



Slide 1: Intro

My name is Stephanie Scafa; I'm the Zero Waste Analyst for the City of Eugene, Oregon and coordinate the commercial compost program Love Food Not Waste.
[Jack introduce himself]

We are going to talk to you today about the Love Food Not Waste commercial compost program, and explain where we've been and where we're going
I'm going to start out with a video that gives an overview of our program - All of the aspects of this platform are streamlined, packaged, and ready to be used.

Background



Our goal here is to be able to share program resources and best practices. There is a lot of policy background here along with the history of rate setting in Eugene, but we're not going to spend time on that today – we want to tell you about the materials that are available and then if there are specific policy or background questions we can take the time to answer them later.

I am going to show you the resources we've put together and Jack is explain how the program has gone from the composters' point of view. The goal is not for you to read every document that we put on the screen, rather get a feel for what this program has to offer.

Welcome!







Digital Resources – Logo & Icon



To give you an idea of the materials we have to offer, I'm going to go through our available resources, starting with some digital files. We are also open to creating new resources if a participating business were to need something specific to their tastes. This is the program logo and icon that we use to brand all of our materials with.

Digital Resources – Web Banner



This is our web banner.

Digital Resources – Design



Main font used was Museo 700.

Also used Museo 300 as secondary font.



And our font and color schemes

Scoping Docs – Consumer Info



City of Eugene Commercial Food Waste Composting Program 2011 Consumer Survey

Gender: Male / Female / Decline to Answer

Age: 18 – 22 23 – 26 27 – 30 31 – 35 36 – 40 41 – 45 46 – 50 51 – 55

What is the highest level of education that you have completed? _____

In which Eugene area district is your current residence located? (e.g., Bethel, Cal Young, Whiteaker, River Road, Harlow, Santa Clara, Downtown, University/Campus, etc.) _____

On average, how many times a week do you and/or your family eat a meal at a local restaurant?
Please circle one of the following:

Zero 1–2 3–4 5–6 7–8 9–10 10+

Please name three of the restaurants that you and/or your family choose to eat at on a regular basis:
1. _____ 2. _____ 3. _____

On average, how many times a week do you visit a locally owned or corporate supermarket?
Please circle one of the following:

Zero 1–2 3–4 5–6 7–8 9–10 10+

Please name three supermarkets that you and/or your family prefer to shop at on a regular basis:
1. _____ 2. _____ 3. _____

Do you and/or your family compost at home? Please circle one: **Yes / No**

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Consumer Focus Group: Summary

Aug. 16, 2011
Vox Public Relations Public Affairs
941 Oak St., Eugene

SUMMARY

The five attendees of the consumer focus group were in overall support of an SSO program. They recognized the importance of diverting commercial food waste in order to reduce the amount of garbage taken to the county landfill.

Although viewpoints expressed from the attendees varied greatly, there was consensus that the amount of waste produced at a commercial level must be reduced in order for Eugene to be a responsible community.

Based on the focus group discussion, the following were the major areas of concern that consumers addressed regarding an SSO program:

- Education
- Financial
- Peer Pressure

The group felt there is an overall lack of education among consumers about composting and recycling. Specifically, with recyclable and compostable plastics and different types of paper goods (e.g., wax coated, soy-based ink, etc.), the variety of factors that make or prohibit something from being compostable make it difficult for consumers to keep track of what goes where.

According to the focus group participants, people are generally uninformed about composting (i.e. methods, items). Due to the lack of knowledge on waste production and diversion, it is a difficult concept for an uninterested person to grasp. This is why it is necessary to make it easy to compost. If there is a consumer aspect to the commercial composting program, the group felt that signage and descriptions that help businesses, employees and city residents are key to ensuring that this program is successful. Participants recommended a conversation between businesses and perhaps even a mentoring process that would help businesses successfully adopt composting programs.

The city must be transparent and forthcoming with the SSO program. The public is more receptive to change when city officials consider their opinions and are up-front with their actions and reasoning. Why is a commercial composting program important? Tell consumers the specifics of the impact that this waste is having on our community, do not assume that they know the costs and benefits. It is important because we are appropriating too much room in the form of landfill? Since the landfill is located on the outskirts of town, it is not in people's consciousness, not something that they have to think about often. Eugene is a small town, so how much room can our landfill really take up? Is it the methane production that is the major concern? Why should we care?

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Scoping Docs – Generator Info



City of Eugene Commercial Food Waste Composting Program 2011 Generator Survey

Gender: Male / Female / Decline to Answer

Age: 18 – 22 23 – 26 27 – 30 31 – 35 36 – 40 41 – 45 46 – 50 51 – 55

What type of business are you employed with? Restaurant / Supermarket / Other _____

In which Eugene area district is your business located? (e.g., Bethel, Cal Young, Whiteaker, River Road, Santa Clara, Coburg Road, Downtown, University/Campus, etc.) _____

Is your business concerned about its environmental impact on the community (ie: food waste, material garbage production, energy and water efficiency, etc.)? **Yes / No / Not sure**

Have you made changes in your business practices to address issues of sustainability (ie: food waste, material garbage production, energy and water efficiency, etc.)? **Yes / No / Not sure**

Does your place of employment have a composting program in place? **Yes / No**

If you answered "Yes," please give a detailed description of the composting and other sustainability practices that are practiced at your place of employment.

Does your place of employment currently monitor its sustainability impact? **Yes / No / Not sure**

If you answered "yes," please give a brief description of the monitoring efforts and your results:

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Generator Focus Group: Summary

Aug. 18, 2011
Vox Public Relations Public Affairs
941 Oak St., Eugene

Nine respondents attended the generator focus group from six different businesses that produce food waste. Local, regional and national businesses that had between one (Sweet Life) and hundreds of branches (Albertson's owner, SuperValu – 483 stores) were represented.

Focus Group Findings

Based on the responses from the generator focus group, it is evident that the majority of businesses, whether corporately owned or locally owned, are in support of sustainability measures, including the implementation of a city-wide commercial composting program. As participants expressed interest in the program and their support and "willingness" to participate in it, however, there were some concerns with (1) how it would be implemented, (2) what would be the cost to participate and (3) whether company HQ would be willing to participate (Carl's Junior).

Most of the businesses represented have already begun implementing some level of a composting program for green waste, either through the local haulers, or on a more ad hoc basis with local farms and gardens.

Specifically, these are the major areas of concern with the SSO program:

- Education (business owners, employees and consumers)
- Pick-up frequency
- Operational efficiency
- Financial components
- Contamination

Every generator who participated in the focus group expressed concern over how a lack of education would impact the commercial composting program. Particularly, employees must be educated on what may and may not be composted or recycled. They must understand the differences in grades of plastics (compostable vs. recyclable vs. waste), handling of wax lined containers, non-toy-based ink on labels, etc. Generators stressed that while commercial composting is good for the environment, improper execution on a variety of levels can be financially and functionally detrimental to businesses, haulers and recycling/refuse sites.

