

## **Waste Management Organics Messaging**

**Fall 2014**

**Brand:** Foodcycling – You can help close the Foodcycling Loop.

### **Primary Audience:**

- Snohomish County – current WUTC compost customers only
- King County
  - Primary: Current WUTC compost customers putting food in their garbage
  - Secondary: WUTC customers, who do not currently have compost service (encourage them to sign up)

### **Campaign Goals:**

- Get compost service customers to start or increase food and food-soiled paper composting
- Maintain or decrease level of contamination in compost cart

### **Desired Behavior Change:**

1. Set up in-home food and food-soiled paper collection system
2. Collect food scraps daily and place in curbside compost cart
3. Collect food-soiled paper and place in curbside compost cart
4. Collect meat, bones and dairy and place in curbside compost cart
5. Put only compostable materials in curbside compost cart

### **Main Message:**

You can place food and food-soiled paper in your curbside compost cart.

### **Value Proposition:**

By placing your food and food-soiled paper in your curbside compost cart, you help prevent compostable materials from going to the landfill and help close the local Foodcycling Loop.

### **Campaign Elevator Speech:**

As a Waste Management customer, you can place food and food-soiled paper in your curbside compost cart. By placing your food and food-soiled paper in your curbside compost cart, you help prevent compostable materials from going to the landfill and help close the local Foodcycling Loop.

The local Foodcycling Loop starts with you when you place your food scraps and yard debris in your curbside compost cart. The organic material is delivered to an area compost facility, turned into compost then sold regionally at home and garden stores and used by local gardeners and farmers to grow locally produced food.

### **Terminology**

These are common terms used by Waste Management when creating materials and messaging around composting and compost service:

- Compost
- Curbside compost cart (external/internal –written materials)
- Food and yard cart (external/internal – in conversation)
- Food and food-soiled paper
- Food scraps

- Kitchen compost container
- Kitchen composting system
- Compost guidelines
- Compost service
- Yard debris
- Foodcycler – Individual who has taken the Foodcycling Pledge

## **GENERAL MESSAGING:**

### **How Do I Compost at Home?**

- Curbside compost service is available to all Waste Management single family residential customers in King and Snohomish Counties.
- If you currently subscribe to curbside compost service, you can place food and food-soiled paper in with your yard debris in your curbside compost cart.
- If you do not presently subscribe to compost service, please call Waste Management for more information and/or to request this service.
- Use the King County Recycling Guide/Snohomish County Recycling Guide, they are updated each year by Waste Management.
- Set up a system in your kitchen to collect food and food-soiled paper.
- Having a collection system in your kitchen makes it easy to collect your food scraps daily.
- Empty your kitchen compost container regularly in your curbside compost cart.
- Become a Foodcycler: take the pledge and start composting your food and food-soiled paper and close the Foodcycling Loop.

### **What Can I Compost?**

- A simple change you can make to reduce your household's garbage is to put your food scraps and food-soiled paper in your curbside compost cart.
- All food items, including fruit, vegetables, grains, bread, dairy, meat, bones, shells and coffee grounds, and many types of food-soiled paper, such as paper towels and napkins, paper coffee filters and greasy pizza delivery boxes—can be placed in your curbside compost cart.
- Not all bags, cups, silverware, containers or lids advertised as “compostable” or “biodegradable” can be placed in your curbside compost cart. Visit <http://cedar-grove.com/commercial/accepted-items/> to confirm a product is compostable in Cedar Grove’s process. For a list of compostable bags, visit [www.wmfoodcycling.com](http://www.wmfoodcycling.com).

### **Why Should I Place Food Scraps in My Curbside Compost Cart?**

#### **Statistics**

- Nine out of 10 King and Snohomish County households have food or food-soiled paper in their garbage.
- Meat, cheese and bones can only be composted in your curbside compost cart; but should not be composted in your backyard or in a worm bin.
- The average single-family household in this area throws away 48 pounds of food and food-soiled paper per month and more than 400 pounds every year.

- About 20% of this area's single family households that have curbside compost carts are putting food and food-soiled paper in them.
- Studies of this area's garbage show that 60% of what we throw away each year isn't really garbage—they are items that could have been recycled in the curbside recycling cart or curbside compost cart.
- 30% of what is in our garbage is food and food-soiled paper.
- Nearly 1/3 of all garbage sent to the landfill is yard debris, food and food-soiled paper. All of these are compostable in your curbside compost bin.

