

## Compost Days 2015

### Executive Summary

#### Background

In 2015, King County, Cedar Grove, Seattle Public Utilities (SPU), and Waste Management hosted the sixth annual Compost Days, a recurring spring promotion designed to educate residents about the benefits of composting, increase compost sales, and show residents appreciation for their dedication to curbside composting. The campaign ran from March 15 through April 15 in Seattle, King County, and Snohomish County.

#### 2015 Campaign Goals

- Increase the utilization of curbside food scrap programs by existing organics customers.
- Expand understanding of the “compost loop” through the Big Garden Give compost drive.
- Communicate the value of using compost to motivate consumers to purchase.
- Educate residents about what can and cannot be composted at curbside.

#### Campaign Strategy

To engage the public in curbside composting, the partners created an integrated campaign that utilized multiple marketing channels, including: paid media, direct mail, retail-based promotions, school-based promotions, earned and social media. During Compost Days, Cedar Grove offered deep discounts on bulk and bagged compost. Residents could purchase bagged compost through 129 participating Compost Days retail partners and bulk compost at Cedar Grove landscape yards and select retailers. Compost Days retail partner Fred Meyer also offered discounts on kitchen compost containers and compostable bags during the promotion.

The 2015 Compost Days campaign once again included a cause marketing element, the *Big Garden Give Compost Drive*. During Compost Days, for every Cedar Grove coupon redeemed, one bag of compost was donated to a community garden to help grow food for low income residents.

This year, Compost Days expanded the Big Garden Give by partnering with 11 elementary schools in King and Snohomish Counties. King County Green Schools and Triangle Associates in Snohomish County helped to identify the schools with gardens that would be interested in participating in the program. The partners provided participating schools a fun tool, a Keep Compost Clean produce sticker card, to teach kids about proper composting practices and to remind them that stickers do not belong in the compost. A one-page introduction was given to teachers, in both English and Spanish, to help them present the program to their students. The Keep Compost Clean sticker card prompted kids to place up to 20 produce stickers on it. For every full card turned in to their teacher, one bag of compost was donated to their school garden. More than 1,200 full cards were turned in at the 11 schools, earning 45 truckloads of free compost for school gardens! Teachers, students and parents were thrilled with this new promotion.

A few quotes:

*This was a fun project for everyone here and we're all excited about free compost! The kids really enjoyed the media event and we're all very aware of the stickers on our produce and the need to remove them. Thanks for the opportunity to participate. It means a lot to our community!! - Sue Sander, Discovery Elementary, Everett*

*Our sticker collection was a huge success! The kids really loved it – we have 135 completed sheets for you. Thanks so much! - Karen Harmon, Endeavor Elementary, Issaquah*

### **Partnership Values & Contributions**

Compost Days partners—Cedar Grove, Waste Management, King County and Seattle Public Utilities—all leveraged their internal resources to raise the profile of the campaign. Below is an outline of the assets each partner provided:

#### **King County**

King County contributed \$25,000 to the campaign budget and promoted the campaign with three posts throughout the promotion period on the “Recycle More. It’s Easy to Do” Facebook page, reaching nearly 4,200 fans. Dale Alekel, program manager for King County Green Schools played an integral role in identifying schools to participate in the Keep Compost Clean sticker card competition. Additionally, Karen May, Compost Days project manager, served as a spokesperson at both the kickoff and culmination media events.

Total Partner Contribution:

Partner Contribution - \$25,000

Promotion through Social Media & Website - \$1,000

**Total Value: \$26,000**

#### **Cedar Grove**

Cedar Grove contributed \$25,000 to the campaign budget and provided additional support including:

Cedar Grove negotiated with 129 retail partners, securing their participation in the campaign. Additionally, Cedar Grove produced, printed and distributed in-store banners to participating retailers. Cedar Grove designed, printed and distributed the Compost Days “Buy 2, Get 3<sup>rd</sup> Free” coupons to all 129 retail partners.

Cedar Grove designed and hosted the Compost Days website and Mary Ranahan from Cedar Grove participated in two media events.

Cedar Grove worked with retailers to ensure they were amply stocked with compost inventory for the promotion. The majority of compost bulk sales were sold and distributed online or from a Cedar Grove landscaping sites, which made up a large percentage of overall compost sales throughout the campaign.

At the close of the campaign, Cedar Grove contributed \$2,645 in compost donations through the Big Garden Give and worked with school and community garden partners to facilitate donation deliveries and provided transportation and compost at no charge.

**Total Partner Contribution:**

Partner Contribution - \$25,000

Retail Support - \$5,000

Community and School Garden Compost Donations & Distribution - \$2,645

Website design and hosting - \$2,500

Promotion through Social Media, Earned Media & Website - \$1,000

**Total Value: \$36,145**

**Seattle Public Utilities**

Seattle Public Utilities contributed \$10,000 to the campaign budget and promoted the campaign through their Curb Waste & Conserve newsletter, reaching 300,000 Seattle households, a value of \$7,000.

**Total Partner Contribution:**

Partner Contribution - \$3,000

SPU Direct Mail Piece - \$7,000

Promotion through Social Media & Website

**Total Value: \$10,000**

\*\*\*Due to their lower funding level in 2015, they were only included in ads and not in any other promotions.

**Waste Management/Snohomish County UTC**

Waste Management through WUTC RSA funds contributed \$25,000 to the campaign budget and promoted Compost Days on their Foodcycler website and sent one e-blast announcement during the course of the campaign to their list of 3,000 dedicated Foodcyclers, (with an over 47 percent open rate on email, over twice the industry standard of 20%).

**Total Partner Contribution:**

Partner Contribution - \$25,000

Foodcycler E-Blasts - \$1,000

Foodcycler Website - \$500

**Total Value: \$26,500**

**Retail Partners**

Cedar Grove secured 129 retailers, a record number, to participate in the campaign. These retail partners were provided banners to hang in their store as well as “Buy 2 Get 3<sup>rd</sup> Free” coupons to provide to their customers.

