



Jefferson Heritage Trail

Lovington, Virginia

"The Jefferson Heritage Trail (JHT) seeks to support and promote the hospitality businesses along the Route 29 corridor through the lens of Jefferson's life and travels between his beloved Monticello and his retreat at Poplar Forest. The trail introduces a wide range of Virginia experiences in this region, including wineries, breweries, distilleries, attractions, restaurants, and B&Bs, encouraging each visitor to follow in Jefferson's footsteps and explore all that Central Virginia has to offer. The JHT is Virginia's only "trail" that will include all of the businesses that tourists need to make their visit a success. Additionally, we will develop ways to track visitations and encourage repeat visits over time."

Green Statement: "The Jefferson Heritage Trail (JHT) wants to promote a clean environment including our Virginia highways, rest stops and parks which are all reasons people visit rural Virginia."

CORE ACTIVITIES for Green Supporting Organizations

- ☒ **Support Virginia Green.** Pledge to promote the efforts of Virginia Green to your clients, members, and staff and encourage them to join or do business with Virginia Green participants. This supporting organization pledges that they:
 - Encourage clients who are in the tourism industry to join Virginia Green.
 - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
 - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
 - Establish a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
 - Send out an email or a mailer to its membership about Virginia Green.
 - Make an official Virginia Green Endorsement of some kind through its Board or other Committee to support Virginia Green.
 - Set a goal for the recruitment of its member facilities to join Virginia Green.
 - Include a Virginia Green feature in its newsletter or other publication.
 - Display its Virginia Green certificate prominently in its facility / offices and use the Virginia Green window decals.
 - Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in its facility.
 - Highlight its involvement in Virginia Green on its website and have a link to its Virginia Green facility profile.
- ☒ **Green Meetings and Conferences.** Provide recycling and make an effort to reduce the use of disposables at meetings and conferences. This partner pledges that they:
 - Have their conferences at a Virginia Green facility, and let the facility know that they want a "green event!"
 - Make double-sided photocopies and avoid making extra photocopies
 - Do not use any disposable containers, dishware, cutlery, or cups

- Use disposable foodservice items that are made from bio-based, renewable materials (corn, bamboo, potato starch, sugarcane, etc.)
- Use disposable foodservice items that are made with recycled content
- Use disposable foodservice items that are recyclable (in your area!)
- Use compostable food service items and direct this material to available composting operations in their area
- Use cloth napkins
- Use reusable coffee filters
- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc., in bulk
- Use water pitchers to minimize the use of single-use bottles
- Avoid box lunches by purchasing trays/platters of food instead.

☒ **Reduce solid waste.** The facility must be actively working to reduce its solid waste generation. This facility pledges that they:

- Track overall waste bills

Office

- Remove facility and staff names from junk mail lists
- Reuse scrap paper for notes
- Reuse or donate shipping and packing supplies
- Use refillable pens and toner cartridges
- Purchase recycled paper with a high-percentage recycled content
- Make double-sided photocopies and avoid making extra photocopies
- Use electronic correspondence and forms when possible

☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time

For more information on Jefferson Heritage Trail, see www.jeffersonheritagetrail.com or contact Penny Latham at penny@jeffersonheritagetrail.com or 434-242-2741.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Supporting Organizations** pledged to minimize their impacts on the environment. This organization has met the established "core activities" for **Green Supporting Organizations** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.viriniagreentravel.org or <http://staging.deq.virginia.gov/Programs/PollutionPrevention/VirginiaGreen.aspx>.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