**Second Life:**

- By placing your food scraps and food-soiled paper in your curbside compost cart, you help prevent compostable materials from going to the landfill and help close the local Foodcycling Loop.
- By placing your food scraps and food-soiled paper in your curbside compost cart, you help to create nutrient-rich compost that can be used in local gardens and farms.
- By buying and using locally produced compost, you close the loop in the northwest. That's good for the local economy and captures these valuable resources.

**Diverted from Landfill:**

- When you place your food scraps and food-soiled paper in your curbside compost cart, you reduce the amount of compostable materials going to the landfill. This helps reduce the production of greenhouse gases and captures valuable resources.

**Curbside:**

- Putting food scraps and food-soiled paper in your curbside compost cart keeps compostable materials from going to waste. Keeping compostable material out of the garbage is an easy way to be resourceful. If you are not filling up your cart, don't worry! Every little bit of food and food-soiled paper placed in your compost cart is being turned into compost.
- By placing your food scraps and food-soiled paper in your curbside compost cart, you may be able to reduce the size of your garbage cart and the cost of your garbage service.

**SET UP A SYSTEM, MAKE IT EASY**

- There are a lot of options for collecting food scraps in the kitchen – buy a kitchen compost container\* from a hardware or home and garden store, or use something you already have. For example use a large yogurt or dairy tub with a lid, an old pitcher or a large food storage container. You can also collect materials in a paper bag, which can be placed, with the food scraps, in your curbside compost cart. \*Containers designed specifically for collecting food scraps now come in a variety of styles and are available in many stores.
- Find a system that works for your household and your kitchen. What works for some, may not work for others.
- Keep your kitchen compost container on the counter, near the kitchen sink or food prep area so you can collect food scraps and food-soiled paper easily.
- Empty your kitchen compost container often into your curbside compost cart.
- Line your kitchen compost container with newspaper or a compostable bag\*\*. (Link or reference [wmfoodcycling.com](http://wmfoodcycling.com).)

- Make composting a family affair. Talk about what can and can't be composted with family members and post compost guidelines for easy reference.
- Talk to your friends and neighbors about what system they use in their homes.
- Be sure to place your curbside compost cart at the curb by early morning on your scheduled pickup day.
- If you don't have it already, sign up for curbside compost service. Contact Waste Management for details at 1-800-592-9995.

## MAKE IT CONVENIENT

- Using compostable bags\*\* to line your kitchen compost container can make collecting food scraps clean and convenient. Learn which bags are approved for the compost cart and where to buy them at [www.wmfoodcycling.com](http://www.wmfoodcycling.com).
- Make collecting food scraps a part of your pre-meal prep and your after-meal clean-up routine.
- Have your kitchen container next to you while you're cooking or when you are cleaning out your fridge.
- After any meal, scrape your leftover food into your kitchen compost container.
- Make sure to use your King County Recycling Guide/Snohomish County Recycling Guide; Waste Management updates these guidelines yearly. Keep them posted close to where you keep your indoor recycling bin and compost containers so you can reference what goes where.
- Use your curbside compost cart year round for yard debris, food scraps and food-soiled paper.
- Have questions? Email [recyclenw@wm.com](mailto:recyclenw@wm.com).

## AVOID SMELL AND MESS

- We have gathered these tips from our customers on how to avoid smell and mess in your home:
  - Use a kitchen compost container with a tight-fitting lid and/or a filter.
  - Always keep the lid of the kitchen compost container closed.
  - Empty your kitchen compost container into the curbside compost cart often.
  - Clean your kitchen compost container regularly.
  - Sprinkle baking soda or vinegar in your kitchen compost container. (Not both!)
  - Use an approved compostable bag or line the container with newspaper or paper towels to absorb liquids.
  - Store your food scraps and food-soiled paper in your freezer until your collection day.
- Avoid smell and mess outdoors:
  - Use newspapers, a paper bag or an approved compostable bag to wrap up food scraps before placing in the curbside compost bin.
  - Keep your curbside compost cart clean by lining the bottom with newspaper and layer your food scraps and food-soiled paper in with yard debris.
  - Always keep the lid of the curbside compost cart closed.
  - Contact Waste Management for cart cleaning or replacement at 1-800-592-9995.