Because retailers have different margins on their compost, the list price of each bag varied between retailers, but all retailers honored the “Buy 2, Get 3rd Free” discount coupons for Cedar Grove compost.

Fred Meyer was the largest retailer and played an important role in supporting the campaign, promoting it in 25 of their retail locations throughout the Puget Sound region, 13 of which are located in King County, nine in Snohomish county and three in Seattle (with the rest outside of campaign territory). Fred Meyer extended the campaign with discounts on compostable bags and kitchen containers.

In addition to in-store signage, retail partners shared the campaign on social media through boilerplate posts provided by C+C and generated their own content as well.

Total Retail Contribution:

In-Store Displays & Signage - \$7,140

Promotion through Social Media, Earned Media - \$3,000

**Total Value: \$10,140**

#### **Community Garden Partners: Seattle Tilth & WSU Extension Office**

Seattle Tilth and Washington State University Snohomish County Extension Office partnered on the campaign and recruited 120 community garden partners that grow food for low-income residents. This was a critical relationship as they were able to ensure that the gardens receiving compost were legitimate and provided food for local communities. They were also able to determine how much compost each garden needed and coordinate the delivery of the donation.

Seattle Tilth and WSU encouraged their 120 community garden partners to promote Compost Days to help raise compost donations. Both community garden partners also shared Compost Days and the Big Garden Give compost drive details through their networks.

- Seattle Tilth’s included Compost Days in their newsletter reaching 17,000 subscribers and over 1,000 flyers were distributed at their Edible Plant Sale event. Seattle Tilth also posted regularly to their 12,700 fans on Facebook.
- WSU Snohomish County Extension Office promoted Compost Days in their Sustainable Community Stewards Newsletter, Beachwatchers Newsletter, WSU Extension Listserv, EcoNet Listserv and passed out over 500 flyers and posted regularly to their 152 Facebook fans.
- Seattle Tilth helped launch the campaign by hosting the first media event at Seattle Tilth Farm Works in Auburn.
- Finally, the partners worked with C+C and Cedar Grove to distribute compost donations to 120 community gardens located in Seattle, King and Snohomish Counties.

Total Garden Partner Contribution:

Promotions through newsletters, social media, flyers and Listservs - \$3,500

**Total Value: \$3,500**

## 2015 FINAL RESULTS

### Compost Sales

**Bag Sales** – 25,369 bag sales

**Bulk Sales** – 8,604 yards

- On bulk sales, the offer was a “Buy 2 Yards, Get 3rd Yard Free” (same as the coupon, just yards, instead of bags). The bulk sale offer was announced in media stories, on the website, in the campaign press release and through our garden partners.
- King County and Snohomish County have larger parcels of land so bulk sales were more popular in the counties. In Seattle, the land lots are smaller so bag sales are higher in Seattle.
- 11 retailers offer bulk compost; however, over 90 percent of bulk sales were made at Cedar Grove retail yards.

### Coupon Redemptions

- In 2015, 8,793 people redeemed the Compost Days coupon.

### Compost Donations to Community Gardens & Schools

Total yards donated: 792 yards equal to 792 pickup truckloads of compost

Snohomish Co. (WSU) 10 community gardens and 4 schools received 343 yards:

- **326 yards** donated to WSU gardens based on need (WSU keeps garden list private)
- **17 yards** donated to Snohomish County school gardens

King Co. (Seattle Tilth) 110 community gardens and 6 schools received 449 yards:

- **180 yards** Seattle Tilth Farm Works, Auburn
- **150 yards** - Just Garden Project, 110 gardens throughout King County (38 outside of Seattle). The Just Gardens only receive 1-2 yards per plot.
- **40 yards** Seattle Youth Garden Works, Seattle
- **20 yards** McAuliffe Park, Kirkland
- **10 yards** Pickering Garden, Issaquah
- **10 yards** Rainier Beach Urban Farm and Wetlands, Seattle
- **8 yards** Interagency High School, Seattle
- **31 yards** donated to Snohomish County school gardens

## **Earned Media**

During Compost Days, the partners hosted three media events highlighting the Big Garden Give:

- Seattle Tilth Good Food Bag program, Auburn
- Discovery Elementary School, Everett
- Glacier Park Elementary School, Maple Valley

Numerous media covered Compost Days including:

- KCPQ-TV's Morning Show reporter, Kaci Aicheson, produced three Compost Days segments for their morning show.
- KUNS-TV ran a segment on the event and also posted the story on their home page.
- KOMO-TV covered the culmination event.
- KING-TV's Gary Chittim covered the school-based media event.
- Ciscoe Morris covered on the Seattle Times blog and print version
- Maple Valley Reporter
- Auburn Reporter
- Snoqualmie Valley Record

**Total Impressions: 1.5 million**

## **Paid Media**

The online media generated over 3.37 million impressions and drove 6,920 clicks to the Compost Days landing page.

The campaign utilized a combination of top local sites (KING, KOMO, Seattle Times) in combination with Facebook. With the reduction in budget over last year, we focused primarily on positions that have been most economical in the past while still giving good overall exposure.

The campaign had an engagement level of .21% CTR. The national average for all web media is .05-.1% CTR so our campaign performance is above average.

To generate the 6,920 clicks back to the Compost Days landing page, it cost \$3.27 on average per click. KING5.com was the more cost efficient local site at \$4.50 CPC and Facebook was the most cost efficient overall with \$.34 CPC.

KOMO under delivered a bit in the impressions agreed and are not charging for their error. \$134 will be credited back for KOMO. The totals below account for the credit.

