

# SUSTAINABLE SUPPLY CHAIN PROGRAM



## CASE STUDY

## Ovenly Increases the Sustainability of the Greenpoint Community

Located in Greenpoint, New York, Ovenly artisan bakery is known for its innovative sweet-and-savory flavor combinations such as currant-rosemary scones. Ovenly operates with a commitment towards making positive social impacts and this is demonstrated through their open hiring practices.

### Challenge

Greenpoint New York is a mixed-use community that historically had an industrial makeup. Over the past several decades, many of the industrial properties have been converted to residential properties, posing unique challenges with regard to balancing quality of life with economic/industrial interests. With a desire to expand their societal commitment, Ovenly was interested in reducing environmental impacts associated with their operations.

### Solution

As part of a grant funded by the National Fish and Wildlife Foundation (NFWF), the Industrial and Technology Assistance Corporation (ITAC) and the New York State Pollution Prevention Institute (NYSP2I) partnered to reduce the environmental impacts from local manufacturers and improve the quality of life for area residents and workers. Ovenly was one of three companies chosen to participate in the grant based on their commitment to society and the environment.

NYSP2I performed a Supply Chain Sustainability Assessment at Ovenly revealing a waste reduction opportunity in production. NYSP2I developed an alternative, concise format for one high volume recipe, incorporating visual controls and compressing text to reduce confusion and resulting waste.

### Results

The implementation of the alternative recipe was well received by Ovenly employees and is expected to result in raw material and operational savings, as well as increased revenue. Moreover, Ovenly expects to incorporate the alternative format across all recipes further increasing savings and revenue.

### Testimonial

*"NYSP2I worked diligently to carefully assess our manufacturing processes in relation to employee training, ingredient use, and standardization of bakery formulas. This provided us with valuable insight into simplifying and streamlining production, which our team was incredibly grateful for. By implementing these concrete changes, we are able to reduce waste and cut costs so that we can continue to scale our business successfully and responsibly."*

- Agatha Kulaga, Founder & COO; Ovenly

### CHALLENGE

- Reduce the environmental impacts from Greenpoint manufacturers and improve the quality of life for area residents

### SOLUTION

- NYSP2I developed an alternative recipe format to reduce production waste

### RESULTS

- Implementation of the alternative recipe format was well received by employees and is expected to result in raw material and operational savings, as well as increased revenue



## NYSP2I PARTNERS



The State University of New York

New York Manufacturing Extension Partnership

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