Operational functionality and compost pick-up frequency were also major areas of concern for commercial food generators. Specifically, they were concerned about (1) bin weight, (2) odors, (3) pests and (4) the spread of disease via pests and vermin. Focus group participants believe that they will require more frequent pick-ups for their compost containers than they currently do for trash and recycling. They are concerned that receptacles are adequately sized to hold enough waste, yet still be maneuverable for employees. There must be a frequent and set schedule for pick-up that matches with the operational requirements of the restaurants, supermarkets and other businesses that participate. Currently, garbage removal schedules are

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Scoping Docs - Interviews



Research Findings In-Person Interviews

Aug. 18, 2011
Starbucks Coffee Co.
Eugene District Manager
Emily Bruhn

SUMMARY

Starbucks Coffee Co. promotes internal sustainability measures that consider the effects such a major corporation has on the communities it serves. While many programs are implemented from a corporate standpoint, the company cooperates well with its thousands of retail stores. The Starbucks locations in Eugene are permitted to take part in a city-wide commercial food waste composting program (CSD) and would do so willingly.

Local stores already participate in terms of composting. Employees at the University of Oregon Starbucks location currently compost coffee grounds, veggies and other materials in partnership with the university recycling and waste program. All other stores save coffee grounds for customers to use in their gardens. Locally, stores emphasize a need for a program dedicated to composting their sandwiches, pastry case foods, refrigerated items, milk products and food-soiled packaging.

The district manager expressed concerns regarding collection frequency, noting the high volume of customers and waste that each store produces on a daily basis. Also, due to strict company policies, signage for the program and labeling must meet rigorous standards.

Program Ambassador: Yes

Notes:

- Current composting efforts:
 - Campus location works with the University of Oregon to compost
 - Currently using five gallon containers
 - Collection 1-2 times weekly
 - All Eugene locations:
 - 25-30 gallons of milk are dumped weekly
 - "Grounds for your Garden" espresso and coffee grounds able to be picked up by customers
 - Leftover food is donated to Food For Lane County
 - Pastry boxes and packing are currently all thrown in the garbage due to food stuck to cardboard
 - Refrigerated sandwiches and other food items are discarded due to a lack of a program to collect them.
- Composting concerns:
 - Strict company policies regarding food, beverage and waste
 - Weight and cleanliness concerns with coffee grounds
 - Collection frequency and consistency due to high volume



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Scoping Docs – Program Rationale



Program Rationale

The following discusses the rationale for developing the Love Food Not Waste commercial food waste composting program. The larger environmental argument is placed in context with State, County and City objectives, and concludes with the key points that support the establishment of a commercial food waste composting program in Eugene.

Compostable organics can have less of a negative impact on the environment if they are not landfilled. Landfills are the largest emitter of methane gas in the United States. The methane produced from landfills comes from the anaerobic decomposition of organic matter from solid waste. Food discards produce more methane than most municipal solid waste materials found in landfills.¹ According to the EPA, removing food waste from landfill through composting can produce a net decrease in total methane emissions.² Organics diversion is preferable over gas capture systems used by landfills like Short Mountain, as it will significantly reduce greenhouse gas emissions (GHG).³ "Landfilling organics creates greenhouse gases. Composting organics creates a net removal."⁴

It is important to note that organic wastes such as food scraps do not contain methane; methane is produced when organic wastes are placed in an anaerobic environment, such as landfills. The process of composting organic wastes maintains a primarily aerobic environment that produces little to no methane gas.⁵ A food waste diversion greenhouse gas (GHG) analysis of a Portland, Oregon landfill used the EPA's Waste Reduction Model (WARM) to estimate the net change in methane gas emissions when diverting food waste from a landfill to a composting facility. The results indicate a potential reduction of methane gas emissions if food waste is composted rather than landfilled, even if the landfill recovers methane gas.⁶ The City of Eugene can reduce GHG emissions by diverting more of its food waste.⁷

In 2001, every watershed region in Oregon (nearly all defined by county boundaries) made a commitment to the legislature to achieve specific recycling rates by target years. These were set into law by House Bill 3744. DEQ reports that 10 of the 34 watersheds did not reach their 2009 goals. HB 3744 requires watersheds that fail to

¹ <http://www.portlandonline.com/op/index.cfm?i=110516&c=41789> p.3.

² <http://www.portlandonline.com/op/index.cfm?i=110516&c=41789> p.3.

³ Beyond Recycling – Composting Food Scraps and Solid Paper, p. 14.

⁴ Compost: The Next Step in City Recycling Programs. <http://www.governing.com/topics/energy-environment/Compost-the-Next-Step.html>

⁵ USCC Position Statement: Keeping Organics Out of Landfills. United States Composting Council.

⁶ <http://www.portlandonline.com/op/index.cfm?i=110516&c=41789>



Scoping Docs – Program Scope



What the City Provides

- General information about the program
- Free employee training materials/visuals
- Free marketing materials to promote business participation in the program
- Free internal 23 gallon containers (up to 4 per business)

What the hauler provides

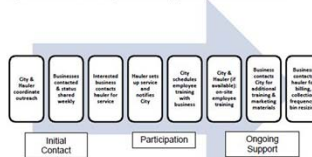
- Collection day/times, collection frequency and container size
- Customer service including billing questions, contamination, missed pickups
- Distribution of internal containers

Both City/hauler provide

- Free marketing materials to promote business participation
- Up to date list of acceptable compostable plastics and service ware items (in coordination with compost facilities)
- Support to participating businesses

Customer Outreach Example

With the objective to target the largest commercial food waste generators for participation in the program during the first year, the City looks to coordinate with hauler representatives to efficiently market this opportunity to local businesses.



Scoping Docs – Development Strategy



Program Development Strategy

Consistent involvement and input from local businesses has made Love Food Not Waste a successful addition to the community's sustainable efforts. Outreach materials and branding were developed through a contract with VOX Public Relations and with the input of local businesses and consumers. In addition to City resources, the program is supported by a one-year grant from Lane County. An innovative aspect of the program includes providing a food waste tracking service to Lane Community College to pilot new technology in food service management education. Lastly, the program and materials are being made available to other US communities participating in the EPA's Zero Waste Community Pilot, which Eugene is the only participant in the Pacific Northwest. Below is a summary of key elements that helped develop the Love Food Not Waste program.

Key Elements

Best Practices

Elements of Love Food Not Waste were drawn heavily from lessons learned and best practices of municipalities with established commercial food waste composting programs. Online research and document review was compiled into a clearinghouse of programmatic elements and marketing approaches. Follow up phone calls were made to program coordinators to learn specific information about commercial food waste composting programs.

