



Task 6: Organics
Scrap Happy Kitchen Chef Demo: Auburn International Farmers Market
Event Date: Sunday, September 21, 2014

EVENT SUMMARY

Overall Results:

- On September 9, 2014, 411 special invitation postcards were mailed to Foodcyclers encouraging them to pick up their kitchen container at the Auburn International Farmers Market event. The mailing was geotargeted to WUTC customers that lived within an estimated 20 mile radius of the event (Auburn, Enumclaw, Federal Way, Renton and Seattle). The card encouraged Foodcyclers to stop by the booth and pick up their free kitchen container.
 - The results: 35 postcards were redeemed for kitchen containers at the event - an 8.5 percent redemption rate.
 - Foodcyclers came from all areas:
 - Federal Way – 10
 - Auburn – 9
 - Seattle – 8
 - Renton – 7
 - Enumclaw - 1
- Attendance estimate: About 150 people visited the WM Scrap Happy Booth.
- 90 pieces of each WM handout were given out (35 of each handout went to Foodcyclers).
- 62 compostable bag samples were given out (35 went to Foodcyclers).
- 212 samples of food were given out by Safeway's Chef Aloni.
- 125 total pieces of the three recipe handouts were taken.

Overall Experience:

- **Diverse and Engaged Audience** – There was a diverse audience with a variety of ages that visited the booth and were interested in the composting message.
- **Foodcycler Container Pick-Up** – Great success! Foodcyclers were so excited to receive their containers at the booth.
 - Many were using a different container but wanted the official Foodcycler container.
- **Compostable Bag Giveaway Process** – When engaging with visitors at the booth, we asked if Waste Management was their provider. If they said yes, then we asked if they were interested in composting their food and food-soiled paper. We gave them a sample of free compostable bags and educational materials and then ran through our talking points.
- **Compost Education for Everyone** - Everyone who stopped at the table was interested in the compost message, whether they were picking up a container or stopping by to check out the food.
- **Food Samples** - People loved the food samples and recipes and were intrigued by the idea of cooking from your leftovers.



Great Conversations about Composting Sample Talking Points:

- **How to set up a Scrap Happy Kitchen:**
 - Get a kitchen container. There are a lot of options for collecting food in the kitchen – buy a stylish compost pail, Tupperware, old pitcher, etc. It can be as simple as using a plastic container or a paper bag which can be composted along with the food and food-soiled paper. Containers designed specifically for food scrap composting now come in a variety of styles and are available in many stores.
 - Find a system that works in your household. What works for some, may not work for others.
 - Keep your kitchen container on the counter near the kitchen sink or food prep area so it is easy to place food and food-soiled paper inside.
 - 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 systems they use in their homes.
 - If you don't have it already, sign up for curbside compost service. Contact Waste Management for details at 1-800-592-9995.
- **How to avoid smell, mess and fruit flies:**
 - Use a kitchen container with a tight-fitting lid and/or a carbon filter.
 - Always keep the lid of the kitchen container closed.
 - Empty food and food-soiled paper into the curbside compost bin often.
 - Clean your kitchen container regularly.
 - Sprinkle baking soda or vinegar in your kitchen container.
 - Use an approved compostable bag or line the container with newspaper or food-soiled paper to absorb liquids.
 - Store your food and food-soiled paper in your freezer until your collection day.
- **Why it's important:**
 - Nine out of 10 King and Snohomish County households have food or food-soiled paper in their garbage.
 - By composting your food and food-soiled paper in your curbside compost bin, you help prevent compostable materials from going to the landfill and help close the local Foodcycling Loop.
 - By composting your food and food-soiled paper, you help to create nutrient-rich compost for local gardens and farms.
- **What happens to food that goes to the landfill?**
 - Even though food scraps are biodegradable, they break down in an oxygen-free environment and produce methane gas, not compost.

- **How to sign up for a curbside compost bin and possibly reduce size of garbage bin:**
 - Call Waste Management at 1-800-592-9995.
- **People who love to talk about how good of a job they're doing composting:**
 - Congratulate them and ask if they have any questions. For fun, give them a pop quiz such as, "Are bones compostable in your curbside compost cart?" and "Do you know where to find compostable bags?"
- **Other topics covered:**
 - Backyard composting – Andrew Ely, a Master Composter through Seattle Tilth and WSU, did an amazing job of covering the backyard do's and don'ts at the event.
 - Recycling (Laundry soap bottles, milk jugs and plastic planters).
 - Apartment living – Several people complained that their apartment doesn't offer composting. We urged them to talk to their property manager about adding the service and to contact Waste Management at: 1-800-592-9995.



Takeaways and Adjustments for Next Events:

- **Booth Location:** Though we had asked to be placed in the middle of the market, our space was located towards the back, since we needed access to power. Luckily, this was to our benefit and we ended up in a high-traffic area, close to where people were boarding buses to go the Seahawks game.
- **Food Samples:**
 - Safeway wanted to highlight their organic meat selection at this event. The recipe, Chicken Tortilla Soup, was very fragrant and many people said they "*followed their nose to the booth!*"
 - Again, we scaled back the food quantity samples and there was only a small amount of food leftover. Booth staffers took what was left home with them.
 - It was a warm day but people still enjoyed the soup recipe for fall. We were able to have pre-prepared samples served up, and kept hot, in compostable cups. We used compostable cups that are intended for both hot and cold foods and verified that the brand is accepted for composting at Cedar Grove.
- **Photo Releases:** This was the first event where we required people to sign a photo release before we took their picture. Though this did cut back on the amount of photos we were able to take, we are cleared to use the photos we captured for social media and future promotions.