

Giant/Martin's Launches Reduced-Emissions Program at Fuel Stations

04/20/2018



All Giant/Martin's fuel stations will feature GreenPrint's industry-leading reduced-emissions program

[Giant Food Stores](#) and [Martin's Food Markets](#) have joined forces with technology and service company GreenPrint to enable customers to reduce their carbon footprint through a transparent reduced-emissions program – said to be the first of its kind – at all 98 of the two Ahold Delhaize USA banners' fuel stations.

When customers fill up their gas tanks, GreenPrint will neutralize their emissions up to 30 percent by investing in certified carbon-offset projects such as creating local greenescapes or tree plantings.

“We believe it is our responsibility to make a positive difference in the environment because it is the right thing to do, and we think the GreenPrint model is innovative, and frankly, pretty cool,” noted Manuel Haro, VP, strategy at Carlisle, Pa.-based Giant/Martin's. “We see this as a game-changing program where we can directly address climate change as it is harmful to the local food system. Our ultimate goal is to be part of the solution that allows us to feed and bring families together for many years to come.”

Starting May 15, for every gallon of gas a customer pumps at a Giant/Martin's fuel station, GreenPrint will mobilize a network of local volunteers who will

proportionally conduct tree-planting and other carbon reduction projects to offset the emissions released. To ensure the program's integrity, the company will provide real-time audited reporting showing details on carbon emissions, offsets purchased and retired, and project investments.

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Manuel Haro, Giant/Martin's VP, strategy

"Let's face it: Climate change is adversely impacting communities and agriculture here in the U.S. and worldwide," said Pete Davis, founder and CEO of Atlanta-based [GreenPrint](#). "This is an exciting example of a recognized leader in the grocery industry investing in a program that will create a lasting impact in the environment

for years to come, and we commend Giant/Martin's on their bold commitment to do so."

Giant/Martin's and GreenPrint will team with the Arbor Day Foundation to plant 100,000 trees this year in the Mid-Atlantic region to mark the start of the program. The official launch celebration will take place on May 15 at 1 p.m. at the Giant store and fuel site location in Enola, Pa.

This endeavor and Giant/Martin's other green efforts support its goal to divert 90 percent of its waste from landfills by 2020.

Giant Food Stores LLC has more than 170 stores in Pennsylvania, Maryland, Virginia and West Virginia, employing more than 30,000 associates.

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