Program Brand

The results from the best practices research were vetted with Waste Prevention and Green Building (WPGGB) staff to identify desirable elements. Marketing approaches were shared with Vox Public Affairs Public Relations, a firm which the WPGGB contracted with to provide key messaging, a program brand, and a communications strategy to launch the program in the most efficient and effective manner.

Scope of Services

The programmatic elements developed into a scope of services in which the roles of the City, the garbage haulers, and the composting facilities were defined. The scope of services was vetted in a discussion with all affected haulers. City staff and composting facilities at the end of August 2011. The discussion clarified how customers would be contacted, how customer participation would be monitored, and how haulers would need to distinguish their roll carts from the other services they provide. Interior cart color was discussed but not completely agreed upon. The topic of contamination was brought up by the composting facilities, specifically Rexus. This spurred a meeting with Jack Hoeck, VP of Environmental Services at Rexus that focused on a strategy to



Communications Plan & Update

City of Eugene – Commercial Composting Program Love Food Not Waste Communications Plan December 7, 2011

Project Goal

To design an organic waste collection program that gains citywide support and is used by local, regional and national businesses. To gain support for the program from local individuals, which will translate into increased program usage by local businesses.

Project Objectives:

Long-term: To divert 75% of commercial food waste from landfills within five years.

Short-term: To compost 30% (3,200 tons) of commercial food waste (of an estimated 10,000 tons) during the first year.

Generator Opinions

Nine respondents attended the generator focus group from six different businesses that produce food waste. Local, regional and national businesses that had between one (Sweet Life) and hundreds of franchises (Albertsons owner, SuperValu – 463 stores) were represented.

Based on the responses from the generator focus group, it is evident that the majority of businesses – whether corporately owned or locally owned – are in support of sustainability measures, including the implementation of a citywide commercial composting program. All participants expressed interest in the program and their support and “willingness” to participate in it; however, there were some concerns with (1) how it would be implemented, (2) what would be the cost to participate and (3) whether company HQ would be willing to participate (Carl's Jr.).

Most of the businesses represented have already begun implementing some level of composting programs for green waste – either through the local haulers, or on a more ad hoc basis with local farms and gardens.

Specifically, these are the major areas of concern with the SSO program:

- Education (business owners, employees and consumers)
- Collection frequency
- Operational efficiency
- Financial components
- Contamination

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Love Food Not Waste 2013

OUTCOME #1

Gain more participation in the program from businesses and divert more food waste. In order to know we are making progress toward our goal, we need to:

- Target number of businesses that will join LFNW in the next year: 120 businesses (ten businesses per month x 12 months)
- Target number of tons of food waste diverted: 3,200 tons
- Continue to update the map of participating businesses
- Continue to monitor tons of food waste diverted from each hauler each month

Audience

Eugene commercial businesses

Messages

The message to businesses is that LFNW is a low cost program that can save businesses money while “doing the right thing” (not putting food waste into the landfill).

Communication Channels

Message	How	Estimated Costs	Priority
Invite to join participating businesses	Reach out a lot of businesses at the same time	\$500 for David (phone calls, email, postage for mailing, etc.)	High
Contact businesses before they open by sending out a letter or postcard to the business (see program and County Health Inspector)	Proactive approach to reaching businesses before they open	None	High
Develop educational program materials as needed, such as those found in Outcome 2 Communication Channels	Proactive approach to reaching businesses before they open	None	High
Maintain LFNW website and update web development and other media outreach for business community	Proactive approach to reaching businesses before they open	None	High
Send out business cards that might be interested in the program, such as those sent out to the business community	Proactive approach to reaching businesses before they open	None	High
Attend business "fairs" monthly, such as the Chamber Business Business meeting, LaSalle Business Network, etc.	Proactive approach to reaching businesses before they open	None	High

Activities and Materials

- Follow up site visits and phone calls with tracking spreadsheet
 - In the past eight months, the Zero Waste Analyst visited 64 out of 94 participating businesses (68% of total participating businesses). For 2013,

This slide starts our program development resources

Generator Letter Template



Planning & Development
Building & Permit Services

City of Eugene
50 West 10th Avenue
Eugene, Oregon 97401
(541) 882-6286
(541) 882-6400 FAX
www.eugene-or.gov

November 1, 2011

Dear Commercial Customer:

Each year Eugene-area restaurants and businesses send over 40 million pounds of food waste to the landfill. A new program, launching this fall, will redirect some of this food waste and convert it into valuable nutrient-rich compost. The goal of the **Love Food, Not Waste** campaign is to divert 3,200 tons (over 6 million pounds) of food scraps annually from landfills.

New options coming to your commercial collection service

Starting this month, your business will be able to place everything from fruits and vegetables to meat and bones to food-soiled paper and plant trimmings into food collection bins. You can work with your existing garbage company to arrange a collection frequency that works for your business.

Pilot programs have been successful

Similar commercial composting programs have been successfully implemented in more than 60 communities throughout the Northwest and have been shown to improve the bottom line for businesses by reducing garbage bills. We worked with food-related businesses such as yours to ensure the program works for you, including a food collection rate that is 20 percent below current commercial garbage rates.

Here is what Capella Market Owner, Mark Lew, has to say about the program:

"Capella Market supports the city's effort to begin a commercial food waste composting program. As a local business, we recognize the need for such a program as it will decrease the amount of waste we generate and reduce the negative effects we have on our environment."

What is required to participate?

Not much! That is the great thing about this program. The city and local haulers are heavily supporting the initial roll-out of the program to make it as easy for businesses to participate as possible. We will be providing free internal bins, new collection carts, employee training, and promotional materials as part of the program roll-out.

How do I get more information?

Since you have received this letter, you are one of the top 100 food related businesses eligible for direct assistance. You can expect a call from your hauler representative or the City of Eugene outreach staff within the next two weeks to talk more about the program. If you can't wait that long, you can contact your hauler or send an email to the city outreach staff directly at waste prevention@ci.eugene.or.us. Enclosed with this letter are a program brochure and a Frequently Asked Questions sheet for your reference that provides contact information.



Business Flyer



Love Food Not Waste



Eugene businesses
turn food scraps
into compost & crops.

Are you interested in...

Saving money?

Obtaining free resources?

Creating sustainable economic development in Eugene?

WHO (participates?)

Join over 100 businesses that currently participate in Eugene's commercial compost program. Businesses include restaurants, grocery stores, schools, offices, community groups, government agencies, and more.

WHAT (are the details?)

You can get rid of everything from fruits and vegetables to meat and bones to food-soiled paper and plant trimmings to bakery products and certain compostable service ware. Cost for food waste collection is 25% below regular trash service.

WHEN (can I start?)

As soon as you'd like! Both City outreach staff and your hauler are available to discuss composting options with you today! Call your trash hauler or email City staff: waste@eugeneoregon.gov or us.

HOW (do I do it?)

