Muir Woods Trading Company

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Location

Mill Valley, California

Certification level

Gold

Percent of Overall Diversion Achieved

90.7%

Facility Size

900 sq ft

Type of Operation

Retail, Food & Beverage

Project Overview

Muir Woods Trading Company is a retail and food & beverage concessioner located within Muir Woods National Monument, operating in a compact facility of under 1,000 square feet. Open 365 days a year, we welcome over 750,000 visitors annually and maintain a team of 15–20 employees. While we utilize an offsite warehouse in Mill Valley, CA, our TRUE certification efforts focus exclusively on our on-site operations. Committed to environmental stewardship, we have established a comprehensive Sustainability Policy that aligns with the broader standards set by ExplorUs while being tailored to the unique needs of our location. This policy, reviewed annually, targets key areas such as waste management, water conservation, energy efficiency, sustainable purchasing, and park resource preservation. A core element of our zero waste strategy has been optimizing composting and recycling programs. By right-sizing waste containers, enhancing customer signage, and implementing staff education initiatives, we have significantly improved waste sorting and diversion. We have also introduced reusable materials—including food service ware, cleaning supplies, and transportation bins—while incorporating upcycling programs such as TerraCycle for hard-to-recycle materials. To ensure long-term success, our waste diversion process includes daily waste audits by staff, where bins are reviewed and adjusted for compliance. Food & beverage packaging, which often contains mixed recyclables, receives special attention to prevent contamination. Employees receive ongoing feedback, and waste sorting performance is discussed weekly in café team meetings. Additionally, in 2024, we engaged a third-party audit by Recology to validate and further enhance our recycling, composting, and landfill diversion efforts. These proactive measures are not only reducing our environmental footprint but also setting a new standard for sustainable operations within national parks. “As a concessioner in the middle of the forest, we directly see the impact we have on our environment," said Mike Bealer, General Manager. "From weather changes to forest fires and everything in between, it’s crucial that every leader takes responsibility for each and every item that comes into and out of the facility. Our efforts to reduce waste have not only led to a better assortment of food and

collectibles for our customers but have also improved our bottom line by increasing efficiencies. More importantly, they have instilled a lasting sense of responsibility among our staff—even beyond the workplace. Making an impact is important, but in the parks, we strive to reduce the extent to which our footprint is felt.”

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