**Total Impressions: 3.37 million**

**Direct Mail – 300,000 impressions**

Seattle Public Utilities included the campaign in their popular Curb Waste & Conserve Newsletter, which reaches over 300,000 households and is a major driver of coupon redemptions.

**Community Partners – Over 120 Gardens, 30,000+ Impressions**

Through innovative partnerships with Seattle Tilth and the Washington State University Extension, the campaign partnered with over 120 gardens throughout Snohomish and King Counties. Each garden received compost donations, and shared updates about the campaign via email, newsletters, Listserv and social media.

**School-based Promotion – 11 schools, 3,540+ Impressions**

Compost Days partnered with area schools, reaching more than 3,500 students, teachers and their parents with the Keep Compost Clean produce sticker card competition.

**Total Campaign Value and Reach:**

- \$26,000 from King County
- \$36,145 from Cedar Grove
- \$10,000 from Seattle Public Utilities
- \$26,500 from Waste Management and Snohomish County
- \$10,140 from 120 retail partner
- \$3,500 plus added value from community garden partners reaching an additional 30,000 residents
- \$87,500 (estimated value) for earned media placements

**Total Campaign Value: \$199,785**

**Total Campaign Reach: 5,203,540 Impressions**

**Lessons Learned**

Although the campaign was very successful in reaching the target audience, there were some takeaways to inform future campaigns:

- The overall campaign budget was significantly smaller this year. In 2014, the budget was \$130 K. This year, the budget was \$85 K. Seattle Public Utilities only funded at a \$10 K level. Due to budget constraints, we were not able to spend as much on earned and paid media.
- Compost bag sales were flat this year. This could be due to a smaller campaign budget and retailers felt this was due to the mild spring where more consumers purchased their compost prior to the campaign launch.
- The school program was very well received but took a lot of coordination time. It was important to follow up with teachers regularly and many had specific requests for how they wanted to run the program at their school and what they needed from us to make it work for them. Some schools dropped out and others participated at a higher level than expected, depending on if they had a teacher champion the program.

- Teachers were excited about the campaign and gave great feedback for expanding it next year, for example: large format posters to hang in their cafeteria, creating math games with the card, etc.
- A plan for the school educators needs to be flushed out more if it's offered in the future. It was difficult to match up school schedules with the availability of the educators from Seattle Tilth and WSU.

#### Campaign Collateral:

##### Yard Sign



##### Coupon



Banner



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 COMPOSTABLE PRODUCTS

# BULK UP

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## COMPOST DAYS™, MARCH 15 - APRIL 15, 2015

Compost Days™ is back, and it's bigger and better than ever! Last year, our communities helped divert over 375,000 tons of yard waste, food scraps and other compostable materials from the landfill by using their curbside compost carts. We also donated over half mile of compost to local gardens through the Big Garden Give!

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Cedar Grove

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COMMERCIALLY ACCEPTED COMPOSTABLE PACKAGING

### READY, SET, GROW.

Cash in on the biggest discounts of the year on Cedar Grove compost!

Click Here to Get Your Compost Coupon!

Click Here for Compost Coupon Retailers

### AND GROW SOME MORE.

Need more compost? Buy 2 yards of compost, get the 3rd yard free by using the Promo Code: CD15 at checkout between March 15th and April 15th.

### PLUS GREAT DEALS ON KITCHEN KITS.

Stop by your local Fred Meyer between March 15th and April 15th for discounts up to 25% on Kitchen Kits.

### THE BIG GARDEN GIVE.

With every compost purchase made during Compost Days™, we will donate the same amount of compost to local gardens growing fruits and vegetables for those in need in our community.

Last year, through the Big Garden Give, we donated 1,119 yards of compost to community gardens - over half a mile of compost!

And that's just for starters.

Together with our garden partners, Seattle Tilth and the WSU Snohomish County Extension Office, the Compost Days™ Big Garden Give installed two new gardens - a community garden at the Reunion House, senior housing facility, and a school garden at Maryville Arts & Technology High School.

Both gardens are feeding their communities, saving the average family they serve \$650 a year in fresh produce.

### GREAT COMPOST STARTS WITH YOUR SCRAPS.

Putting your food scraps in your curbside yard waste cart makes a big difference! Nearly 30% of what we throw away in our garbage is food scraps and food soiled paper, and that's stuff that shouldn't go to waste.

Vegetable and fruit trimmings, meats, fish and poultry scraps and bones, plate scrapings, egg shells, coffee grounds, paper towels and napkins—even greasy pizza delivery boxes—it can all be composted. Just toss into your curbside yard waste cart.

### TIPS & TRICKS

Gardening expert, Clocie Morris, shares composting tips and tricks and what can and cannot go in your curbside cart!

Click here to learn more.

### KNOW WHAT TO LEAVE OUT.

It's just as important to know what *not* to put in your curbside cart. These materials don't go in the compost, so your part to keep them out and "keep compost clean!"

#### PLASTICS

#### GLASS

To learn more about curbside composting, click your area, below:

- Snohomish County
- Seattle
- King County

Compost Days™ is brought to you by Cedar Grove in partnership with:

#### CEDAR GROVE

40000 Cedar Grove Way  
Everett, WA 98203

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#### Branches & Locations

[Allynville - Friday](#)  
[7:00am - 10:00pm](#)  
[24000 Allynville Road SE](#)  
[Allynville, WA 98209](#)

[Everett - Friday](#)  
[7:00am - 10:00pm](#)  
[40000 Cedar Grove Way SE](#)  
[Everett, WA 98203](#)

[Bellevue - Friday](#)  
[9:00am - 10:00pm](#)  
[14000 Bellevue Way SE](#)  
[Bellevue, WA 98005](#)

[Issaquah - Friday](#)  
[9:00am - 10:00pm](#)  
[40000 Cedar Grove Way SE](#)  
[Issaquah, WA 98027](#)