Set up a FREE consultation today! Call your trash hauler directly or City outreach staff (541-682-5652). Your existing garbage company will arrange a collection frequency that works for your business.

Join over 100 Eugene businesses in food waste collection. Benefits include:

- Potential for large cost savings: Food waste collection is 25% below garbage
- Free outreach materials and education/training for employees
- Free internal kitchen bins and external collection carts for compost
- Free marketing (social media, interactive map of participating businesses, earned media, and national program coverage)
- The fact that you are not putting food waste in the landfill!



Eugene's Commercial Food
Waste Composting Program
www.eugeneoregon.gov
541-682-5652

Participants (as of January, 2014)

Businesses	Hilton Hotel	Ring of Fire	The Village School
Artisan Cabinet	Hot Mama's Wings	Santitas Office	Willamette High School
Agave Alley Bism	Hummingbird Wholesale	Seafarmer Butcher	
Agave Alley Laboratory	Indoor Gardens	Sheldon Park Assisted Living	Religious Groups
Albertsons	Izumi Sushi and Grill	Memory Care	Christian Science Church
Alpine Catering	Izzy's	ShelterCare	Eugene Faith Center
Belly	Keystone Cafe	Stella Pa	First Christian Church
The Bar Shop	The Koa	Sperry Tree Care	Oryx House
Beppe & Gianni's Trattoria	La Pella Pizzeria Napoletana	Starbucks	St. Mary's Church
Blue Dog Mead	Lane Transit District	Studio One Cafe	
The Bread Shop	Laughing Planet Cafe	Sweet Life Patisserie	Public Agencies
Cafe Yummi	Life Technologies	SweetWater on the River	City of Eugene (CoED) Antium Building
CPT Huggins	Little Big Burger	Three Huses Group	CoE City Manager's Office
Center on Brain Injury	Long's Meat Market	Unite Grill	CoE Information Services Division
Research and Training	Looking Glass Youth and Family Services	Valley River Inn	CoE Library and Finance
Combreed Cafe	Luna Place	Viva Vegetarian Grill	CoE Public Works (Roosevelt Yard)
Comucopia	Marche	Voodoo Doughnut	CoE Waterwater Treatment Plant
Crescent Village Businesses	Marche Provisions	Wandering Goat Coffee Roasters	Eugene State Office Building
The Daily Bagel	Market of Choice	Wild Duck Cafe	Eugene Water & Electric Board (EWB)
David Nixon Theater	Mazzio's	Willamette Valley Company	Federal Building & Courthouse
The Divine Cupcake	McDonald's	Yellow Emperor	Hilary Community Center
Down To Earth Home	McGrath's Fish House	YPCA	Lane County Dept of Youth Services
Garden & Grill	McManis High Street Brewery and Cafe		Petersen Barn
East Blaine Housing Co-op	Morning Glory Cafe	Schools	
ECOInnovant	Ryological Natural Products	Adams Elementary	
El Jarno Azul	Neuman's Fish Co.	Boys and Girls Clubs of Emerald Valley	
Falling Sky Brewing	Ninkasi Brewing	Eugene Waldorf School	
The Divine Cupcake	Nicole's Pastry Kitchen	Kennedy Middle School	
FOOD for Lane County Dining Room	Noodles & Company	Lane Community College	
Garden Way Restaurant	Off the Harts	Oak Hill School	
Garden Services	Oregon Community Programs	Pacific Community Pre-School	
Garnwood Restaurants	Oregon Electric Station	Ridgeline Montessori School	
GloryBee Foods	PartyCart	Shawn Middle School	
The Green Plover Juicery	Party Downtown	Spencer Butte Middle School	
Grit	Red Wagon Creamery	University of Oregon	
A Healing Space	Renkus Forest By Products	UO Athletics	
Hideway Bakery			



Accepted Compostable Products Memo



Accepted Compostable Products for the City of Eugene
Love Food Not Waste Program
Updated January 14, 2014

Criteria #2: Is the compostable product 'clearly marked'?

Although a 'clear marking' on a compostable product might seem subjective, Renton aims to accept products that have an identifiable marking on them, such as an obvious brown or green line, or the word "COMPOSTABLE" written on the product. In the case of utensils, natural-colored compostable utensils (brown are the best) would indicate that the forks, knives, and spoons are able to be composted.

Example: 'Brown Line' Packaging

The Brown Line Food Service Ware and Packaging is a certification strategy approved by Cedar Grove. This packaging is designed to eliminate the concerns involving compostable products. They supply anything from meat trays, gloves, and clear clam shells for the deli to straws, plates, and hot and cold cups with lids for the food. Products have an obvious brown line on them and the utensils they offer are also brown.



Example: International Paper's 'EcoStainer' Products

International Paper's EcoStainer family of products are made from renewable resources such as Sustainable Forestry Initiative certified paperboard and Polylactic Acid (commonly known as PLA), a plant-based plastic material. The EcoStainer family of products include hot cups, cold cups, and food containers.



Contamination Policy



Food Waste Collection Contamination Policy

Effective 11-1-11

The following contamination fees apply to any material being delivered to the Rexius Recycling Yard. For all loads tipped at Rexius, any load with contamination will be documented, including date, time, material, and a record of volume and description of contamination material.

Contamination material is anything that is not organic, including plastic, plastic lined paper products, glass, metal, rubber, rocks, dirt, or any other "compostable" container or utensil that is not clearly marked and identifiable from a 10 foot distance. White utensils are not accepted. Compostable utensils such as knives, forks and spoons are acceptable if colored. (e.g. Cedar Grove's "brown" utensils)

Acceptable compostable containers or utensils must be BPI Certified listed on-line at <http://www.bpiworld.org/BPI-Direct/AB80208611.html> or listed on-line at the Cedar Grove Composting website <http://www.cedar-grove.com/acceptable/acceptable%20list.asp> and clearly marked and identifiable from 10 feet away with readable print stating "compostable". (Biodegradable does NOT necessarily mean Compostable)

Contamination is measured in "Picks" and/or volume, whichever is greater. "Picks" are described as a piece or pieces of contamination that one can pick up with one hand at one point in time. The volume of contamination is measured specifically in gallons or number of "Picks".

- 0-5 gallons / 20 Picks - There is no charge to the customer
- 6-20 gallons / 21-50 Picks - Load is accepted, date, material, time are logged, and record is made of contamination. A \$25.00 picking fee is charged to customer.
- 21-50 gallons / 51-80 Picks - Load is accepted, date, material, time are logged, and record is made of contamination. A \$50.00 picking fee is charged to the customer.
- 51-100 gallons / 81-120 Picks - Load is accepted, date, material, time are logged, and record is made of contamination. A \$100.00 picking fee is charged to the customer.
- 101-200 gallons / 121-150 Picks - Load is accepted, date, material, time are logged, and record is made of contamination. A \$200.00 picking fee is charged to the customer.
- Over 200 gallons or 150 Picks - Load is rejected. If material is already dropped on pad area, Rexius will load material back into the delivery truck for a \$75.00 handling and re-loading loading fee. A \$200.00 picking fee is also charged to the customer. Total of \$275.00

An imperative outcome of Rexius' participation in any food program is to ultimately produce a high quality compost product for public sale. This policy is designed to keep this program viable and useful, and to benefit the community we serve. Your attention to quality control and cooperation is greatly appreciated.



