

DIRECT ASSISTANCE PROGRAM



CASE STUDY

Van Leeuwen Artisan Ice Cream Increases the Sustainability of the Greenpoint Community

Located in Greenpoint, New York, Van Leeuwen Artisan Ice Cream (Van Leeuwen) has been making ice cream from scratch since 2008. Van Leeuwen Classic and Vegan artisan ice creams offer fresh ingredients and a variety of unique of flavors.

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. As a member of the Greenpoint community, Van Leeuwen 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 (NYSP21) partnered to reduce the environmental impacts from local manufacturers and improve the quality of life for area residents and workers. Van Leeuwen was one of three companies chosen to participate in the grant based on their commitment to the environment and sustainability.

NYSP21 performed an assessment and identified an opportunity to improve freezer energy efficiency through the implementation of a compact storage racking solution. In concert with the compact storage solution, NYSP21 developed an alternative process flow and incorporated visual controls to improve inventory management.

Results

Implementation of the compact storage racking solution improved the energy efficiency of the freezer by improving circulation and reducing the frequency of entry. As a result of the implementation, Van Leeuwen expects to reduce annual energy consumption of the freezer by at least 10% and increase the useful life of the freezer equipment. Moreover, the process modifications enable Van Leeuwen to improve inventory management and throughput, reducing waste and increasing revenue.

The implementation project at Van Leeuwen will reduce environmental impacts in the local Greenpoint community, aligning with the goals intended by NFWF and partners.

Testimonial

"Van Leeuwen is a fixture in the Greenpoint neighborhood and is committed to keeping jobs here in Brooklyn, as well as reducing our environmental impact in the community. With NYSP21's help, we've been able to install a completely new racking system in our main freezer that helps reduce the strain on our equipment and reduce energy use. They also helped us implement a new inventory system that allows our warehouse team to work more efficiently."

- Morgan Paradis, Food Safety and Quality Assurance

CHALLENGE

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

SOLUTION

- NYSP21 assisted in the implementation of a freezer storage system at Van Leeuwen

RESULTS

- The implementation of the compact storage racking solution increased energy efficiency, reducing annual energy consumption of the freezer by an estimated 10% or more
- The process modifications enable Van Leeuwen to improve inventory management and throughput
- The implementation project at Van Leeuwen will reduce environmental impacts in the local Greenpoint community, aligning with the goals intended by NFWF and partners

NYSP21 PARTNERS

University at Buffalo
The State University of New York

New York Manufacturing Extension Partnership

© 2018 Rochester Institute of Technology
Any opinions, results, findings, and/or interpretations of data contained herein are the responsibility of Rochester Institute of Technology and its NYS Pollution Prevention Institute and do not represent the views and conclusions contained in this document are those of the authors and should not be interpreted as representing opinions or policies of the State or the National Fish and Wildlife Foundation. Mention of trade names or commercial products does not constitute their endorsement by the National Fish and Wildlife Foundation.

111 Lomb Memorial Drive, Bldg. 78
Rochester, NY 14623

Tel: 585-475-2512
Web: nysp21.rit.edu
E-mail: nysp2i@rit.edu



Funding provided by: Greenpoint Community Environment Fund and the Office of the NYS Attorney General and the NYS Department of Environmental Conservation.