

Frito-Lay honored for sustainability practices

By [JIM LEUTE](#) Feb. 26, 2010

MILWAUKEE — Frito-Lay in Beloit was one of eight Wisconsin companies to receive 2009 Wisconsin Manufacturer of the Year Awards for outstanding achievements in manufacturing. The winning companies were announced Thursday in Milwaukee. Frito-Lay won a Grand Award in the sustainability category. The program, now in its 22nd year, recognizes Wisconsin companies that demonstrate a commitment to business excellence, which has a positive impact on the company and the state, making Wisconsin a better place to live, work and play.

“Frito-Lay has an attitude of continuous improvement,” said Bob Karnauskas, president of BL3 Strategies in Milwaukee and one of 15 judges. “Their sustainable business practices illustrate their view that whatever they have done in terms of their sustainable initiatives is not good enough and they will keep driving forward to be even better.”

Frito-Lay reduced its landfill contributions by 37 percent last year. Through the company’s use of technology best practices, including high efficiency lighting, Frito-Lay’s electrical consumption was down 26 percent per pound of finished product. And through technology investments in its packaging department, it was able to minimize the transport of product, and avoid more than 368 metric tons of greenhouse gas emissions per year.

The company’s Beloit facility opened in 1973 on 15 acres of land with fewer than 300 employees. The plant now tops 500,000 square feet, and it employs more than 700.