

Appendix 7

EDUCATIONAL MATERIALS

Educational signs, exhibits, articles, activities, and other items used to support the Waste Wise Farmers Market program

You may reprint any of these materials.

We only request that you cite CUESA as the source, add a link to our website if you use our materials online, and notify us by email first at info@cuesa.org



Note: an interactive version of this game is available online at:
http://www.cuesa.org/events/waste_wise/game.php

TEST YOURSELF!

Do you know which items go in which bin? Roll over each image to see what you should do with the item pictured when you're at the Ferry Plaza Farmers Market or live in San Francisco.

Compost it (green bin), **recycle it** (blue bin), **or waste it** (black bin)?





Fruit &
Vegetable
Scraps



Plastic
Wrap



Glass
Bottles



Paper
Cups &
Bowls



Plastic
Containers



Plastic
Bags



Rubber
Bands



PLA Plastic
Cups



Plastic
Sample
Spoons



Bagasse
Clamshell
Containers



Plastic
Tubs



PLA
Clamshell
Containers

When you compost...

Every day, the city of San Francisco sends 300 tons of compostable materials to the Jepson Prairie Organics composting facility in Vacaville.



This compost is used on productive lands throughout the Bay Area, including some farms that sell at the Ferry Plaza Farmers Market. The carrot tops you compost in January could end up becoming part of the carrots you purchase in July!



When you waste...

When compostable food scraps and yard debris are sent to the landfill, not only are their valuable nutrients wasted, but they can actually cause environmental harm. In the landfill, organic materials decompose anaerobically (without oxygen), releasing methane, a greenhouse gas that is 23 times more potent than carbon dioxide. Landfills account for 34% of methane emissions in the United States.



Waste Wise Shopping Tips

1. Bring your own bags, containers, utensils, bottles and mugs!



2. Reuse bags and containers again and again.

3. Assemble a farmers' market shopping kit and keep it in one place so you can grab and go when you're ready to head to the market.

4. Buy from sellers that make waste-free shopping easy.

5. Refrigerate your produce as soon as you get home, to keep it fresh longer.

6. Buy only what you can reasonably eat.

7. Use as many parts of vegetables and animals as you can.

8. Recycle and compost at the market and at home!

What to put in your waste wise shopping kit...



Tote bag

For: Storing your kit and carrying your purchases



To-go mug

For: Coffee, tea, and other hot beverages



Used Paper & Plastic Bags

For: Bread, mushrooms, loose produce, greens, etc.



Reusable Plastic Tubs

For: Delicate fruits, nuts, beans, salad mix, etc.



Reusable Produce Bags

For: Potatoes, onions, root vegetables, citrus fruits, etc.



Utensils

For: Eating at the market



Bottle

For: Water and juice



Cloth Napkin

For: Use in place of paper napkins

CUESA gave away 10,000 reusable shopping bags commencing with its April 22, 2008, kickoff event. Customers were asked to show an I.D. so bags could be distributed to Bay Area residents (presumed regular market shoppers) versus tourists visiting the site. We asked them to sign a pledge sheet (example below) to reinforce our “reduce and reuse” messaging. Collecting zip codes at the same time enabled us to gather updated information regarding where our shoppers live.



I pledge to bring my own bags whenever I shop.

Name

ZIP code

Can you tell the difference between plastic and compostable plastic? Many compostable to-go containers look like plastic but are made from biodegradable materials. The easiest way to tell the difference is to check the bottom of the container for labeling. If it is compostable, it will say "Compostable" or "PLA." Disposable cutlery may also be compostable, but is rarely labeled as such. If you are unsure, check with the vendor.



Jepson Prairie Compost

Feel free to smell and touch the compost in this tub. It's made from San Francisco food scraps and other compostable materials, like the ones collected at the Ferry Plaza Farmers Market.



Blue Bottle Coffee Co. Recycling Information

cup lids = blue bin (recycle)

all other serviceware
= green bin (compost)



Aidells Sausage Co. Recycling Information

cans, bottles, and foil (remove food scraps) = blue bin (recycle)

food-soiled paper and napkins
= green bin (compost)



Donna's Tamales Recycling Information

plastic tubs = blue bin (recycle)

all other serviceware, including forks = green bin (compost)

plastic chip bags
= black bin (trash)



Alive! Restaurant Recycling Information

all serviceware
= green bin (compost)



Recycling our food

(Article first published in CUESA's April 4, 2008, e-letter)

What is compost?

Compost is formed when organic matter (material that comes from plants or animals) decomposes aerobically (with oxygen). The resulting nitrogen- and carbon-rich substance can be added to soil to improve its structure, provide and hold soil nutrients, prevent erosion, and encourage beneficial insects and microorganisms.

Why compost?