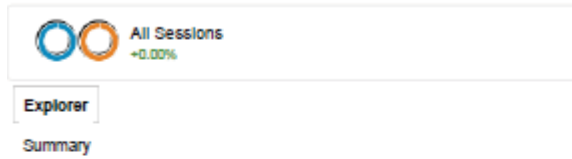
[Maple Valley - Friday](#)  
[9:00am - 10:00pm](#)  
[14000 Maple Valley Way S](#)  
[Maple Valley, WA 98043](#)

## Website Traffic:

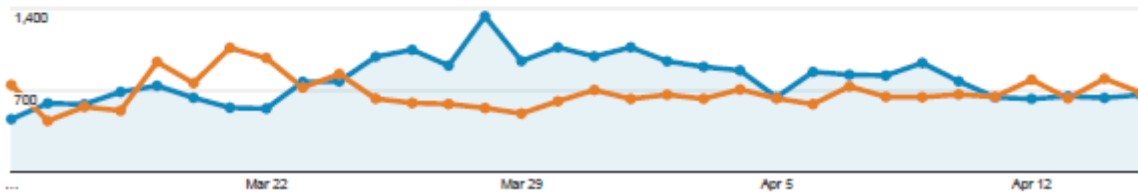
### New vs Returning

Mar 15, 2015 - Apr 15, 2015

Compare to: Mar 15, 2014 - Apr 15, 2014



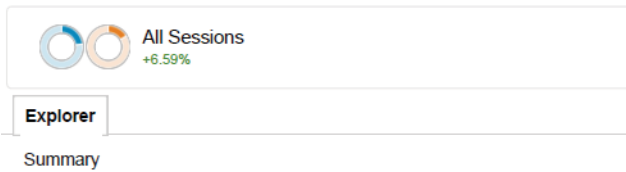
Mar 15, 2015 - Apr 15, 2015: ● Sessions  
Mar 15, 2014 - Apr 15, 2014: ● Sessions



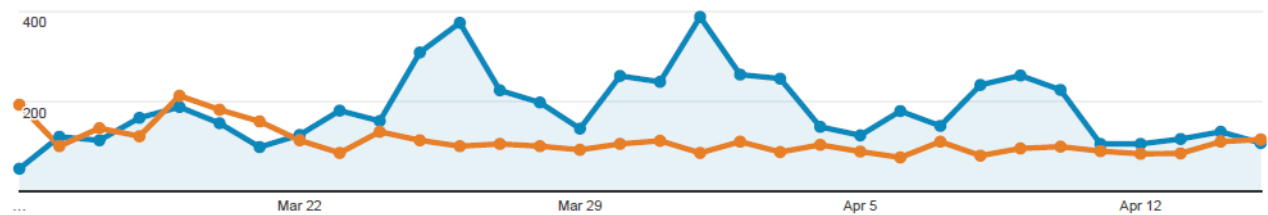
### Referral Traffic

Mar 15, 2015 - Apr 15, 2015

Compare to: Mar 15, 2014 - Apr 15, 2014



Mar 15, 2015 - Apr 15, 2015: ● Sessions  
Mar 15, 2014 - Apr 15, 2014: ● Sessions



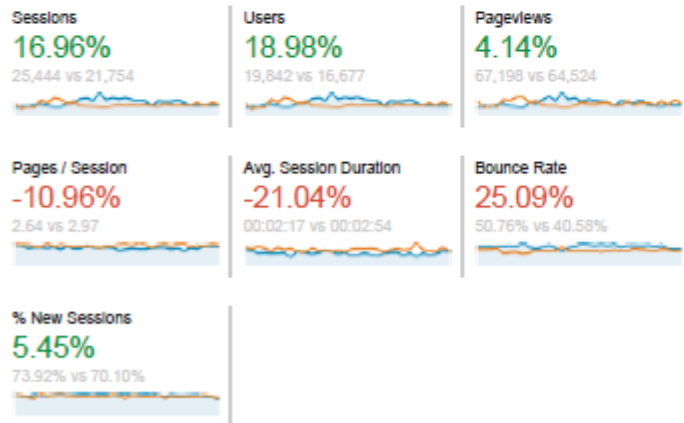
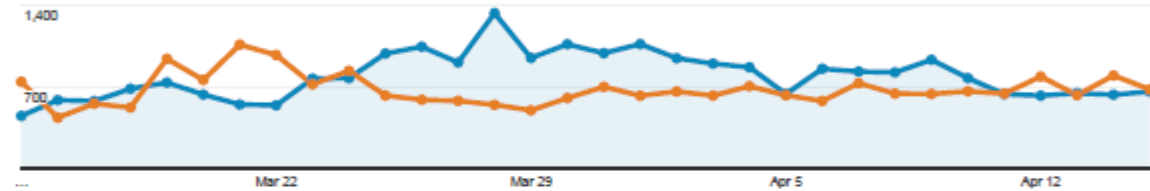
## Audience Overview

Mar 15, 2015 - Apr 15, 2015  
Compare to: Mar 15, 2014 - Apr 15, 2014

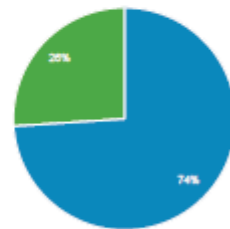


### Overview

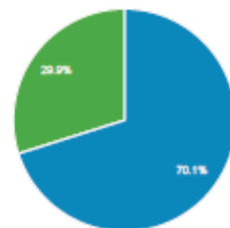
Mar 15, 2015 - Apr 15, 2015: Sessions  
Mar 15, 2014 - Apr 15, 2014: Sessions



■ New Visitor ■ Returning Visitor  
Mar 15, 2015 - Apr 15, 2015



Mar 15, 2014 - Apr 15, 2014







## Earned Media:

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### Compost Days and the Big Garden Give launched at Seattle Tilth Farmworks



Farmer Maria Anderson takes a breather from her mushroom growing operation at Seattle Tilth Farmworks on Southeast Lake Monomith Road, site of the launch of the 2014 Compost Days and Cedar Groves' Big Garden Give. — Image Credit: Robert Whale, Auburn Reporter

by ROBERT WHALE, Auburn Reporter News Reporter  
Mar 26, 2015 at 4:00 PM updated Mar 26, 2015 at 9:50 AM

Spilling from truck beds and heaped in large piles at Seattle Tilth Farmworks site on Southeast Lake Monomith Road southeast of Auburn, it gently assaults the nostrils of all comers with a rich, funky aroma.

