

Green Business Highlight:
The Tomato Head

The Tomato Head has a long history of sustainability in Knoxville, Tennessee. Since its small beginnings in 1990 as a weekday lunch spot, the popular pizza joint has recycled, composted, used energy efficient lighting and conserved energy whenever possible. Twenty-six years later, co-owners Mahasti Vafaie and Scott Partin have maintained these values as they've transformed the restaurant into an innovative eatery with two locations and an extensive menu focusing on delicious, healthy food.

In 2008, The Tomato Head joined Green Power Switch through their local power company, Knoxville Utilities Board (KUB), to continue their focus on local community efforts and sustainable business practices.

“Participating in the Green Power Switch is an easy way for us to expand on our goal of reducing our impact on the local environment. Renewable energy is an important way to minimize our harm on the air and land that sustain us,” said Partin. “I would encourage other businesses to participate in Green Power Switch because of how easy and affordable it is.”

KUB appreciates The Tomato Head's commitment to improving our environment. “We are thrilled to have customers like The Tomato Head that demonstrate a long-standing commitment to supporting renewable energy generation in our region,” said Liz Hannah, Environmental Stewardship Manager, Knoxville Utilities Board. “Due to the positive environmental benefits, we will continue to encourage our customers to participate in the Tennessee Valley Authority's Green Power Switch program.”



Eat local at this eco-friendly Green Power Switch business to get the best pizza in town or visit them online at www.thetomatohead.com.



What's that smell? Biogas!

Cow manure isn't pretty. But it can be green.

By joining Green Power Switch (GPS), you are purchasing green energy in the form of biogas (22% to be exact!). Biogas is produced from reusing dirty cow manure to create clean energy. Amazing, right? Here's how it works:

Cow manure emits methane gas that is harmful to the environment. When left unattended, this gas absorbs into the atmosphere — increasing greenhouse gas emissions that contribute to climate change*. Luckily, with some innovation and a lot of resourcefulness, scientists figured out a way to process this cow manure (using an anaerobic digester) and use the methane as a source of energy*. The result? The cow manure gas stays out of the atmosphere and your home or business is powered with clean energy. It's a win-win. The cows are happy, too.

Take a look at our Product Content Label on the reverse page to learn more about the renewable energy power mix you're supporting as a GPS participant.

*https://www.americanbiogascouncil.org/biogas_questions.asp

Top 5 Cities for Green Power

1. Knoxville, TN
2. Nashville, TN
3. Memphis, TN
4. Huntsville, AL
5. Chattanooga, TN



Program Numbers

2015 Total Sales: 71,482 MWh



Solar Power
8,578 MWh



Wind
47,178 MWh



Biogas
15,726 MWh

=



**Keeping 96 million
pounds of CO2 out
of the atmosphere**



**Planting
41,000
acres of trees**



**Not driving a car
for 104 million
miles**

**www.epa.gov/energy/greenhouse-gas-equivalencies-calculator
Green-e Energy does not certify or verify carbon emissions claims or
methodologies for calculating emissions related to biogas.*

2015 HISTORICAL PRODUCT CONTENT LABEL

Green Power Switch is a voluntary renewable energy program from the Tennessee Valley Authority (TVA) and participating local power companies. The product is sold in blocks of 150 kilowatt-hours (kWh), and is made up of the following new renewable resources.

Green-e Energy Certified New ² Renewables in Green Power Switch		Generation Location
	2015 ¹	2015 ¹
Biogas	22%	MS and TN
Solar	12%	AL, GA, KY, MS, TN and VA
Wind	66%	TN
Total	100%	

1. These figures reflect the power delivered to Green Power Switch's customers in 2015.

2. New Renewables come from generation facilities that first began commercial operation within the past 15 years.

For comparison, the current average mix of resources TVA has purchased or generated includes: Coal (32%), Nuclear (33%), Natural Gas (14%), Hydroelectric (11%), and Other (10%). [Source: TVA CY2015]

The average home in the Tennessee Valley uses 1200 kWh per month. [Source: Energy Information Administration]

For specific information about this electricity product, please contact your local power company or TVA's Green Power Switch at greenpowerswitch@tva.gov, the toll free Renewable Energy Information Call Center at 1-866-673-4340, or visit www.greenpowerswitch.com.



Energy
Green-e
CERTIFIED

Green Power Switch is Green-e Energy certified, and meets the minimum environmental and consumer protection standards set forth by the non-profit Center for Resource Solutions. Learn more at www.green-e.org.