When compostable food scraps and yard debris are sent to the landfill, not only are their valuable nutrients wasted, but they can actually cause environmental harm. In the landfill, organic materials decompose anaerobically (without oxygen), releasing methane, a greenhouse gas that is 23 times more potent than carbon dioxide. Landfills account for 34% of methane emissions in the United States. Meanwhile, America is losing its soil fertility and topsoil at alarming rates. When food scraps are recycled, either in a backyard compost pile or as part of a municipal composting system, they are turned from waste into a resource and used to enrich gardens and agricultural lands.

In San Francisco, that's exactly what's happening when you put your orange peels, biodegradable forks, and coffee cups in the green bin. Every day, the city sends about 300 tons of compostable materials to Jepson Prairie Organics composting facility in Vacaville. The materials are screened to remove contaminants (mainly plastics) and spread out in long windrows. A mere 60 days later, the materials have become compost. This compost is used on productive lands throughout the Bay Area, including some farms that sell at the Ferry Plaza Farmers Market. Capturing the organic resources from the market and redistributing them to farms offers a tidy and elegant solution to the waste problem: your coffee cup could end up becoming part of your tomato!

Composting as part of our Waste Wise Market

At the Ferry Plaza Farmers Market, more than 90% of what ends up in our garbage cans is compostable. Those resources, when not captured for composting, are wasted and contribute to greenhouse gases instead of renewing soils. Beginning April 22, all compostable items discarded in the green bin at the Ferry Plaza Farmers Market will join the materials of many San Francisco households and restaurants at the Jepson Prairie composting facility. Our new Waste Wise initiative will divert an estimated 78 tons of compostable materials from the landfill annually!

To make our market—and our food system—more sustainable, we need your help. We hope you will work with us to create less waste, and put your food scraps, food-soiled paper, and biodegradable serviceware in the green bins at the market and at home.

What you can do

1. Reduce waste. Composting your paper cups is a great idea, but it's even better to bring your own reusable cup (or plate, napkin, etc.). Each paper cup takes trees and energy to manufacture, so the most sustainable choice is to avoid single-use products whenever possible.

2. Compost at the market. Beginning April 22, Waste Wise stations around the Ferry Plaza Farmers Market will include three bins: green for compost, blue for recycling, and black for garbage. Bins will be clearly

marked and include information about what belongs in each bin. Waste Wise stations will also be attended by volunteers who will be happy to help you choose the right bin!

3. Compost at home. The San Francisco Department of the Environment will have representatives on site during our Waste Wise Market launch to help you learn what can go in the green bin at your home. You can also check out the links below to find out about composting in your backyard or with a worm bin.

4. Reduce wasted food. According to a study by the University of Arizona, American households throw out an average of 1.28 pounds of food per day. Annually, this adds up to 467 pounds per year per family. This food loss costs the average family of four at least \$589 per year. Keep better track of what's in your fridge, use leftovers creatively, and learn to use as much of a vegetable or animal as possible.

5. Volunteer to teach others. Waste Wise station monitors are needed to help shoppers sort their discards into the recycling, compost, and garbage bins. Contact us for more information.

What's compostable?

Composting is not as hard as you might think. If it is food or a food-related paper product, it can go in the green bin. Plastic straws, cup lids, and other plastics are not compostable, so please take a moment to remove these items from their partner paper products. Breaking up isn't always easy, but in this case, it is the right thing to do. When the green bin gets contaminated with too much non-compostable plastic, we have to throw the whole thing in the garbage! For your reference, here's a list of what's compostable:

All food: fruit, vegetables, meat, poultry, seafood, shellfish, bones, rice, beans, pasta, bread, cheese, and eggshells, oyster shells, burritos (without foil wrappers), etc.

Food-soiled paper: waxed cardboard, napkins, paper towels, paper plates, paper cups (without lids) paper milk cartons, tea bags, coffee grounds/filters

Plants: floral trimmings, tree trimmings, leaves, grass, brush, weeds

Biodegradable food serviceware: This includes paper plates, paper coffee cups, and "bio-plastics," which look like plastic but are made out of corn, soy, potatoes, or other organic materials.

How do you tell the difference between plastic containers and cutlery and the compostable look-alikes?

Many of the new compostable to-go containers in use inside the Ferry Building, at the farmers' market, and throughout the Bay Area look like plastic, but they are made from corn or other biodegradable materials. The easiest way to tell the difference is to check the bottom of the to-go ware container for labeling. Some are compostable; others go in the recycling bin.

If it is compostable, it will say "Compostable" or "PLA" and you can put these in the green bin. Sometimes these compostable items (such as the cups from Alive! Restaurant) have a green stripe to make them easier to identify.

Disposable cutlery may also be compostable, but unfortunately, forks, spoons and knives are rarely labeled as compostable. If you are unsure, check with the vendor who gave you the cutlery or bring it to a Waste Wise station for assistance.

Effective April 22, all rigid plastics, such as bottles, tubs, and lids, can be recycled in the blue bin in the City of San Francisco. Anything that is not recyclable or compostable goes in the black bin.