FAQs



Love Food Not Waste Program Frequently Asked Questions

The City of Eugene has adopted a commercial food waste collection and composting program that is set to take effect November 1, 2011. In collaboration with licensed solid waste haulers and commercial composting facilities, the program allows interested businesses to separate food scraps from their garbage stream.

How does the program work?

Commercial customers will be able to separate meat, bones, fish, dairy, baked goods, fruits and vegetables, food-soiled paper, yard debris and plant trimmings from garbage service. Eugene haulers will pick up the food scraps and take them to a local organic processor for conversion into compost. Businesses can contact their garbage hauler to sign up for commercial food composting service. The garbage hauler will provide businesses with free external food waste bins and a food waste collection container and arrange a collection frequency that fits the needs of the business.

What is the City's role?

The City will provide employee training services to businesses at no cost. The City's Love Food Not Waste Outreach Coordinator will meet with businesses on-site to deliver employee training and provide technical assistance. Training will include free instructional materials for employees on how to source separate organics. Participating businesses will also have the opportunity to gain recognition for their sustainable efforts with marketing materials provided by the City.

Why compost?

Creating opportunities for commercial customers to divert waste from the landfill is in line with the City's environmental goals. Diverting food waste from the landfill can decrease the production of methane, a harmful greenhouse gas that is produced when organic materials are landfilled. Plus, keeping organics out of the landfills can help save our limited landfill space while producing a valuable product for farms, gardens and landscape uses.

A key objective of the City's Climate & Energy Action Plan is to reduce the amount of compostable organic waste that is sent to the landfill. Each year, approximately 11,000 tons of commercial food waste goes into the landfill. By creating a program to collect that waste, it is anticipated that 3,200 tons of food waste will be redirected to compost facilities in the first year of operation.

The Love Food Not Waste program supports the City's Waste Prevention program's vision to make waste prevention practices the norm in Eugene. To support this vision, the city is providing free education and technical assistance to help businesses look at how to 1) reduce the creation of waste, 2) reuse usable food to feed people or animals, and 3) recycle food scraps into compost.



City of Eugene - 99 West 10th Avenue - Eugene, Oregon 97401 - (541) 852-5086
www.eugene-or.gov

Program Evaluation Tools



We have diverted
over 2,500 TONS
of food waste
from the landfill
since 2011!



Eugene has
diverted 61.5% of
its trash from the
landfill. That's the
highest diversion
rate in the state!



Press Release Templates



Planning & Development Department
News Release
FOR IMMEDIATE RELEASE

November 3, 2011

Contact:

Ethan Nelson, City of Eugene, Ethan.A.Nelson@ci.eugene.or.us, (541) 682-5224
Laura Hammond, City of Eugene, Laura.A.Hammond@ci.eugene.or.us, (541) 682-6021

City of Eugene Invites Local Businesses to 'Love Food Not Waste' With New Commercial Composting Program

The initiative aims to divert 3,200 tons of food waste from local landfills in its first year, thousands more tons annually down the road.

The City of Eugene has partnered with local businesses, garbage haulers and commercial composters on a new initiative that promises to divert thousands of tons of food scraps from local landfills. The just-launched Love Food Not Waste program offers a composting alternative to local businesses that each year throw away an estimated 10,000 tons of food waste.

"This program is a win-win for local businesses and the community," said Ethan Nelson, waste prevention manager for the City of Eugene. "Grocers, restaurants and other food-related businesses will be able to reduce their garbage rates and do the right thing, improving the health and vitality of Eugene."

Love Food Not Waste transforms food-related waste — produce, meat and bones, dairy products, baked goods and even food-soiled paper products — into valuable, nutrient-rich compost. The benefits include water and energy savings, and reduced production of methane, a harmful greenhouse gas. Rates for the program are set to 20 percent below commercial garbage rates.

Participating businesses receive complimentary interior and exterior food waste collection containers. The City of Eugene is providing employee-training services at no cost. The city's commercial food waste coordinator and a hauler representative will meet with businesses on-site to deliver training and provide technical assistance.

Businesses can sign up for service with their garbage hauler. Food scraps are picked up regularly and delivered to commercial composting facilities where they are transformed into compost in two months using a natural process.

Other commercial composting programs have been successfully implemented in Portland, Ore., Seattle and more than 60 other communities in the Northwest.

For more information on Love Food Not Waste, call (541) 682-5652, email waste@ci.eugene.or.us or visit www.eugenecycles.org.



Print Resources – Brochure



Contact



For more information on the Love Food Not Waste program, contact your hauler or the City of Eugene at:

541-682-5652
waste prevention@ci.eugene.or.us

or visit:
www.eugenerecycles.org

Partners

The Love Food Not Waste Program is a collaboration between local businesses like YOU, the City of Eugene, local haulers, and local commercial composters.



How food becomes COMPOST

Food, food-soiled paper and plants are nutrient-rich materials that can be converted into valuable compost. Businesses that start composting are helping to divert waste from landfills, which decreases the production of methane, a harmful greenhouse gas. Commercial composting saves land, water, energy and reduces the need for fossil-fuel fertilizers. It's also more cost-effective—composting costs 20 percent less than conventional garbage service—and may reduce your regular garbage pickups. By composting, your business will be doing the right thing and contributing to the health and vitality of the community!

Food Scraps

Toss food scraps into special interior/exterior containers for your garbage hauler to pick up.

1



2

Collection
Your garbage hauler collects the food scraps and delivers them to a commercial composting facility.

Transformation

Food scraps are transformed into compost in two months using a natural process.

3



Love Food Not Waste

Eugene businesses turn food scraps into compost and crops.



Businesses do it right!
A simple start-up guide to Eugene's commercial composting program.



Hold up brochure
Bring print ads with

Print Resources – Brochure



Back to the Earth

Each year 20 million pounds of commercial food waste goes to the local landfill. A new collaboration between the City of Eugene, waste haulers, commercial composters and food-related businesses offers a greener alternative that converts vegetables, meats, food-soiled paper and other waste into valuable, nutrient-rich compost.

It's easy!

Set up your program:

- Free staff training
- Free food scrap collection containers
- Best practices

Maintain and promote your program:

- Free technical assistance
- Expert advice
- Free marketing materials

It's easy to get started!

With just a few simple steps, you'll be on your way to saving money and making a better Eugene. Take these four easy steps to Start Composting!

