

# TENNESSEE GREEN STAR PARTNERSHIP MEMBER HIGHLIGHT



By: Caleb Powell

American Snuff Company, LLC is the second-largest smokeless tobacco product manufacturer in the U.S. and an operating company of Reynolds American Inc., a member of the global BAT Group. Their moist snuff brands are some of the most popular brands for adult consumers in the U.S. market. There are two American Snuff Co. manufacturers in the state, with this article highlighting the Clarksville, TN location. This facility takes tobacco from regional farmers and processes it before sending it to other American Snuff Co. factories where it is incorporated into a variety of smokeless products.

Tobacco had been in use in the Americas long before settlers arrived, but it was the Garrett family, the founders of one of the companies that became American Snuff Co., who developed and perfected a signature method for making dry snuff. American Snuff Co. began manufacturing smokeless tobacco products for adult consumers in downtown Memphis, TN, by the Mississippi River. American Snuff Co. was the first company to package moist snuff in a plastic can and was also the first company to introduce a longer cut. Since establishing their original Memphis headquarters, they have expanded into state-of-the-art facilities that set standards for energy efficiency and environmental quality.

In 2014, the Clarksville facility was recognized as a Clarksville/Montgomery County Green Business, in addition to becoming a Green Star Partner. They were also named the Recycler of the Year for Large Business the same year in Clarksville/Montgomery County. American Snuff Co. began moving toward a comprehensive strategy of cost-saving environmental initiatives about two decades ago. Since that time, they have achieved their goal of becoming classified as a zero waste to landfill facility. The facility's waste to recycling efficiency is 96% with moving their remaining waste (household/breakroom waste) to VLS recovery for alternative engineered fuels (AEF). One interesting element of their zero-waste strategy is how the facility handles its waste tobacco leaf stems. They were previously

## FEATURED THIS MONTH

- Established 1900
- Partner since 2014
- Employs 130 Employees

## FUN FACT:

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The Clarksville facility team celebrating Arbor Day.

sending over 12 million pounds of stems to the landfill but now a local farmer is using much of the ground-up stems from production as organic fertilizer. The tobacco “dust” from processing the dried leaves was a problem until the Clarksville facility came up with a way to capture it and securely send it to be recycled. The facility completed a full lighting retrofit from high bay metal halide bulbs to LEDs in all of their buildings, increasing plant light levels with 62% lower energy cost. The retrofit enhances visibility for employees, quality control, increases productivity and profitability. The energy savings is equivalent to the avoidance of 1,619 tons of CO2 emissions annually, qualifying for a ISO-9000 green initiative.

Good environmental management is not only the right thing to do, but it also makes business sense given the facility's dependence on natural resources. American Snuff Company, Clarksville has achieved carbon neutrality for its operations, scope 1 and 2, by receiving third party verification in accordance with the PAS 2060 verification. Carbon neutrality is a state of net-zero carbon dioxide emissions. This can be achieved by balancing emissions of carbon dioxide with its removal, often through carbon offsetting. Initiatives have been put in place to achieve the carbon reduction such as, forming an energy team and following the ISO 50001 energy management system. Carbon offset credits from the American Carbon Registry have also been used to achieve carbon neutrality.

Giving back is in the DNA of American Snuff Co. and is demonstrated by their employees who make financial contributions to local non-profits, donate toys to Salvation Army and Toys for Tots, and hold food drives for local organizations such as Manna Café of Clarksville . American Snuff Co. created the American Snuff Charitable Trust in 1952 as an expression of its commitment to the communities where its employees live and work. Most recently, ahead of Arbor Day this April of 2022, Reynolds American Inc. employees worked together to plant 7,500 trees on 5 acres of grounds at the ASC Clarksville facility. All of the facility's 130 team members had an opportunity to participate in the planting activities during the multi-day project. The Clarksville team hopes this month's planting creates a thriving forest ecosystem that will serve as erosion control and support future ESG initiatives such as habitats for bees, an employee garden and composting initiatives.

It can often be difficult to find vendors for hard-to-recycle materials, especially in unprecedented times. American Snuff Co. has joined many other manufacturing facilities in a quarterly open discussion to talk about these hurdles. Please reach out to TDEC's Office of Sustainable Practices to learn more about these meetings. Another resource for material management is the [Tennessee Materials Marketplace](#), which is a collaboration between industries, facilitated by an interactive online materials exchange, to recycle, repurpose, and return material discards back to Tennessee's economy. American Snuff Co. learned of the marketplace initiative through its membership in the Tennessee Green Star Partnership.

*“Each of American Snuff Company, LLC's facilities strive to incorporate sustainability into its day-to-day efforts in various ways, ranging from environmental sustainability to projects benefiting our communities.”*

**– American Snuff Company's  
Environmental Responsibility  
Statement**

[The Tennessee Green Star Partnership](#) is a voluntary environmental leadership program designed to recognize industries in the state that are committed to sustainable practices. If you are interested in joining other sustainable industries in Tennessee by becoming a member, please contact us.