It is compost.

On March 15, Compost Days, an annual, month-long celebration of — as one might guess, compost — and Cedar Groves' second annual the Big Garden Give, were launched at the farm.

Which is a big deal.

For every bag of compost that Cedar Groves, a Seattle-based composter of food scraps and yard waste, sells during its March 15 to April 15 campaign, it will donate one bag of compost to community gardens throughout King and Snohomish counties.

For 20 weeks during the growing season, farmers who rely on the compost for their community gardens package up food bags and send them out into the community, creating healthy produce for low-income families.

For the 2014 Big Garden Give event, Cedar Groves donated more than half a mile of compost to local community gardens, about 150 pickup-truck loads worth.

To start off this year's Big Garden Give, Cedar Groves will donate 500 yards of finished compost to local gardens to provide free compost to schools and to more than 120 gardens that grow food for low-income residents.

Then, throughout Compost Days, buyers may take steps to bring more compost to these same gardens, including taking an online pledge to compost, or redeeming a coupon for Cedar Groves' compost. The company will donate a bag of compost to the gardens every time a resident completes one of these steps.

Call it Cedar Groves' way of saying thank you to all the people who compost at curbside throughout the year. In 2014 alone, local communities using curbside compost carts helped divert from landfills more than 500,000 tons of yard waste, food scraps and other compostable materials.

One-hundred-twenty retailers and 120 local community gardens have signed on to take part in 2015's Compost Days and the Big Garden Give. At participating retailers, every customer who buys two bags of Cedar Groves' Compost gets one bag free and earns deep discounts on kitchen food scrap containers and compostable bags.

Cedar Groves' partners on the campaign are Waste Management, Seattle Public Utilities and King County's Solid Waste Division.

"Compost matters for a lot of reasons," said Karen May, of King County's Solid Waste Division. "If you just start with the compost itself, there are so many benefits to putting compost in your garden or your yard. For one thing, it's a really good soil amendment to make your soil really healthy. And it's great that we're taking our food scraps, and our yard waste, and our food-soiled paper like pizza boxes and turning them into a useful resource, instead of having them in a landfill generating methane.

"Using compost is also a really big opportunity for an everyday person to help combat climate change, because when you put it in the soil, it actually extracts carbon dioxide from the atmosphere and keeps it in the soil. Carbon dioxide is a big contributor to climate change," May said.

Seattle Tilth Farmworks trains new farmers and sets up marketing outlets for them, including the 16 farmers raising crops, chickens and pigs at the farm.

"It's an organic operation out here, and all of our practices are organic, so a big part of fertility management is the compost, and that's how we tie into Compost Days," said Matthew McDermott, program manager for Seattle Tilth Works. "We have a relationship with Cedar Groves — they kindly donate a large amount of compost each year, to the tune of about 150 yards. It gets applied to the fields, which provides nutrients and builds the organic matter for the healthy plants to grow."

Maria Anderson, who uses the compost to grow mushrooms in an abandoned pool house on the 9-acre site, in addition to vegetables, praised Seattle Tilth Works.

"It gives beginning farmers like me a marketing outlet that we would normally never, ever have. I am able to run my own farm business three or four years ahead of when I would have been able to do it on my own.

"We have shared resources here, tractors, a cooler for all of the produce, stuff that is quite a financial hurdle for a beginning farmer trying to do it on their own."

Need compost? Buy 2 yards of it and get the third yard free using the Promo Code CD15 at checkouts between March 15 and April 15. Or stop by your local Fred Meyer to get discounts of up to 25 percent on kitchen kits.

For more information, or to get compost coupons, visit <http://cedar-groves.com>.

ROBERT WHALE, Auburn Reporter News Reporter  
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**SHOP SMART**

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**SAVE NOW**

**PSE PUGET SOUND ENERGY**

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(Mon & Tues Cider Tasting featuring Finn River Farm Cider)



**Kelly's Mercantile**  
Mar 30  
Cider Tasting Tonight & Tuesday, Easter Brunch Sunday...  
(Cider Tasting Tonight & Tuesday, Easter Brunch Sunday 9-2pm)

**Kelly's Mercantile**  
Mar 30  
Join us Sunday, April 5th for Easter Day Brunch... (Easter Brunch Buffet)

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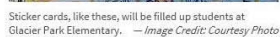


NEWS



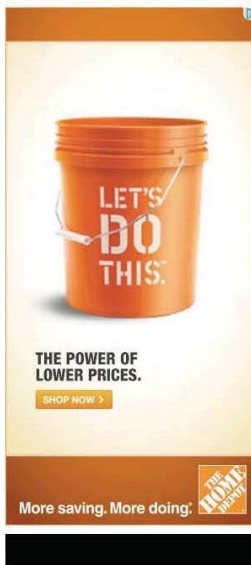
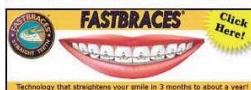
Kids love stickers.

This year's Compost Days participating retailers in the area include Johnson's Home & Garden and the Fred Meyer stores in Maple Valley and Covington.



