alliance for the Chesapeake Bay recognizes Fareva Richmond, Inc. as a *Businesses for the Bay* Gold Member. Fareva Richmond renewed their membership with a growing partnership of large and small businesses in the Chesapeake Bay watershed that are undertaking voluntary actions to improve the health of our watershed, rivers, and streams.

The *Businesses for the Bay* Membership Association provides a network for its Members to share strategies and successes with other businesses and governmental and non-profit Networking Partners, as well as opportunities to engage employees in environmental efforts, and receive recognition for the valuable role each Member is taking to help improve the environment. As a Gold Member, the Alliance recognizes Fareva Richmond for its commitment to Chesapeake Bay protection and restoration.

[Fareva](#) is one of the world's leading subcontractors in the Industrial & Household, Cosmetics and Pharmaceuticals fields. They have a presence in eleven countries around the world. Richmond, Virginia is Fareva's first US site and it is where their *Businesses for the Bay* program is based.

The Fareva Richmond site has a strong Environmental Stewardship Program. The Virginia Department of Environmental Quality recognized the strength of this program in 2010 when Fareva was certified as a Virginia Environmental Excellence Program ([VEEP](#)) E-4 site. This certification demonstrates to employees, customers, and the community that Fareva has a record of sustained environmental compliance and a superior Environmental Management System.

The Environmental Stewardship program addresses sustainability issues both inside the buildings and on the facility grounds. For example, the Energy Council is an inter-departmental team that meets to discuss the facility's utility usage/costs/emissions and develops ways to conserve energy and reduce emissions. Water conservation programs have been instituted by plant operations through recirculated cooling water and other technologies. The site is proud of its Zero Waste initiative, with a goal to recycle 95% of all waste. They have decreased the use of plastic and distributed 100 reusable water bottles and cups to employees in 2018.

Outdoor programs include maintaining and monitoring 6 songbird nest boxes, a new bee nesting block that was installed in 2018, and reducing stormwater runoff. Earth Day is celebrated every year with a Sunflower Seed Give-Away and Gardening Kit raffle. In 2018, they gave away 250 sunflower seed packets! Fareva volunteers planted two sunflower gardens and one wildflower garden in 2018. These flowers provide food for native bird species and promote the increase of pollinators. There is a walking trail on the property that employees can take advantage of during their lunch break. In 2017, Fareva incorporated hand-painted educational signage along the path, to help raise awareness about native plants. Employees liked the signs so much that the program was expanded; they now have 10 educational signs. To help increase employee wellness, they installed six new picnic tables around the facility to encourage outdoor, fresh air, dining.

In addition to all the Environmental Stewardship programs being conducted at the facility, Fareva has “adopted” 2 miles of Darbytown Road as part of [Keep Henrico Beautiful](#) (KHB)’s litter removal initiative. The Fareva site is located on Darbytown Road in Henrico County, Richmond, VA. Fareva uses this initiative as an Environmental Stewardship project for their safety committees and volunteer crews participate in four trash clean-ups annually. KHB has installed two signs on Darbytown Road with Fareva’s name, so the local community knows that Fareva is fulfilling its responsibility as a good steward of the environment and a good citizen of the community.

Gary Prior, EHS Manager of Fareva, noted, “At Fareva, we institute programs that protect the environment and promote environmental awareness among our employees. We are not only environmental stewards of our site, but of the local community and ultimately of the Bay. Fareva is pleased to once again partner with *Businesses for the Bay* in 2019”.

Alliance for the Chesapeake Bay Business Partnerships Manager, Corinne Stephens, stated, “Through the Alliance’s *Businesses for the Bay* Membership Association, we help businesses to have a positive impact on our local environment, expand their sustainability programs, engage employees, and be recognized for their environmental successes.”

For more information about this *Businesses for the Bay* Founding Gold Member, please visit our [Member Directory](#) or <https://businesses.allianceforthebay.org/member/fareva-richmond>

### **About The Alliance for the Chesapeake Bay**

Founded in 1971, the Alliance for the Chesapeake Bay, with headquarters in Annapolis, Maryland and offices in Richmond, Virginia, and Lancaster, Pennsylvania, works throughout the Bay watershed to lead, support and inspire local action and build partnerships with individuals, communities, governments, businesses and other groups to restore the Bay watershed and its forests, rivers and streams. For more information about the Alliance, visit: [allianceforthebay.org](http://allianceforthebay.org)

For more information about the Alliance for the Chesapeake Bay’s *Businesses for the Bay* Membership Association, please visit: [businesses.allianceforthebay.org](https://businesses.allianceforthebay.org).