

Task 6: Organics
Scrap Happy Kitchen Chef Demo: Sammamish Farmers Market
Event Date: Wednesday, July 30, 2014

EVENT SUMMARY

Overall Results:

- On July 23rd, 2014, postcards were sent to all 42,881 King County Waste Management customers inviting them to attend one of the three Waste Management's Scrap Happy Kitchen chef demo events.
- 353 special invitation postcards were mailed to a geo-targeted list of Foodcyclers close to the Sammamish event location, encouraging them to stop by the booth and pick-up a kitchen container.
 - The results: 55 postcards were redeemed for kitchen containers at the event - a 16% redemption rate!
- Attendance estimate: About 200 people visited the WM Scrap Happy Booth.
- 25 King County Waste Management customers took the Foodcycling pledge at the booth and received free compostable bag samples.
- 160 pieces of each WM handout were given out (55 of each handout went to Foodcyclers).
- 80 compostable bag samples were given out (55 of each handout went to Foodcyclers).
- 150 samples of food were given out by Safeway's Chef Aloni.
- 100 of each of the three recipe handouts were taken (total of about 300 pieces).

Overall Experience:

- **Diverse and Engaged Audience** – there was a huge multicultural audience and variety of ages that visited the booth.
- **Foodcycler Container Pick-Up** – Overwhelming success! Foodcyclers were so excited to receive their containers at the booth. Almost everyone had their postcard. We had one person go back home and come back with their card.
 - Most Foodcyclers came from Sammamish
 - Seven customers came from Newcastle (25 minutes away)
 - One customer came from Redmond (20 minutes away)
 - Many were using a different container but wanted the official Foodcycler container
- **Foodcycling Pledge Process** – When engaging with visitors to the booth, we asked if Waste Management was their provider. If they said yes, then we told them about the Foodcycling pledge. Once they took the pledge, we handed them a sample of free compostable bags and told them we would keep in touch about future promotions.
- **Compost Education for Everyone!** - Everyone who stopped at the table was interested in the compost message - whether they were picking up a container, taking the pledge or stopping by to check out the food.
- **Food Samples** - People loved the food 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 recycling 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 Eli, 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).



Takeaways and Adjustments for Next Events:

- **Booth Location:** They placed us in a high-traffic area in the market as we requested. However, we were by food vendors, which detracted from our food handout. At Celebrate Woodinville, we are going to be next to the other WM booth. At the Auburn Farmers Market, we will ask to be located close to produce vendors, in the middle of the market.
- **Container Giveaways/New Pledge Takers:** Everyone wanted a kitchen compost container and those without the postcard asked why other people received a container and they couldn't get one. We told them that this was a previous promotion funded by a specific grant for WM UTC customers. We then asked them if they were Waste Management customers and, if so, told them about the Foodcycling pledge, urging them to take the pledge so that we could keep in touch about future promotions. A few people commented that the containers should be offered to everyone. To help eliminate the confusion, we decided not to offer the Foodcycler pledge at the next two events. Instead, we will encourage the public to look for offers in the mail, provide education and handout free compostable bags.
- **Food Samples:**
 - Scale back the food quantity samples a bit with Safeway's Chef. We had extra food leftover, which we donated, to the local food bank.
 - It was a very hot day and Safeway chose a warm stew dish to serve. We weren't able to have pre-prepared samples plated up because the compostable cup quality was low and the combination of the sun/food warped the cups.
 - Several people avoided the sample because it contained meat. C+C connected with Safeway and they agreed to provide a cool, vegetarian dish at the August event, to include fresh, organic produce. Because Safeway wants to highlight their organic meats, they will serve Chicken Tortilla Soup at the September Auburn Intl. Farmers Market to kickoff fall.
- **Sun Exposure:**
 - We are gathering quotes on a back wall to decrease sun exposure inside the booth where the food prep is located.
 - We have sourced another compostable cup for future events that can better withstand sun/heat exposure. We verified that the brand is accepted for composting at Cedar Grove.