Reducing Packaging and Packaging Waste

(Article first published in CUESA's April 11, 2008, e-letter)

On April 22 and 26, CUESA is launching a new Waste Wise Farmers' Market initiative. Through this program we will significantly reduce the Market's environmental impact by composting and recycling most of the materials discarded at the market and reducing the amount of plastic bags and other packaging that leave our premises.

From toys to phones to food and water, almost everything we purchase is encased, presented, or carried away in plastic or another packaging material. Both before and after it is used, this packaging has a significant impact on our environment. According to a US EPA statistic from 2005, 31.2% of municipal waste is generated from packaging. A good portion of this goes to the landfill; the rest is incinerated, recycled, or ends up littering our oceans and cities. Packaging also takes energy and natural resources to produce. Writes Daniel Imhoff in his book *Paper or Plastic*, "The downstream issues of collection, recycling, landfilling, and incinerating, while consequential, are dwarfed by the 'upstream' consequences of packaging production." The production of packaging requires energy and natural resources like wood, metals, minerals and crude oil. Tree-harvesting, ore-mining and oil-drilling all have significant environmental impacts, including habitat degradation and pollution.

Recycling has a HUGE positive impact on the environment, because it takes fewer resources (like energy and water) to reprocess materials than to create them from scratch. For example, recycling an aluminum can takes 95% less energy than making an aluminum can from scratch. Reprocessing also reduces greenhouse gas emissions.

The city of San Francisco is on the forefront of reducing packaging waste. In 2007, the city initiated a ban on plastic carrying bags in large supermarkets. And the city's latest announcement is a major boon for the environment: starting on Earth Day 2008, all non-compostable, rigid plastics will be accepted for recycling in the blue bins as well (only some rigid plastics are currently accepted). The city is making it increasingly easier to recycle and compost, which will help San Francisco meet its goal of diverting 75% percent of discarded materials from the landfill by 2010 and reaching zero waste by 2020.

Every week at the Ferry Plaza Farmers Market, we see inspiring examples of both sellers and shoppers seeking to reduce their environmental impact. Many sellers offer returnable or compostable packaging and encourage customers to "BYOB" (bring your own bag), as shown in this sign at the Tierra Vegetables stall. Waste-wise shoppers carry their own reusable tote bags, coffee cups, water bottles, and even spoons and plates. Still, we have a long way to go towards zero waste. More than one million plastic bags are distributed annually at the Ferry Plaza Farmers Market. At our information booth and at other events, 4,800 plastic bottles of water are consumed annually, most of which are used once and discarded. Until now, almost all materials discarded at the market (98% of which are recyclable or compostable) were wasted.

Starting on Earth Day, April 22, this is all changing...

WHAT WE'RE DOING

1. Handing out 10,000 reusable bags. If you're a local resident, come to the Ferry Plaza Farmers Market on April 22 or 26 for a free reusable tote bag and use it whenever you visit the market and for all your other shopping needs.

2. No longer offering bottled water. Instead, we'll offer delicious Hetch Hetchy water straight from the tap, free at our information booth to those who bring their own bottle or cup and for a small donation for those who need a compostable cup.

3. Providing Waste Wise stations. Waste Wise stations will include three bins: green for compost, blue for recycling, and black for garbage. Bins will be clearly marked and include information about what belongs in each bin. Waste Wise stations will also be attended by volunteers who will be happy to help you choose the right bin!

4. Working with market sellers to help them reduce packaging waste.

WHAT YOU CAN DO

1. Bring your own bags, containers, water bottle, coffee cup, plate and cutlery. While recycling saves energy and resources, reducing your consumption of packaging has even greater benefits.

2. Don't take a plastic bag if you don't need one. If every San Francisco resident reduced their plastic bag intake by just one bag a week, we would save 38,690,132 plastic bags per year, and all the resources and energy required to produce them.

3. Reuse plastic bags and food containers.

4. Recycle recyclables and compost compostables. Use the Waste Wise stations at the market, and get know what your municipality accepts for recycling and composting so that you can properly sort what you discard at home.

5. Buy products with recycled content. If there's no market for products that make use of recycled materials, there will be little incentive for reprocessors to accept our recyclables.

SOME FACTS ABOUT RECYCLING

- According to EPA calculations, recycling and composting in 2006 saved the energy equivalent of more than 10 billion gallons of gasoline!
- Recycling one glass bottle saves enough energy to power a light bulb for four hours.
- The greenhouse gases eliminated by recycling 7 million tons of metal is equivalent to removing 5 million cars from the road for one year!
- Recycling and reuse helps our economy! Currently, the recycling and reuse industries provide over 1.1 million jobs in the US and gross over \$236 billion in revenues per year.

RESOURCES

Check out the sites below to find out what's recyclable and compostable in your county.

Alameda - stopwaste.org

Contra Costa - www.wastediversion.org

Marin - marinrecycles.org

San Francisco - sfrecycling.com

San Mateo - www.alliedwastesanmateocounty.com