



**For Immediate Release**  
**July 2013**

Contact: Debby Fortune, Fortune PR  
debby@fortunepublicrelations.com  
510-548-1097

## **Musco Family Olive Co.: Making Black the New “Green”**

*Third Generation California Olive Producer Leads the Industry in Sustainability*



Tracy, California – Musco Family Olive Co., the leading branded retail supplier of table olives in America, is also a leader in environmental sustainability. Musco’s 280-acre headquarters in the San Joaquin Valley is home to a unique, clean-burning biomass plant, and the company is approaching its goal of achieving a 100% renewable production process.

The Tracy plant is the most advanced olive processing facility in the world. “We are proof that innovative environmental solutions are not only attainable but good business,” says Musco CEO Felix Musco, representing the third generation of the Musco family legacy. “With this technology, we’re going to be able to grow and expand responsibly.”

Musco is using multiple innovations to shrink its footprint, including recycling most of its water through a closed-loop irrigation system, diverting waste from landfills, growing NyPa forage grass to address soil salinity, and generating renewable electricity through the award-winning RENEWS™ process.

### **Turning Waste into Energy**

Musco is home to a one-of-a-kind closed-loop system called RENEWS™ (Renewable Energy and Wastewater System). The RENEWS™ biomass plant cleanly burns 15 tons of olive pit waste daily, using the heat to evaporate processing water and create steam. The steam drives the largest production steam engine in the U.S., which then generates renewable electricity that can be used in the processing facilities.

In 2011, Musco was honored as a **California 2011 Leader in Innovation in Energy and Agriculture** by Grow-California for its cutting-edge approach to business, which has a positive impact on California's agricultural industry and economy. Musco received the "**Game Changer of the Year Award**" in the category of Innovation in Energy and Agriculture specifically for RENEWS™. The company was also featured on the **Discovery Channel** in a special called "[Powering the Future.](#)"

**More...**

### **Musco Family Olive Co. Sustainability Achievements**

- **8 billion olive pits** transformed into carbon-neutral energy, annually
- **100% of wastewater** kept onsite in a closed loop system
- **90% of water** recycled onsite
- **98.5% of waste** diverted from landfill into reuse or institutional recycling
- **80% reduction** in salt and mineral use since 1985

THE TOTAL OLIVE SOLUTION™



## Page 2: Musco Turns Waste into Energy

### Water Recycling

Musco recycles the majority of its water through a proprietary crop and irrigation system. Any remaining water is used by a combination of RENEWS™ and double-lined evaporation ponds. In the last decade, Musco recycled almost 1.5 billion gallons onsite in its closed-loop system. One hundred percent of Musco's water is kept onsite and none is discharged into a river or the ocean.



### NyPa Forage Grass



Soil salinity is a major problem in the San Joaquin Valley, where soil is naturally alkaline. Musco is the first food processor in the U.S. to use a patented forage crop called NyPa to permanently address this issue. NyPa grass actively pulls salt from the soil into its leaves. Musco's NyPa crop is harvested and used as a supplemental cattle feed by local farmers.

### Stewardship as a Company Value

Sustainability and environmental stewardship have been an important part of the Muscos' mission since 1942. The concepts are fully integrated into the company culture. The facilities have been updated with energy-efficient lighting, pumps, and motors, and the company works to ensure that products are shipped by the most energy and cost effective means.

Through employee awareness training programs and continuous improvement, sustainability efforts are multiplied as employees apply principles of conservation, energy efficiency, recycling, and proper universal waste disposal to their daily lives at work and at home. To read more about Musco's environmental achievements or to see a short video of Musco's cutting-edge environmental efforts in action, go to [www.olives.com/environment.asp](http://www.olives.com/environment.asp)

"We know that the job of bringing food to millions of consumers' tables requires a tremendous amount of energy and natural resources. If we, as a global industry, are not able to walk this path in a sustainable manner, we simply will not be able to do business in the future," says Felix Musco.

Musco Family Olive Co., a third generation, privately-held family business, is the leading branded retail supplier of table olives in America. The company's **Pearls®** and **Early California®** brands command over 54% of the total national branded market share of black ripe olives and use nearly half of the 27,000 acre California olive crop. Join the Musco Family Facebook community at [MuscoFamilyOliveCo](https://www.facebook.com/MuscoFamilyOliveCo), [EarlyCaliforniaOlives](https://www.facebook.com/EarlyCaliforniaOlives), or [PearlsOlives](https://www.facebook.com/PearlsOlives).

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