

Task 6: Organics
Scrap Happy Kitchen Chef Demo: Celebrate Woodinville
Event Date: Saturday, August 16, 2014

EVENT SUMMARY

Overall Results:

- 597 special invitation postcards were mailed on August 4, 2014 to Foodcyclers encouraging them to pick up their kitchen container at the Celebrate Woodinville event. The mailing was geotargeted to WUTC customers that lived within an estimated 20 mile radius of the event (Woodinville, Bothell, Redmond, Kirkland and Duvall). The card encouraged Foodcyclers to stop by the booth and pick up their free kitchen container.
 - The results: 66 postcards were redeemed for kitchen containers at the event - an 11 percent redemption rate!
 - Most Foodcyclers came from Woodinville (40).
 - The remaining majority came from Redmond and Bothell, about 10-15 minutes away.
 - One customer came from Duvall, about 20 minutes away.
- Attendance estimate: About 250 people visited the WM Scrap Happy Booth.
- 185 pieces of each WM handout were given out (66 of each handout went to Foodcyclers).
- 171 compostable bag samples were given out (66 went to Foodcyclers).
- 212 samples of food were given out by Safeway's Chef Aloni.
- 309 total pieces of the three recipe handouts were taken.

Overall Experience:

- **Diverse and Engaged Audience** – there was a huge multicultural audience and a variety of ages that visited the booth and were interested in the composting message.
- **Foodcycler Container Pick-Up** – Overwhelming 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, 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 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 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 contact Waste Management at: 1-800-592-9995.



Takeaways and Adjustments for Next Events:

- **Booth Location:** We were in a high-traffic area as we requested and positioned next to the other Waste Management booth. At the Auburn International Farmers Market, we have asked to be located close to produce vendors, in the middle of the market.
- **Container Giveaways:** Everyone wanted a kitchen compost container and those without the postcard asked how they could get a container. We told them that this was a previous promotion funded by a specific grant for WM UTC customers and directed them to area stores where they could purchase a container and showed them the variety of containers for use (on the Guidelines flier). We didn't offer the Foodcycler pledge at this event and it cut back on the messaging confusion. Instead, we encouraged visitors to look for offers in the mail, provided education and handed out the free compostable bags.
- **Food Samples:**
 - We scaled back the food quantity samples a bit with Safeway's chef. There was less food leftover and booth staffers took what was left home with them.
 - It was a hot day and it was a great decision to go with a cold dish. We were able to have pre-prepared samples plated up, on ice, in compostable cups. The new compostable cups are intended for both hot and cold foods and we will use them at the Auburn event. We verified that the brand is accepted for composting at Cedar Grove.
 - The sample served was quinoa with roasted vegetables and the cool, vegetarian dish featured all 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.