- ### 1 Contact your garbage hauler

To sign up for service, The City of Eugene will provide free internal food waste bins. Haulers will deliver these and an external food waste collection container.
- ### 2 Schedule a session

with your hauler. Your hauler and the City of Eugene are providing free technical assistance and will help you set up a system that works for your business!
- ### 3 Raise awareness

among your staff. Take advantage of the free training to assure the success of your program through a highly motivated staff.
- ### 4 Start composting!

Begin by placing food waste in bins. It's that simple! You've started the cycle of turning waste into valuable compost.

What you CAN compost:

FOOD ITEMS

Meat	Plate Scrapings	Bones
Dairy Products	Baked Goods	Kitchen Trimmings

FOOD-SOILED PAPER

Paper plates	Waxed cardboard boxes
Paper towels	Wood produce crates (no wire)
Napkins	Coffee grounds and filters
Placemats	
Pizza boxes	

* No shiny surfaces

PLANTS

Yard debris
Plant trimmings
Floral waste

What you CANNOT compost:

Liquids	Yellow & brown grease
Cooking oil	Offal & byproducts from animal processing
Paper coated w/ plastic or foil	Non-biodegradables (plastic, Styrofoam, etc.)

Hold up brochure
Bring print ads with

Print Ads

Love Food Not Waste



Eugene businesses
turn food scraps
into compost & crops.

Save money. Do good.

Save money by adding a compost bin and diverting food waste.



Lower your
monthly trash bill!



Join over 140 businesses
that participate!



Market your
business!

Ready to get started?
Call to set up a free consultation to discuss
program details and options. 541-682-5652



Eugene's Commercial Food
Waste Composting Program
www.eugenerecycles.org

Print Resources – Window Clings



Talk about restaurant table toppers as well

Print Resources – QR Code Poster





Training Resources – Training Manual



Training Resources – Bin Stickers

**Food!
Paper!
Plants!**



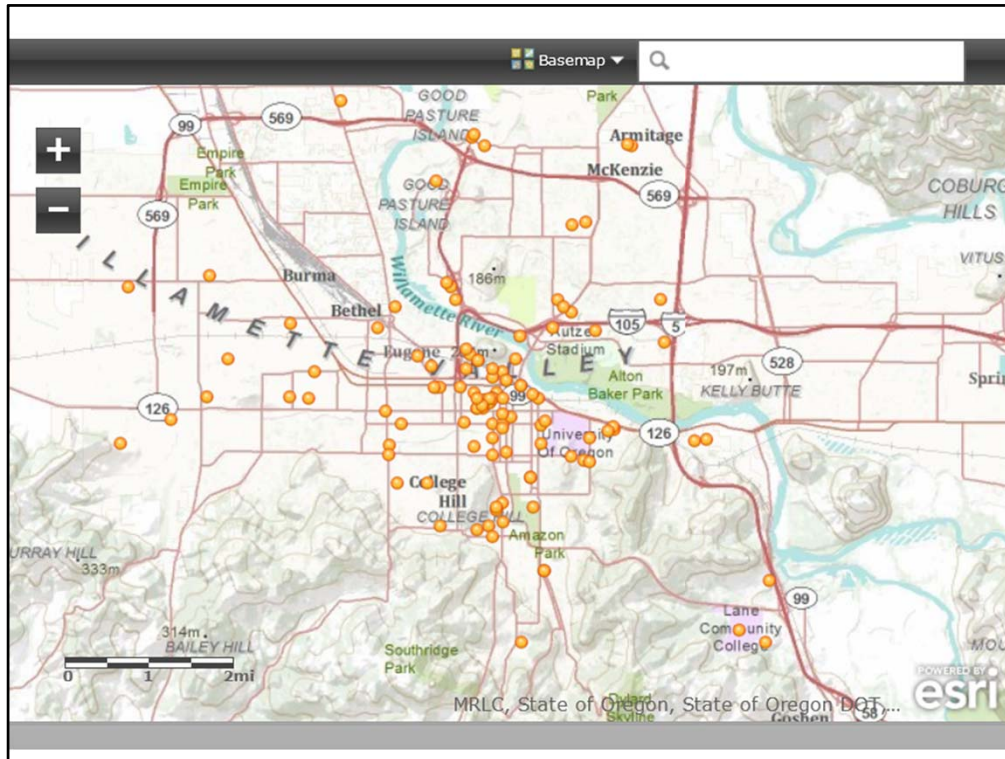
Training Resources – Bins

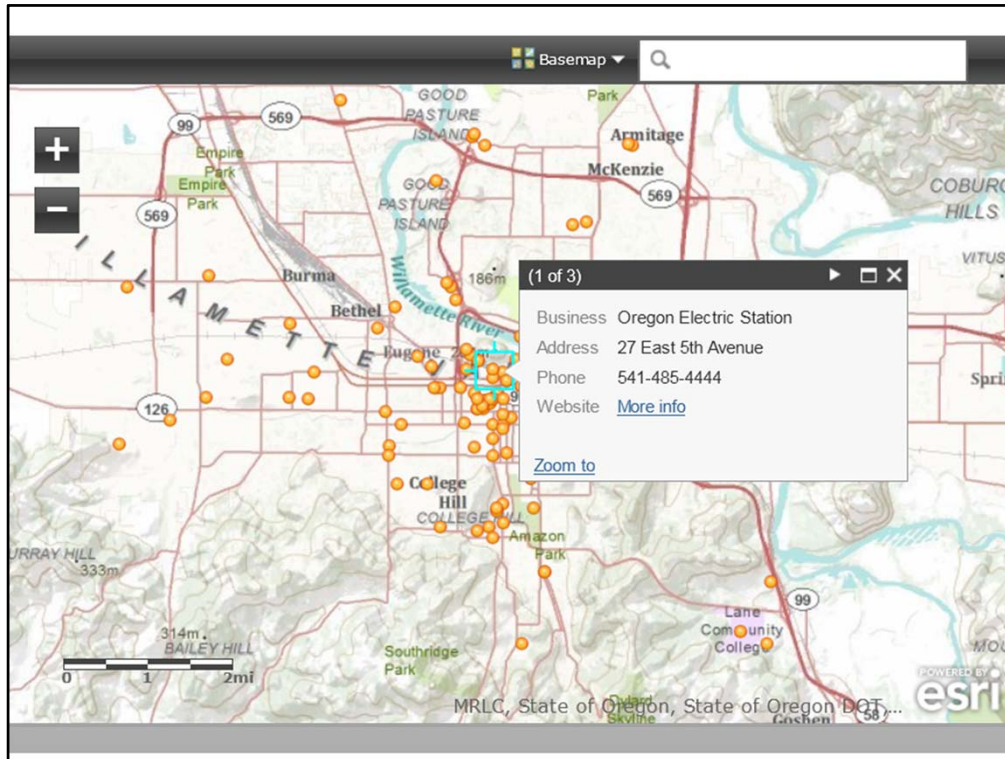


Compost Bag Design



Additional Market Resources:
Compost bag designs (front and back)





Oregon Electric Station Restaurant

- Whether it's a friendly lunch for two, or a formal dinner for two-hundred, we have a menu suitable for any budget -

[Home](#) [Menus](#) [Happy Hour](#) [Private Dining/Banquets](#) [Gift Cards](#) [History](#) [Galleries](#) [Contact Us](#) [Off-Site Catering](#)



Done with running through resources. Explain:

What differentiates us from other municipalities is that I am actively marketing our program on an ongoing basis using all of the collateral we have and working on developing more and constantly updating content: social media daily, updating participant flyers monthly, updating the map monthly, updating tonnage diverted monthly – ongoing communication to engage people on a regular basis to really hit on the community based social marketing aspect of it. This is the standard we want to set in the community to have this truly sink in.





