



Waste Management  
Task 6  
Keep Compost O' Natural! Trading Card Timeline

- **July, 2014 - Produce Sticker Trading Card Created**

- **July 9, 2014 – Trading Card added to the website**

Download Your Produce Sticker Trading Card TODAY and Earn Free Compost!

- **July 15, 2014 – Snohomish County Foodcycler E-blast**

This summer Waste Management is mailing you a Produce Sticker Trading Card so you can fill it up with the little stickers, and trade it in for a FREE bag of Cedar Grove compost.

- **July 22, 2014 – Mailing to 46,287 Snohomish County UTC YDW Customers**

- **September 29, 2014 – Snohomish County Foodcycler E-blast**

Good news: It's not too late to play *Keep Compost O' Natural!* And, there is no limit to the number of Produce Sticker Trading Cards you can fill up to redeem free bags of compost. Print out another card by visiting [wmfoodcycling.com](http://wmfoodcycling.com) or [click here](#) to get started.

- **January 8, 2015 – Removed Trading Card page from website**

- **February 25, 2015 – Removed hidden link for Trading Card, had site administrator do a site review to ensure the card was no longer live on any pages**

- **February 27, 2015 – Added the Trading Card page back to the website with copy about expired card (since people still had links to the page and the page was displaying a 404 Error)**

Thank you for your interest in the Waste Management “Keep Compost O’Natural” produce sticker trading card! At this time, the promotion has ended and the trading cards are no longer accepted at Cedar Grove landscaping yards. Don’t stop! Keep taking those little stickers off of your fruits and veggies –throw them in the garbage or make arts and crafts with them!

- **March 6, 2015 – King and Snohomish County Compost Days Foodcycler E-blast**

As part of Compost Days, a new Produce Sticker Trading Card will be mailed during the first week of April to all Waste Management food/yard customers in unincorporated King and Snohomish Counties!

- **March 3, 2015 – Article in *New York Times*, “[Even Composting Comes with Sticker Shock](#)”**

- **March 9, 2015 – Due to the article, Federal Way reports an uptick in non-Federal Way customers Googling, finding their newsletter and requesting a card. WM asks them to remove this line from their webpage:**

Residents can also contact City staff at [recycle@cityoffederalway.com](mailto:recycle@cityoffederalway.com) to request a copy.



- **April, 2015 - Spring Trading Card and Produce Sticker Activity Card Created**

- **April 1, 2015 – Updated the Trading Card page on the website, added events list (card was not available for download, only at events)**

Great news Foodcyclers! The 2015 Produce Sticker Trading Card is coming to an event near you! Pick up your Trading Card at a Waste Management Recycling Information Station, fill it up with the little stickers from your fruits and veggies and exchange it for a FREE bag of compost at a Cedar Grove landscaping yard. Click here to find an event near you! (Limit one per household).

Plus – for kids of all ages, we have the Produce Sticker Activity Card! The Sticker Activity Card is a fun way to learn that those little stickers on produce can affect the quality of compost we use in our farms and gardens. Click here to print and get started today.  
Let's Keep Compost Clean!

- **April 7, 2015 – Mailing to 66,522 King and Snohomish County UTC YDW Customers**
- **April, 2015 – Cedar Grove sends a Trading Card to 10,000 Rubatino residential customers**

Rubatino residential customers received a sticker card in their recent billing statement; they have the opportunity to place produce stickers on the card and receive a free bag of compost at Cedar Grove's Everett facility. When they redeem the card, they are entered to win 10 yards of any product delivered. This program ends at the end of May 2015.

- **May 9, 2015 – Removed the Produce Sticker Activity Card from website**
- **May 14, 2015 – Removed hidden link for Produce Sticker Activity Card from website**
- **May 12, 2015 – King and Snohomish County Foodcycler E-blast**

Produce Sticker Trading Card Update! Foodcyclers, thanks for all of your efforts at Keeping Compost O'Natural. We've had a huge response to the 2014 Produce Sticker Trading Card and wanted to let you know that it has now expired and is no longer accepted at Cedar Grove landscaping facilities. The 2015 Compost Days card is also retiring soon, on June 30th. Look out for a new card to launch on June 1st for use this summer and fall.

- **June, 2015 Summer/Fall Trading Card Created**

- **June 2, 2015 – Updated the Trading Card and all images and copy on the website to new discounted compost card**

Great news Foodcyclers! The 2015 Produce Sticker Trading Card is coming to an event near you! Pick up your Trading Card at a Waste Management Recycling Information Station, fill it up with the little stickers from your fruits and veggies and exchange it for a FREE bag of compost at a Cedar Grove landscaping yard. Click here to find an event near you! (Limit one per household).



