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.
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

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.

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.

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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.