



Soiland Co. Inc. Honored for Environmental Practices

SANTA ROSA, March 3 – Soiland Co., Inc., for 49 years a leading North Bay construction, development, landscape supply and recycling company, will receive a Best Practices Award for environmental practices and efforts to conserve natural resources and reduce the company’s carbon footprint.

The award will be presented March 11 at the Hyatt Vineyard Creek in Santa Rosa during the annual Business Leaders’ Breakfast sponsored by the Business Environmental Alliance.

Representatives of 15 other organizations and businesses also will be recognized for environmentally-sensitive practices in their particular fields.

Soiland Co., Inc. was nominated by the Sonoma County Alliance for a series of company-wide measures taken in spite of the current economic recession. These programs reduce the company’s dependence on fossil fuels, increase programs to recycle, or up-cycle, waste products into construction grade materials, reduce water and electrical power consumption, and turn landscape and farm waste materials into soil products in support of sustainable agriculture and household gardens.

Soiland President Mark Soiland and CFO Marlene Soiland will accept the award on behalf of the company and its founder and chairman of the board, Marv Soiland.

Founded in 1962, Soiland Co., Inc. performed pipeline and site development work for industrial, commercial and residential developments in Marin and Sonoma counties, a construction history that earned Marv Soiland a place in the Sonoma County Business Hall of Fame as well as recognition by the State Legislature and Congress.

The Soilands own and operate Stony Point Rock Quarry in Cotati, Soils Plus on Stage Gulch Road in Sonoma, and Grab N’ Grow on Llano Road in Santa Rosa. Administration is based at corporate headquarters at the Northwest Regional Industrial Park in Santa Rosa. The company produces rock, soil and compost for construction, landscape, garden and agricultural products.

Mark and Marlene Soiland, the youngest son and eldest daughter of the founder, have completed numerous “green and clean” initiatives as day-to-day responsibilities for the company businesses have passed along to the second generation.

“We are committed to improving our equipment and operations to ensure that our products are produced and delivered with as little impact on the environment as

possible,” said Mark Soiland. “This is consistent with our company mission to operate a business that protects the environment and builds a sustainable economy for the future.”

In addition to operating Soiland companies in an efficient and resource-responsible manner, Marlene Soiland is spearheading efforts to bring business and environmental communities together to find solutions to complex challenges, such as solid waste, water resources, climate change and others.

For more information, call Marlene Soiland, (707) 525-1100 x3.

Specific green initiatives include:

- Over the past four years, replacing more than half of all the vehicles and equipment used at the company’s three locations to equipment meeting air quality standards. All on-road machines use bio-diesel fuels, and Soiland is a beta test site for diesel engine filters to reduce air pollutants.
- Saving more than 730,000 gallons of groundwater at Stony Point Rock Quarry by recycling storm water and processing water.
- Recycling 200,000 tons of concrete, asphalt, tiles that are turned into road bed, accounting for nearly half of all recycled material sold in the county on an on-going basis.
- Producing mulch and topsoil products from 80,000 cubic yards of agricultural and landscape waste at Grab N’ Grow, including redwood trees felled in the Highway 101 widening project.
- In partnership with contractors working with the Sonoma County Water Agency’s water efficiency program as well as roofing contractors, Soiland crushed and recycled ceramics from 5,000 recycled toilets as well as composition roof shingles to be used for road base and resurfacing materials.
- In conjunction with the PG&E program reduced or stopped power use during periods of peak demand, installed efficient lighting fixtures and complied with PG&E recommendations for efficient power usage.

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ABOUT SOILAND CO., INC. – Our family of companies produces rock, soil and compost for construction, landscape, garden and agricultural projects. What sets us apart is our commitment to preserve our environment and invest in the local economy. Many of the products we offer are manufactured using “upcycled” agricultural and construction materials from Sonoma County — making value from waste and turning recycling upside down. Family owned and operated since 1962, we currently serve our customers from three locations – Grab N’ Grow Soil Products, Soils Plus and Stony Point Rock Quarry. We believe our recycling efforts benefit our community today and will provide a more sustainable future for generations that follow.