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**Admission Prices**  
 3-day Button - Adult \$8  
 3-day Button - Children (4-12 yrs) \$5  
 (8 and under free)  
**Parking:** \$2/day or \$25 weekend pass  
**Scandinavian Midsummer Festival of the Clatsop County Fairgrounds**  
 12137 Ballou Lane  
 Astoria, OR 97103  
[www.AstoriaScotiFest.com](http://www.AstoriaScotiFest.com)



Please send us your news tips, photos or ideas of how we can better cover your neighborhood.  
 Email us at [news@astoriatribune.com](mailto:news@astoriatribune.com)  
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## At Large in Ballard: Talk of the town

By Peggy Sheehan

Perhaps because I stood so long next to the women of Ballard Historical Society waiting for my group's turn in the Ballard Historical Society's history tour this week, I started writing this column, even before it was named in the Ballard News-Tribune, on a Memorial Day more years ago than I can remember. Which is often denied because I do know how long I've had my car and how long I've been married. It's just a matter of placing the year somewhere between the two.

Memorial Day always brings up some sense of history for me. Marching in the band back in elementary school to the cemetery in my hometown. Carrying the family casket. Coming at 41, later when there used to be in the back of my mind. And watching my wedding about Ballard, married on the "about town" column of practically every small town weekly in America.

I grew up on the rhythms of that continuing writing. "Peggy Sheehan shares that a customer brought in the first trading album of the year, always a sign that spring is truly here. Mrs. Avery is back from her trip to Virginia to visit her sister."

Writing this on the day of Memorial Day weekend, the challenging battle days before we lived our lives on line.

Mrs. James (Marian) Harrison was one of the Ballard Historical Society's longest sporting vintage posters for last week's Ballard Historical Society parade. You'd have passed

<http://www.ballardnews-tribune.com/2015/05/27/features/at-large-ballard-talk-of-the-town/>

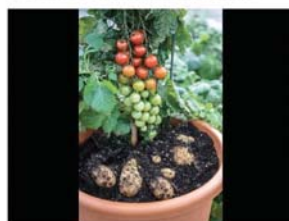
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**VA Research Study - Seeking Volunteers**  
 We are doing a research study to test if using a...  
 We are doing a research study to test if using a...  
 We are doing a research study to test if using a...

[Garden: Life](#)

## Tomato, potato ... you can have both with 'Ketchup 'n' Fries' plant

Originally published March 28, 2015 at 10:00 am | Updated March 28, 2015 at 10:00 am



A grafted plant known as 'Ketchup 'n' Fries' produces tomatoes and potatoes. The plant, introduced last spring in England, will be available soon locally.

[Garden: Life](#)
[By Ciccoe Morris](#)
[Signed in The Seattle Times](#)
[In the Garden](#)

There has been an explosion of grafted vegetables the past few years, most notably tomatoes whereby the desired top growth variety is grafted onto sturdy root stock in order to improve drought and disease tolerances, plus increase yield.

Now a clever person has figured out how to graft tomatoes onto a potato rootstock. These new dual-purpose plants will soon be available at Molbak's, Swansons and other local nurseries around mid-April. You'll also find them online at [tervishandseed.com](http://tervishandseed.com).

The grafted tomato/potato plant known as 'Ketchup 'n' Fries' was introduced in England last spring and, from all reports, was a big success. This amazing plant produces a profuse harvest of rather small, but very sweet cherry tomatoes, and the roots evidently are capable of yielding up to 400 pounds of white potatoes described as delicious for baking, mashing or mashing.

These grafted combination plants can be planted in the vegetable garden or in a whimsical raised bed container. 'Ketchup 'n' Fries' should be planted in full sun and cared for as you would a tomato plant, with two

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exceptions, potato planting, wear a cup or organic tomato food into the planting hole as you normally would, but forgo the bone meal, which would make the soil too alkaline for the potato rootstock. Also, unlike grafted tomatoes where the graft must be planted above ground, the graft of 'Ketchup 'n' Fries' should be planted at least an inch deep, to allow the buried part of the tomato stems to grow roots to help support top growth.

Demand for these tomato/potato grafted plants is expected to be high, so buy one as soon as they arrive at your local nursery. You don't want to miss out on the fun of being the first on your block to grow your ketchup and fries all from the same plant!

### Now is a great time for compost

Incorporating compost into new beds or applying it as mulch is a great way to improve soil structure, increase moisture holding capacity and add beneficial microorganisms to the soil.

Just in time for spring ornamental and vegetable planting, King County Solid Waste Division is teaming up with Cedar Grove for the Fifth Annual Compost Days, offering deep discounts on Cedar Grove Compost at 120 stores through April 15. It's all part of a campaign to thank residents for composting at the curb and diverting 350,000 tons of food, food-soiled paper and yard debris from landfills in 2014.

As part of the campaign, the "Big Garden Give" invites home gardeners to help provide compost to many school-based garden programs and community gardens that grow food for low-income residents. All you have to do is download a compost coupon redeemable at any of the 120 Compost Days retailers, and for every bag you purchase, one bag of compost will be donated to provide nutrient-rich compost to help community gardens grow healthy, nutritious food for those in need.

Last year, the donated compost was provided to community gardens that collectively harvested 370,000 pounds of food, providing countless meals to low-income residents. So purchase compost at a big discount and help community gardens feed people in need. It's a win-win. For additional information, or to download a coupon, visit [compostdays.com](http://compostdays.com).

Ciccoe Morris: [ciccoe@ciccoe.com](mailto:ciccoe@ciccoe.com). "Gardening With Ciccoe" airs weekly on KING 5; check local listings.