Love Food Not Waste
386 likes · 5 talking about this

✓ Liked

✓ Following

Message

⌵

Community

Eugene businesses turn food scraps into compost and crops! Who's involved? Check out the business list HERE:
<http://www.eugene-or.gov/DocumentCenter/Home/View/2714>

About – Suggest an Edit

Photos

Likes

Highlights

Post

Photo / Video

Write something on Love Food Not Waste's Page...

93 Friends

Like Love Food Not Waste



+84

Tweets >

Following >

Followers >

Favorites >

Lists >

Photos and videos >







Who to follow · Refresh · View all



Oregon DOT @OregonDOT
 Followed by Master Recycle...
[Follow](#)



Springfield Police @SPD...
 Followed by Love Downtown ...
[Follow](#)



Sherri Buri McDonald @s...
[Follow](#)

Popular accounts · Find friends



Love Food Not Waste
@LoveFoodEugene
 Eugene businesses turn food scraps into compost and crops! (Compost rocks!)
 Eugene, Oregon · eugene-or.gov/lovefood

TWEETS 24

FOLLOWING 206

FOLLOWERS 40

Edit profile

Tweets



Love Food Not Waste @LoveFoodEugene · 43s
 Happy #Worm Wednesday all you #compost lovers!
pic.twitter.com/hpTJHhWMzu
[Hide photo](#)



[Reply](#)
[Delete](#)
[Favorite](#)
[More](#)

IT'S OUR ANNIVERSARY!
— AMERICA RECYCLES DAY 11.15.13 —



**Love Food
Not Waste**

Eugene businesses turn food scraps
into compost and crops.

Calling Eugene Businesses
who participate in Love Food Not Waste!

**Show us your
compost!**

In honor of America Recycles Day
and our 2nd anniversary, we want to
see pictures of your business' compost!

Submit photos to
facebook.com/lovefoodnotwaste by Nov. 14.

Winner receives
FREE advertising
in *Blue Chip* magazine,
plus other free
marketing throughout
the year.



For questions, please contact
www.eugenerecycles.org
541-682-5652





Use of Social Media

What happens to the compost?



What happens to the compost?



TrackTown USA 2012



WE! CAN!

Be Healthy

TrackTown fans and athletes both know the value of good nutrition, quality food and active lifestyles. Whatever it is you select for lunch, you'll have local choices and right-size portions served with compostable serviceware. It's our way of saying no to supersize, and yes to super health.

Do Your Part! Skip the value-menu and choose the healthy, local alternative.

Pass It On.