- **June 23, 2015 – King and Snohomish County Foodcycler E-Blast**

New Produce Sticker Trading Cards! Foodcyclers, we are excited to share with you the summer/fall 2015 Produce Sticker Trading Card. Download your new trading card from the Foodcycling home page, start filling it up today and get discounts on compost for your summer and fall gardening! Paper copies of the cards can be picked up at fairs, festivals and farmers markets. This effort is a community affair - help spread the word and share the Produce Sticker Trading Card with friends, co-workers and family!

- **July 15, 2015 – Voided 2014 card created**

- **July 17, 2015 – Replaced 2014 Trading Card with voided version from the Related Materials section of the 2014 Summary on wmnorthwest.com. Searched online for outdated cards and replaced.**

- **August 12, 2015 – Replaced 2014 Trading Card thumbnail with voided version on the 2014 Summary on wmnorthwest.com. Searched online for outdated cards and replaced.**

- **September 1, 2015 – Updated Trading Card copy on all pages of website, removed outdated events**

Please note, all other versions of the Produce Sticker Trading card are no longer valid. Here's a new Produce Sticker Trading Card to redeem 15 percent off on Cedar Grove compost! Hurry – the promotion ends on October 31, 2015.

- **September 11 – Revised event list on the Trading Card page**



## Appendix

### 2014 Produce Sticker Trading Card

# KEEP Compost O' Natural!

## PRODUCE STICKER TRADING CARD

Remove produce stickers and place on this trading card.  
Once card is full, trade in for a FREE bag of Cedar Grove compost!  
Trading post locations are on the back.

Stickers shown here are examples only. You do not need to match the exact sticker to the image.


Compost O'Natural ©2014 Waste Management of Washington, Inc.
WWACompostO'Natural2014-15

# KEEP Compost O' Natural!

Fill up your PRODUCE STICKER TRADING CARD and

## KEEP Compost O' Natural!

Did you know?  
Those little stickers on fruits and veggies are NOT edible and NOT paper – they are plastic! Produce stickers are one of the biggest sources of garbage put in the compost by mistake.

It's easy to keep compost sticker-free:

1. **Remove** produce stickers
2. **Place** stickers on trading card
3. **Fill** your trading card
4. **Trade** in for a free bag of Cedar Grove compost!

Waste Management trading cards can be turned in at any of these Cedar Grove Landscape Yards:

<b>Bellevue:</b>	969 118th Ave SE, Bellevue, WA 98005
<b>Everett:</b>	3260 36th Place NE, Everett, WA 98201
<b>Maple Valley:</b>	17825 Cedar Grove Road SE, Maple Valley, WA 98038
<b>Monroe:</b>	18720 SR 203, Monroe, WA 98272
<b>Seattle:</b>	7343 E. Marginal Way S, Seattle, WA 98108
<b>Woodinville:</b>	6100 238th Street SE, Woodinville, WA 98072

**Hours:** Monday – Friday 7:00 a.m. – 5:00 p.m.  
Saturday 8:00 a.m. – 4:00 p.m., Sunday Closed  
[cedar-grove.com/about-us/locations-contact](http://cedar-grove.com/about-us/locations-contact)

This is just our way of saying thanks... happy snacking!

1-800-592-9995
[www.wmnorthwest.com](http://www.wmnorthwest.com)
THINK GREEN!





## 2015 Spring Produce Sticker Trading Card – Expired 6/30/15

# KEEP Compost O' Natural!

### PRODUCE STICKER TRADING CARD

Remove produce stickers and place on this trading card.  
Once card is full, trade in for a FREE bag of Cedar Grove compost!  
Trading post locations are on the back. Card expires on 6/30/2015.  
Stickers here are examples only.  
You do not need to match the exact sticker—any fruit or veggie sticker will do.


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# KEEP Compost O' Natural!

### Did you know?

Those little stickers on fruits and veggies are NOT edible and NOT paper – they are plastic! Produce stickers are one of the biggest sources of garbage put in the compost by mistake.

**It's easy to keep compost sticker-free:**

1. **Remove** produce stickers
2. **Place** stickers on trading card\*
3. **Fill** your trading card
4. **Trade** in for a free bag of Cedar Grove compost!

\*After your Trading Card is full, all other produce stickers go in the garbage.