April 4 through April 10 (unless name according to Mother Nature). Remember that foliage will be early this year. Look up special events, help field trips and much more at

### Garden Lovers' Book Sale and Preview Party:

Preview Party in Room 5 p.m. to 8 p.m., Friday, April 3 (825) with host Ciccoe Morris and wine. Call 206-543-0415 to register. The book sale is 9 a.m. to 3 p.m., Saturday, April 4. Many used gardening books will be available plus botanical art for sale. At Center for Urban Horticulture, 3501 N.E. 41st St., Seattle.

[millerlibrary.org](http://millerlibrary.org)

### 'Growing Glorious Roses' at Molbak's:

10 a.m. to 11 a.m., Saturday, April 4, John Harnwell, ARS Master Rosarian, will cover the basics of planting, pest control and disease prevention and treatment. Free.

13625 NE 175th St., Woodinville.

[molbaks.com](http://molbaks.com)

### Most Read Stories

- 1 Narcotics dog hospitalized after ingesting meth
- 2 Newcomers arriving in second numbers, but from where?
- 3 Toppled fish truck makes a stinker of a commute Tuesday night
- 4 Amazon devoting quarters of Seattle's best office space
- 5 Seahawks to enter NFL draft loaded with picks

**VA Research Study - Seeking Volunteers**

We are doing a research study to test if using a...  
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For more information, call Joe Pizzano at 206-764-2000.  
 The study is open to veterans and non-veterans.  
 Joe, Lead Researcher / Glenn Kline, PhD 1800-6-  
 Veterans Way, Seattle WA 98108



From: KingCo Foodcycler Community <kfoodcycler@cplusc.com>  
Sent: Friday, March 06, 2015 12:35 PM  
To: Megan Lector  
Subject: Compost Days is coming!

### Compost Days celebrates spring, residents and gardens!

**READY.  
SET.  
GROW.**

Compost Days is here again.

Buy two bags of Cedar Grove Compost and get the 3rd free.



The first day of spring is on Friday, March 20, and we want to help you get your green thumb ready through Compost Days! From March 15 through April 15, cash in on the biggest discounts of the year on Cedar Grove compost, and get 25% off kitchen food scrap containers and compostable bags at all Fred Meyer stores.

**You can help donate compost to schools and local gardens to feed our community!**

For the second year in a row, Compost Days will contribute free compost to local schools and 120 community gardens with the "Big Garden Give" compost drive. **You can help!** For every bag of Cedar Grove compost purchased during Compost Days, one bag of compost will be donated to school-based garden programs and community gardens.

Last year's Compost Days "Big Garden Give" campaign resulted in a total of 1,119 yards of donated compost to community and school gardens - enough to fill nearly 450 standard pick-up truck beds. Donated compost also helped two new gardens get started at Seattle's Reunion House, a senior housing community, and the Marysville Arts & Technology High School.

Let's spread even more compost good cheer this year! Download your compost coupon and help a garden at the same time at: [www.CompostDays.com](http://www.CompostDays.com)



### More spring composting rewards!

Produce stickers are not edible, not compostable and they are not paper. In fact, they are often made from vinyl! When they end up in the food/yard cart, they are very difficult for local composters to remove, and they end up making it all the way through the compost system.

**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!**

Take those pesky little stickers off of your fruits and vegetables, fill up your card and redeem for a free bag of compost at participating Cedar Grove landscape yards. It's easy and your garden will thank you! Wondering what to do with the stickers after your Trading Card is filled? Try adding them to art projects! Or, simply place them in the garbage.



### Happy spring!

Candy

Candy Castellanos  
Public Education Manager, Waste Management



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Waste Management | 720 4th Ave, Suite 400 | Kirkland | WA | 98033



## Recycle More. It's Easy To Do.

April 6 · 🌐

Just two weeks left to join in the Big Garden Give – and to get the biggest discounts of the year on Cedar Grove compost! Through April 15, join thousands of others participating in the region's second annual compost drive to help local gardens growing food to fight hunger. Plus, get deep discounts on compost, kitchen containers, and biodegradable bags. [www.CompostDays.com](http://www.CompostDays.com).



### Compost Days, March 15 - April 15, 2015

Need more compost? Buy 2 yards of compost, get the 3rd yard free by using the Promo Code: CD15 at checkout between March 15th and April 15th.

[CEDAR-GROVE.COM](http://CEDAR-GROVE.COM)

Like · Comment · Share

👍 5 people like this.

🔄 2 shares

 **Recycle More. It's Easy To Do.** added 2 new photos. April 13 · 🌐

Compost Days – 3 DAYS. 3 LOCATIONS. 1 CAUSE.  
 April 15 is the last day to get Compost Days discounts and to donate a bag of compost to local gardens growing food for those who need it.  
[www.CompostDays.com](http://www.CompostDays.com)




Like · Comment · Share

👍 5 people like this.

### Big Garden Give—School-Based Promotion







Produce Sticker Trading Card

## Teacher Intro

### Compost Days - Keep Compost Clean! Fruit and Veggie Sticker Card Competition

Teachers: Thank you for participating in Compost Days to Keep Compost Clean! For every sticker your students complete and turn in during the competition, one bag of compost will be donated to your school's garden.

To make it easy to participate, we're providing the following materials:

- Keep Compost Clean Fruit and Veggie sticker cards: Give each student one card to take home. The goal is to fill up the entire card with fruit and vegetable stickers.
- A short video with gardening expert Ciscio Morris explaining how to compost at curbside can be found on [www.compostdays.com](http://www.compostdays.com).

Composting facts to share with your class:

- Great compost starts with your scraps!
- The little stickers found on fruits and vegetables are **not** edible, are **not** compostable, and are **not** recyclable. Those stickers are plastic and belong in the garbage.
- In your curbside yard waste cart at home, make sure you only place compostable materials such as food scraps, food-soiled paper and plants, flowers, and yard waste.

- Placing food scraps and other compostable materials in your curbside yard waste cart makes a big difference. Nearly 30% of what we throw away in our garbage is food scraps and food-soiled paper that can be composted instead.

