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more to support things that align with their personal values.”

The sustainable effort goes beyond what sits on the shelf. Since installing solar panels on the roof, the store said it has saved over 96,000 pounds of carbon dioxide emissions.

This summer, the store plans to install four electric car chargers in the parking lot using a Pacific Power mobility grant. They will be free for shoppers to use.

“We do have more of a long term view on these things. And we do really take into consideration our staff and sustainability. It’s not just a focus on profit for us,” Stanley said.

## Adrift Hospitality

Adrift Hospitality also balances sustainability and profit.

The hotel group has several properties from the Long Beach Peninsula to Seaside.

Rachel Schiff, Adrift’s marketing manager, said they prioritize sustainability throughout their supply chain, seeking to work with companies who have shared values. All properties use low flow water fixtures and nontoxic cleaners.

The hotel also upcycles materials from its different properties. Its newest property, the Bowline Hotel in Astoria, incorporated reclaimed wood from the former cannery it renovated.

“As a hotel group, we do understand that we have a large impact on our local community as well as the environment, while also being a part of a rural community,” Schiff said. “That is the goal about our environmental impact, our conscious changes to eco-friendly products, as well as the measures that we’re using for our employees and our guests.”

Along with its year-round efforts, Adrift is celebrating Earth Day by hosting a beach cleanup with Keep Nature Wild, Grassroots Garbage Gang and Washington CoastSavers.

Sign-up is available on Eventbrite, and the clean-up will meet at the Adrift Hotel at 9 a.m. on April 23.

## Oregon Coastal Flowers

In 1996, Patrick and Monika Zweifel started selling flowers grown on their 64-acre Tillamook property.

Since then, they’ve turned Oregon Coastal Flowers into a business that ships nationwide, including a weekly truckload of flowers for their booth at the Los Angeles Flower Market.

In its first few years of operation, the farm became a leading producer of colored calla lilies. The Zweifels later pivoted to diversify their crop, needing to compete with the emerging South American floral market.

They now specialize in large flowering branches for events, including cherry blossoms, quince and magnolias. Patrick Zweifel said the branches aren’t very popular in Oregon, but are highly sought after in Los Angeles, New York and other states.

He grew up on a dairy farm in Tillamook, which



LYDIA ELY/THE ASTORIAN

The Bowline Hotel, an Adrift Hospitality hotel housed in a former cannery in Astoria, incorporated reclaimed wood from the cannery into the building.

influenced his outlook on sustainability as a practical decision.

The farm is mostly organic, and uses compost instead of fertilizers. They do opt to spray certain vulnerable flowers to protect from disease.

“I come from a dairy farm. I don’t come from a city, and I didn’t come at it from ‘I’m not using any chemicals because I believe it’s wrong.’ I philosophically don’t have a problem with that, other than the fact that it just makes sense that I’d be taking care of my soils in a very healthy living biological way, and in return that produces very nice plants without disease,” he said.

His definition of sustainability also includes financial stability. He sought to support his family long-term while following practices that improve the land over time.

“My belief is that if I feed my soil with good compost and good microorganisms and things like that, then that soil is going to feed my plants. And make a very happy farm. So I spend my time really working on improving the soil rather than killing things that would cause problems in the soil,” he said.

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