**Waste Management trading cards can be turned in at any of these Cedar Grove Landscape Yards. Full trading cards must be claimed by June 30, 2015. Copies of this card are not redeemable for compost.**

<b>Bellevue:</b>	969 118th Ave SE, Bellevue, WA 98005
<b>Everett:</b>	3260 36th Place NE, Everett, WA 98201
<b>Maple Valley:</b>	17825 Cedar Grove Road SE, Maple Valley, WA 98038
<b>Monroe:</b>	18720 SR 203, Monroe, WA 98272
<b>Seattle:</b>	7343 E. Marginal Way S, Seattle, WA 98108
<b>Woodinville:</b>	6100 238th Street SE, Woodinville, WA 98072
<b>Hours:</b>	Monday - Friday 7:00 a.m. - 5:00 p.m. Saturday 8:00 a.m. - 4:00 p.m., Sunday Closed

**cedar-grove.com/about-us/locations-contact**

This is just our way of saying thanks... happy snacking!

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[www.wmnorthwest.com](http://www.wmnorthwest.com)
**THINK GREEN!**



2015 Produce Sticker Activity Card (8.5"x11") – removed from website May 9

**KEEP Compost Clean!**

**FRUIT & VEGGIE STICKER CARD**  
 Sticker images below are examples only.  
 You do not need to match the exact sticker — any fruit or veggie sticker will do.


**THINK GREEN!**

Fill up your FRUIT & VEGGIE STICKER CARD and

**KEEP Compost Clean!**

**Did you know?**  
 Those little stickers on fruits and veggies belong in the garbage. They are plastic and **DO NOT** decompose during the composting process.

**How to use this card:**

1. **Take** the stickers off of your fruits and veggies.
2. **Put** the stickers on your sticker card.
3. **Ask** your family to help!
4. **Fill** up your sticker card.
5. **Don't stop!** Keep taking stickers off of your fruits and veggies—make arts and crafts with them or throw the stickers in the garbage.

**Stuff That is Compostable**

**FOOD SCRAPS**  
 Meat, seafood, dairy, fruit, vegetables, shells, bones, pasta, rice, eggshells, nutshells, bread, grains and leftovers.

**PLANTS, FLOWERS & YARD DEBRIS**  
 Plants and flowers, grass clippings, shrubs, branches, weeds, jack-o-lantern pumpkins and natural holiday trees.

**FOOD-SOILED PAPER**  
 Pizza delivery boxes, coffee grounds and filters, tea bags, waxed cardboard, soiled paper bags, kitchen paper towels, paper napkins as well as loose shredded paper.

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## 2015 Summer/Fall Trading Card - Expires 10/31/15

# KEEP Compost O' Natural!

### PRODUCE STICKER TRADING CARD

Remove produce stickers and place on this trading card.  
 Once card is full, trade in for 15% off any Cedar Grove Landscape Yard retail compost product purchase - bulk or bagged!  
 Trading post locations are on the back. Card expires on 10/31/2015.  
 Stickers here are examples only.  
 You do not need to match the exact sticker—any fruit or veggie sticker will do!


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# KEEP Compost O' Natural!

### Did you know?

**Those little stickers on fruits and veggies are NOT edible and NOT paper – they are plastic! Produce stickers are one of the biggest sources of garbage put in the compost by mistake.**

**It's easy to keep compost sticker-free:**

1. **Remove** produce stickers
2. **Place** stickers on trading card\*
3. **Fill** your trading card
4. **Trade** in for 15% off any Cedar Grove Landscape Yard retail compost product purchase - bulk or bagged!

\*After your Trading Card is full, all other produce stickers go in the garbage.

**CEDAR GROVE** Waste Management trading cards can be turned in at any of these Cedar Grove Landscape Yards. Card expires **October 31, 2015**. The "15% Off Total Retail Purchase" promotion cannot be combined with other promotions or discounts. One card can be used per customer, per day.

**Bellevue:** 969 118th Ave SE, Bellevue, WA 98005  
**Everett:** 3260 36th Place NE, Everett, WA 98201  
**Maple Valley:** 17825 Cedar Grove Road SE, Maple Valley, WA 98038  
**Monroe:** 18720 SR 203, Monroe, WA 98272  
**Seattle:** 7343 E. Marginal Way S, Seattle, WA 98108  
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**Hours:** Monday - Friday 7:00 a.m - 5:00 p.m.  
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[cedar-grove.com/about-us/locations-contact](http://cedar-grove.com/about-us/locations-contact)

**Foodcycler Information** \*Required for redemption

Name\*: \_\_\_\_\_  
 City\*: \_\_\_\_\_ Zip\*: \_\_\_\_\_  
 Email: \_\_\_\_\_

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**THINK GREEN!**