What can be composted?

- **Food scraps** – Meat, fish, dairy, fruits, vegetables, shells, bones, pasta, rice, eggshells, bread, and unwanted leftovers.
- **Food-soiled paper** – Pizza delivery boxes, coffee grounds and filters, tea bags, waxed cardboard, soiled paper bags, kitchen paper towels, paper napkins, and loose shredded paper.
- **Plants, flowers and yard debris** – Plants and flowers, grass clippings, shrubs, branches, weeds, jack-o-lantern pumpkins, and natural holiday trees.

- Reduce food waste by taking what you will eat, eating what you take, and eating leftovers before they need to be composted.

Keeping compost clean is the best way to give compostable materials such as food scraps a second life as nutrient-rich soil. These materials do not belong in compost:

- Bathroom and facial tissues
- Cooking oil
- Diapers, cat litter, and other pet waste
- Glass
- Liquids
- Plastic of any kind - Plastic bags, plastic-coated (shiny) paper plates, cups and take-out containers, and stickers on fruits and vegetables

Compost Days is brought to you by:



### Compost Days – Mantén el compost limpio! Competencia de tarjetones de etiquetas de frutas y verduras

Profesores: ¡Gracias por participar en Compost Days para mantener el compost limpio! Por cada tarjetón que los alumnos completen y entreguen durante la competencia, una bolsa de compost será donada para los jardines de su escuela.

Para hacer la participación más fácil, nosotros proveeremos los siguientes materiales:

- Los tarjetones de Keep Compost Clean para las etiquetas de frutas y verduras. Dénle a cada alumno una tarjeta para que la lleve a su casa. El objetivo es que llenen el tarjetón con etiquetas de frutas y verduras.
- Un video corto del experto en jardinería Ciscio Morris explicando cómo se puede disponer del compost en el hogar está disponible en [www.compostdays.com](http://www.compostdays.com).

Información sobre compost para compartir con su clase:

- ¡El compost empieza con los restos de alimentos!
- Las etiquetas pequeñas en frutas y verduras no son comestibles, no se pueden hacer compost, y no son reciclables. Estas etiquetas son de plástico y van en la basura.
- Asegúrate de poner en el bote de desechos del jardín de tu casa sólo materiales que se pueden convertir en compost como restos de alimentos, papel con manchas de comida, plantas, flores y desechos del jardín.
- Poner los restos de alimentos y otros materiales que se pueden convertir en compost hace una gran diferencia. Cerca del 30% de lo que tiramos a la basura son restos de alimentos o papel con manchas de comida que se puede convertir en compost.

¿Qué se puede convertir en compost?

- Restos de alimentos – carne, pescado, productos lácteos, frutas, verduras, mariscos, huesos, pasta, arroz, cascarones de huevo, pan y otras sobras de comida que ya no se necesitan.
- Papel con manchas de comida – cajas de pizza, café molido y filtros de café, cartón encerado, bolsas de papel con restos de alimentos, toallas de papel, servilletas de papel y papel triturado suelto.
- Plantas, flores y desechos del jardín – plantas y flores, césped, arbustos, ramas, maleza, calabazas talladas y árboles de Navidad naturales.

- Reduce el desperdicio de alimentos sirviendo sólo lo que te vas a comer, come lo que te sirvas y usa las sobras de comida antes de que necesiten convertirse en compost.

Mantener el compost limpio es la mayor forma de darle a estos productos la oportunidad de convertirse en nutrientes para enriquecer el suelo. Estos materiales no van en el compost:

- Papel higiénico y pañuelos desechables





**Compost Days 2015**  
**Quotes from Schools who participated in the Compost Day Sticker Card Competition**

"We were all set to start on March 20<sup>TH</sup>, thank you! I talked with the participating teachers and the kids are wild about it!"

Brooke Whalen-Robinson, Cedar Way Elementary

"Our staff is excited to do this because you made it so easy to participate, THANK YOU!"

Gabrielle Herring, Endeavour Elementary

"Cedar Way finished the Compost Competition with a lot more gusto than I anticipated. We have 186 sheet filled with produce stickers and a lot of competitive 6th graders that are feeling triumphant, and generous, because they have asked to donate their pizza party to the 2nd place classroom."

Brooke Whalen-Robinson, Cedar Way Elementary

"We had a really successful experience with the produce sticker competition. The kids were really excited to participate."

Lori Hardwick, Crystal Springs Elementary

"The kids have started putting stickers on their cards and are really excited about the competition!"

Sue Sanders, Discovery Elementary

"This was a fun project for everyone here and we're all excited about free compost! The kids really enjoyed the media event and we're all very aware of the stickers on our produce and the need to remove them. Thanks for the opportunity to participate. It means a lot to our community!!"

Sue Sander, Discovery Elementary

"Our sticker collection was a huge success! The kids really loved it – we have 135 completed sheets for you. Thanks so much!"

Karen Harmon, Endeavor Elementary

"Thank you so for this wonderful program."

Karen Konrad, Green Gables Elementary

"Thank you for providing this fun opportunity for the kids! They really enjoyed the Compost Challenge!"

Kristi Hartman, Three Cedars Waldorf School

"Thanks so much for going ahead with this, the kids were really excited about it."

Sharon Kanehen, Lakewood Elementary

## Seattle Tilth Just Garden Project – Garden Location Map

Below is a map of all the gardens the Just Garden Project has built since 2010. Pink indicates the gardens that were built in 2010, green the gardens built in 2011, light blue the gardens built in 2012, and yellow the gardens built for Spring into Bed 2013, and dark blue the gardens built for Fall into Bed 2013. Do you want to be involved in this work? [Sign up to volunteer!](#) If you want to make a bigger commitment, [become a mentor!](#)