## COMPOSTING FOOD SCRAPS

**Key Messages:**

- All Waste Management WUTC customers can place food scraps and food-soiled paper in their curbside compost cart.
- Food scraps can go in your curbside compost cart along with your yard debris.
- All food items and scraps, fresh or spoiled, can be placed in your curbside compost cart. This includes fruit, vegetables, grains, condiments, bread, dairy, meat, bones, shells and coffee grounds.
- (see above) Put your food scraps and food-soiled paper to good use. By placing them in your curbside compost cart, you help create nutrient-rich compost for local yards, gardens and farms.

**COMPOSTING FOOD-SOILED PAPER**

**Key Messages**

- Food-soiled paper can go in your curbside compost cart along with your food scraps and yard debris.
- “Food-soiled paper” is paper from the kitchen that has food on it. This type of paper includes: paper napkins, paper towels, soiled paper bags, coffee filters, greasy cardboard pizza boxes, tea bags, waxed cardboard and loose shredded paper.\*
- Food-soiled paper, like greasy pizza boxes, napkins and paper towels, belongs in the curbside compost cart rather than the recycling cart because the food-coating on the paper prevents the paper fibers from being recyclable.
- Used paper towels and napkins , with food on them, can go in the curbside compost cart. Paper towels or paper napkins used for cleaning or personal hygiene go in the garbage.
- Many paper products have a plastic coating so they can hold food and liquids without leaking. Plastic does not break down in the composting process. If there is a plastic coating on the item, it will look shiny. Any paper item with a plastic coating – like most paper coffee cups and some paper plates belong in the garbage.
- It is not always easy to tell when paper has a plastic coating, so when in doubt, throw it out!

\*If you are placing shredded paper in the compost cart, it cannot include any shredded plastic like envelope windows, old credit cards, DVDs or CDs.

**CONTAMINATION**

**Key Messages:**

- Put only compostable materials in your curbside compost cart.
- Do not put plastic bags or any other plastics in your curbside compost cart.
- Do not put glass, metal, liquids, cooking oil, plastic coated paper plates or cups, treated wood, diapers, cat litter or pet waste in your curbside compost cart.
- Anything that comes from the body – human or animal, is not compostable in your curbside compost cart.
- Produce stickers found on fruits and vegetables are not edible and are not paper. They are plastic and are not compostable so they end up in the compost as a contaminant. Help keep compost “O’Natural” and remove produce stickers before placing food scraps in your compost cart.

## FOODCYCLING PLEDGE

### Key Messages:

- Take the Foodcycling pledge to become a Foodcycler today at: <http://www.wmfoodcycling.com/>
- Share your influence and what you know about composting with your family and friends; tell them how your system works. Ask your friends and family to become Foodcyclers too!
- Place your left hand over your heart, hold up your right hand and repeat the following:  
I, (your name), hereby pledge to Foodcycle.  
I will:
  - Place all food scraps including meat, seafood, dairy, fruit, vegetables, shells, bones, pasta, rice, eggshells, nutshells, bread, grains and leftovers in my curbside compost cart.
  - Place yard debris including plants and flowers, grass clippings, shrubs, branches, weeds, jack-o-lanterns and natural holiday trees in my curbside compost cart.
  - Place food-soiled paper like greasy delivery pizza boxes, coffee filters and coffee grounds, tea bags, waxed cardboard, soiled paper bags, kitchen paper towels and paper napkins in my curbside compost cart.
- Help Close the Foodcycling Loop: (This messaging should always be accompanied by the Foodcycling Loop graphic)
  - Buy or grow locally produced food.
  - Eat food.
  - Place food scraps and food-soiled paper in your curbside compost cart.
  - Food scraps go to the local compost facility.
  - Food scraps, food-soiled paper and yard debris transform into nutrient-rich compost.
  - Compost is used by yards, local gardeners and farmers to create more food—you can use compost too!
  - Repeat!

## Graphics

### *Foodcycling*



### *Scrap Happy Kitchen*



### *Produce Trading Card*