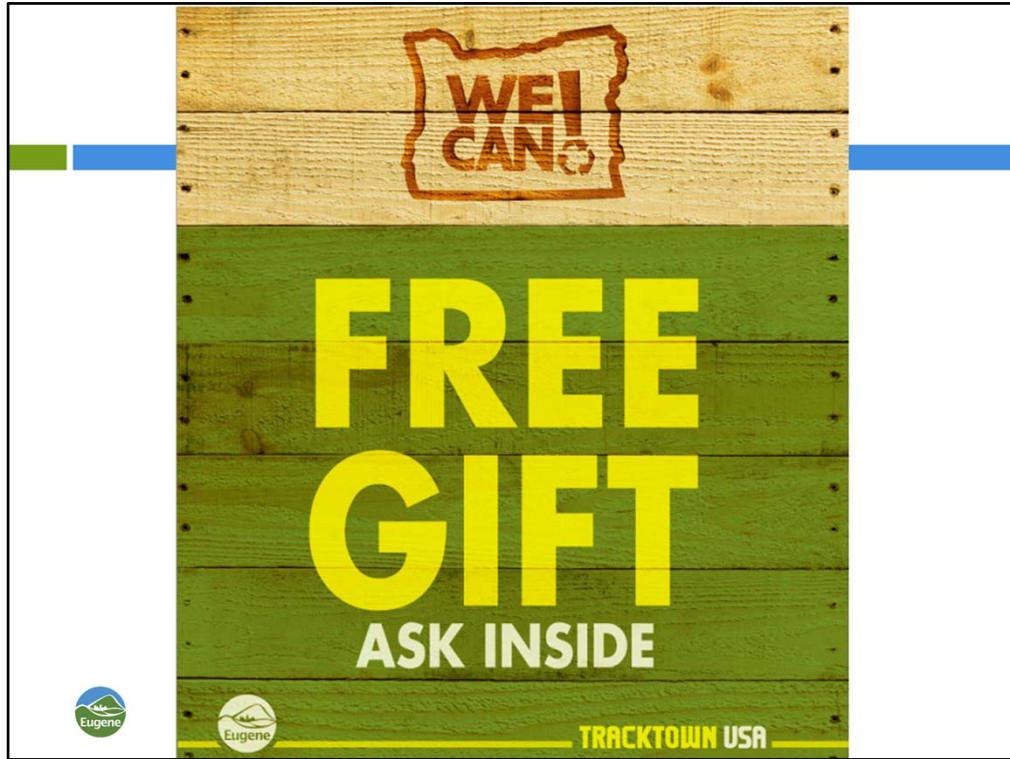
TRACKTOWN USA

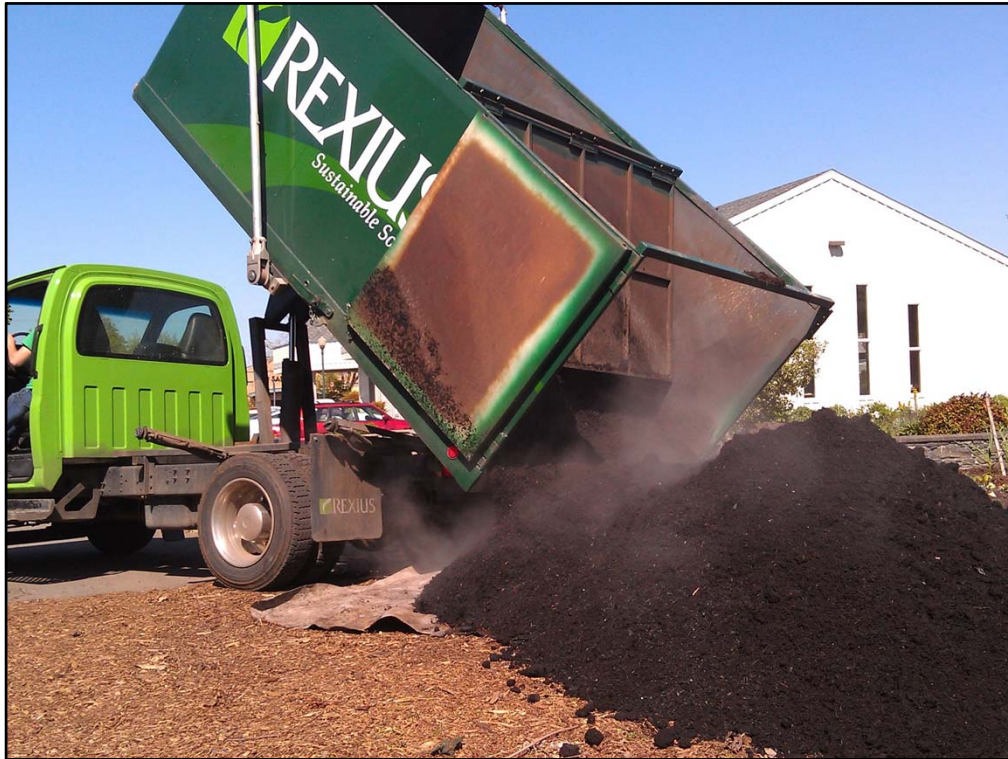
COMPOST

FOOD, PLATES, NAPKINS, SUGAR PACKETS, FORKS, SPOONS, FOOD BOATS











Accessing LFNW Resources



Food Waste Receiving Bay



Food waste hauled to composting facility



Acceptable compostable food service materials



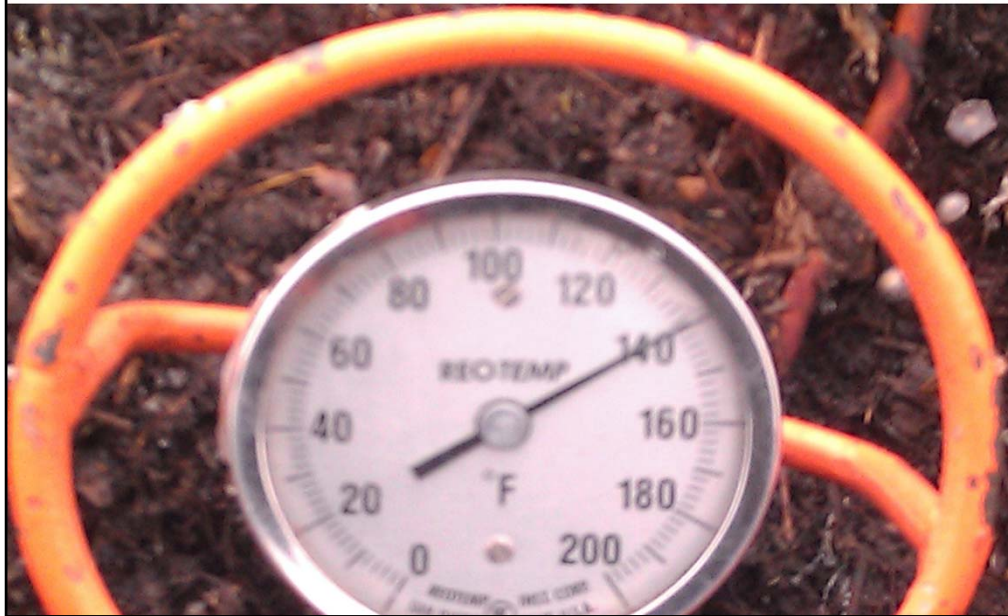
Food waste bulked with ground yard
debris



Ground food waste on forced air pad

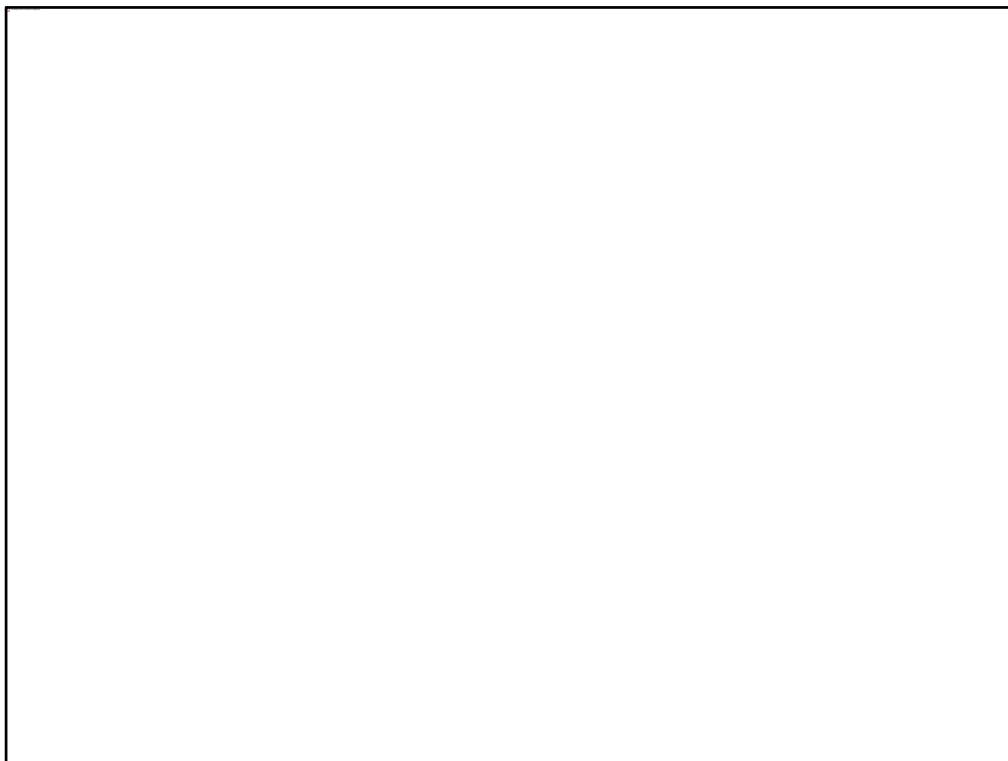


Meeting PFRP



Food waste curing pile





Questions



Contact:

Stephanie Scafa
Zero Waste Analyst, City of Eugene
541-682-5652
stephanie.scafa@ci.eugene.or.us

Web: www.eugenerecycles.org



www.facebook.com/lovefoodnotwaste



@LoveFoodEugene

