



Anheuser Busch River Cleanup/Infiltration Garden Project Summary - 2018



Thirty nine (39) volunteers from the local Cartersville

Anheuser Busch Brewery participated in ENVIRONMENT DAY on June 5, 2018 with Keep Bartow Beautiful and the River Network to clean up the Etowah River at Bartow County Government's Hardin Bridge canoe/kayak launch site. While recent rains meant that the Army Corps of Engineers had to release water from Lake Allatoona, making the water much too high and much too fast for volunteers to collect trash from the river itself, volunteers did not waste any time by planting 87 plants in either an infiltration/native pollinator garden or a riparian buffer enhancement/river bank stabilization feature. Both these projects will help to stem erosion. They are also a big step forward for Keep Bartow Beautiful's Water Quality Educa-



Bridge Pier "before" 2018 project



Bridge Pier "after" 2018 project

tion initiatives. Educational signage will be created for both projects guiding visitors through the benefits of infiltration "rain" gardens as well as using native plants and pollinator friendly species.

The species planted were (10) American Beauty Berry, (6) Button Bush, (11) Swamp Sunflower, (10) Swamp Hibiscus, (20) Rudbeckia, (6) Muhly Grass and (24) Stokes Asters.



Pictured above is a filter sock that will help with erosion. Several Button Bush were planted in the area of storm



water runoff which should, by virtue of their extremely long roots, help to restore the stream bank.

The day was used for several other purposes as well. (Pictured Above) — Anheuser-Busch plant manager Kevin Fahrenkrog presents a \$1,000 check to the Great Lake Allatoona Cleanup, and (Pictured Right) a check was also presented for a blueberry farm project that will benefit the Hickory Log Pri Non-Profit Personal Care Home that Supports Adults with Intellectual & Developmental Disabilities.



Developmental Disabilities.

The Daily Tribune News

Keep Bartow Beautiful



On the bank of the Etowah River at Old Hardin Bridge Landing, Keep Bartow Beautiful Executive Director Sheri Henshaw shows Bartow County Commissioner Steve Taylor how the stream bank stabilization project will serve to protect the areas where the slopes of the riverbank drop sharply to the water.

RANDY PARKER/THE DAILY TRIBUNE NEWS

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By Marie Nesmith

Continuing its environmental stewardship, Anheuser-Busch's Cartersville brewery recognized World Environment Day by enhancing a key component of the Etowah River Water Trail. Presented at Old Hardin Bridge Landing, the watershed project was conducted in association with Keep Bartow Beautiful June 5.

“In celebration of World Environment Day, we were delighted to highlight and promote our key partnerships with Keep Bartow Beautiful among colleagues, partners and the local community where we live and work,” said Kevin Fahrenkrog, general manager of Anheuser-Busch's Cartersville brewery. “In Cartersville, over 40 of our colleagues participated in the Keep Bartow Beautiful project, and we were just one of many Anheuser-Busch watershed events hosted around the country in celebration of World Environment Day.

“Water is a vital part of the brewing process, and here at our Cartersville brewery, it's an especially important resource. Throughout the year we periodically pause production of beer to can safe, clean emergency drinking water so as to be ready to help communities in times of disaster. When disaster strikes, we work alongside the American Red Cross and our local wholesaler partners to distribute the water to communities across the country for those in need. I hope that by participating in these watershed projects, our colleagues see that sustainability is core to our business because we are

building a company to last. For the past 165 years, we've been committed to bringing people together for a better world and we intend to do so for the next 165."

Along with a stream bank stabilization effort, the project also included native plantings and stream buffer improvements.

"From start to finish, water plays a critical role in Anheuser-Busch's brewing process and is the main ingredient in our beer," said Rachel George, environmental manager for the local Anheuser-Busch brewery. "As a company, we understand the importance of protecting water resources in our community and so does Keep Bartow Beautiful. That's why the Anheuser-Busch Cartersville brewery was delighted to partner with Keep Bartow Beautiful again this year to celebrate World Environment Day.

"We hosted this year's event at Old Hardin Bridge Landing, the newest canoe and kayak launch site on the Etowah River Water Trail, which continues to show traces of erosion and a lack of plant growth on the banks, something which can really impact water quality. The site was developed by Bartow County government through the assistance of the Georgia Department of Natural Resources Recreational Trails Grant and was opened in 2017. The goal of our partnership with Keep Bartow Beautiful is to improve our watershed."

Calling the World Environment Day event a "huge success," Keep Bartow Beautiful Executive Director Sheri Henshaw was thrilled to join Anheuser-Busch representatives at 556 Hardin Bridge Road in Kingston.

"This project was designed in three parts: the stream bank stabilization, the stream buffer enhancements and the pollinator plantings around the rock pier that remained from the old bridge structure," Henshaw said. "We brought soil and mulch to the site, placed plants in locations where they needed to go, [included] identification labels and then guided volunteers as they worked. A 'sock' made of coconut fibers and jute rope was installed in an area along the bank that had previously been the thruway for craft and people. It had become a dangerous mudslide down the hill, and heavy rains would funnel mud and silt along with water down that channel, eroding the bank even further. We placed this sock like a natural speed bump for soil, allowing the water to pass through, but more slowly than before. We then added some native button bush to send down their very deep roots and take hold into the bank, further stabilizing the surrounding area and allowing it to return to a natural buffer.

"... Around the rock pier we added asters, swamp hibiscus, swamp sunflowers, mounds of black-eyed Susans and native grasses to accent that structure. Many of these are pollinator plants, and are also drought-tolerant natives or they love wet feet. Either way, these plants are much tougher, and just as beautiful and functional, as many of the bedding plants you find in stores for summer planting. We — Keep Bartow Beautiful — plan to add some signage, both educational and historical, to that site later this summer."

Along with enhancing the launch area, Anheuser-Busch also presented two checks: \$1,000 to Great Lake Allatoona Cleanup and \$2,000 to Keep Bartow Beautiful for its Blueberry Farm Project at Hickory Log Vocational School.

“This [World Environment Day] project came about because Keep Bartow Beautiful and Anheuser-Busch have a long-standing relationship of working together on local environmental issues that impact our community,” Henshaw said. “We have been partners with them since 2004, when Rachel George joined our board of directors. That has continued through multiple projects, from the School Recycling Contest, to recycling at Red Top State Park, to their key role in our nationally recognized Sustainable Bartow Partnership, for which they received recognition from the White House and EPA [Environmental Protection Agency] Region 4, to our current projects focusing on river and lake cleanups, stormwater education and green infrastructure projects, such as this recent garden installation.

“We chose this site because, as the newest ‘jewel in the crown’ for our Bartow water trail launches, we had some issues that could be tackled to both improve the appearance of the park, and address stormwater education while addressing some issues on-site. We even removed some invasive species and added natives that will provide food for wildlife, such as birds and butterflies.”

