

Appendix 2

STAFFING & TRAINING

Examples of market seller and volunteer monitor training materials, plus Waste Wise Coordinator job description

Information Provided During Waste Wise Farmers' Market Program Introductory Meeting for Market Sellers, March 15, 2008

Why is CUESA launching a Waste Wise program?

- An estimated 90% of materials discarded at market could be composted, but is going to landfill instead.
- When food scraps go to landfill, they produce methane, which is 23 times stronger than CO₂.
- CUESA is committed to sustainable agriculture – would rather capture these food scraps and materials and make them available for reuse to grow foods.
- Opportunity to educate public regarding benefits of closing the food loop.
- A desire to reduce disposable products, including plastic bags and one-use containers. Phase out of plastic bags will begin in 2009, and CUESA needs your help to do this.
- Market shoppers are hungry for it.

What will the Waste Wise program include?

- New Waste Wise Stations with three bins: one each for compost, recycling and waste.
- Educational materials highlighting the lifecycle of food from scraps to compost to food.
- Tips for shoppers regarding how to purchase and store food in reusable containers.
- Reusable bag give-away (10,000 bags).
- Educational, fun activities including bag parade, slide show of recycled art, screening of *The Story of Stuff*, etc., as part of the Kickoff Celebration.
- Resource guide for other farmers' markets interested in launching compost & recycling collection.
- Potential program to acknowledge sellers who use only compostable packaging.

What will the new WW program affect market sellers?

- Sellers have the ability to make or break this program based on how food is packaged.
- Per the Food Ware ordinance, anyone selling food in SF must use compostable ware that is labeled appropriately.
- All sellers, even those not serving ready-to-eat food, are encouraged to use compostable or recyclable products.
- Once program is up and running, sellers who keep their compost separate from other waste may be allowed to leave compost in market compost compactor instead of hauling this out. Check with Staff for more information. For now, sellers should not put their waste or materials in the consumer bins; we will add this step later after we refine our collection systems.

CUESA wants to eliminate plastic bags and single use containers used at the market. Here are some ideas to help you reduce plastic and single use containers.

- Keep plastic bags out of reach.
- Don't offer a bag right away.
- Ask, "Did you bring your own bag? Did you bring a reusable container?"
- Sell in bulk versus pre-packaged goods.
- Use a lightweight plastic container, basket or reusable bag to weigh produce.
- Reusable bags and/or containers are best option.
- Start charging for bags to encourage reuse OR offer discount for those who bring their own bag/container.
- Offer tips to customers on how to store produce without plastic bags.
- Reducing the need for plastic bags will ultimately save you money, and do the environment and marine animals a world of good.

Reviewed compostable serviceware products and labeling requirements.

Waste Wise Volunteer Training

Volunteers are asked to report 30 minutes before their shift. The Waste Wise Coordinator should present the following training:

- Overview of the Waste Wise Farmers Market program
 - Purpose of program (properly divert all waste deposited at the market and educate visitors)
 - Why it was implemented (i.e., waste audits and customer/seller requests)
 - How much waste is being diverted from the landfill
 - Role of volunteers (educate guests, help them divert their waste; re-sort waste not properly discarded)
 - Location and arrangement of Waste Wise Stations
- Overview of market layout and other site resources
 - Location of Information Booth, Education Booth, & Veggie Valet Booth
 - Location of restrooms, bank machines, etc
- Specifics of what can and cannot be recycled or composted
 - Best to show actual examples of items typically discarded at the market
 - Review the helpful signage at each station
 - Compost all food waste
 - Recycle all/most plastics, glass, aluminum, tin
 - Utensils – how to tell the difference between compostable and plastic
 - Paper products – compost all paper products that have touched food
 - PLA (polylactic acid) containers – how to identify
 - Dirty foil can't be recycled
 - Items made of mixed materials can't be recycled or composted
 - Review the City of San Francisco's new plastics ordinance
 - Explain why plastic bags can't be recycled (they get caught in sorting machinery)
- Important reminders
 - Keep bin lids closed so contamination doesn't happen while you're not watching
 - Stand to the side of the bins so visitors can see and read the signage
 - Don't leave Pikstiks unattended; they are coveted by scavengers and others
 - How to assist shoppers politely regarding the removal of coffee cup lids, cold drink lids
 - Thank people for bringing reusable bags
 - Take the time to educate visitors about as to why they can or can't recycle or compost items
 - Dealing with scavengers; ask them to come back later to claim bottles, etc., but let them scavenge if they become agitated and then notify CUESA staff
- Other details
 - Assign break and relief schedules
 - Hand out Pikstiks, gloves, Resource Info Cards (to give out as needed); explain where and when to turn these items back in
 - Review how to close out the stations at the end of the day (wait for Staff to pick up bins, so they are not left unattended)
 - Escort volunteers to their stations
 - Help them re-sort any items not properly discarded (serves as a review of what goes where)
- Wrap up
 - Thank the volunteers for their work on our behalf

Waste Wise Coordinator Job Description

The Waste Wise Coordinator will be responsible for teaching market shoppers to properly sort compostables and recyclables and managing volunteer Waste Wise Station monitors at the Ferry Plaza Farmers Market. The Coordinator will train volunteers, assign work stations and break schedules, coordinate with the market operations team, and manage and support volunteers throughout the day. The Coordinator will serve as a Waste Wise Station monitor during volunteer breaks and on days of incomplete volunteer coverage. He/she will also rotate between unstaffed Waste Wise stations as needed to sort and manage materials. He/she will oversee general maintenance of the Waste Wise Stations and conduct occasional audits of discarded materials. The Waste Wise Coordinator should be passionate about recycling and composting and interested in sharing this information with others. Training will be provided. Hours are generally 9:30-2:30 on Tuesdays and 7:30 to 2:30 on Saturdays. This position reports to CUESA's Assistant Director of Operations.

Appendix 3

FOOD SERVICE WARE

**San Francisco Food Service Ware law, plus the City's
list of recommended service ware materials and sources**



OFFICE OF THE
CITY ADMINISTRATOR



SF Environment

New Law Promotes Healthier San Francisco and Can Improve the Bottom-Line for Restaurants and Food Vendors

Effective June 1, 2007, food vendors and restaurants in San Francisco must use compostable or recyclable to-go containers. Polystyrene foam (Styrofoam™) disposable food service ware can no longer be used for food prepared in San Francisco.



There are many food service ware alternatives that can be composted or recycled by businesses or residents that can help reduce their trash volumes and service costs. Thousands of San Francisco restaurants and other businesses are recycling and participating in the food scrap and compostables collection program and as a result are getting discounts of up to 75% off their garbage service costs. Residents also have access to composting

and recycling collection services and can put compostable or recyclable food service ware in their green or blue carts.

San Francisco Department of the Environment (SF Environment) is available to assist businesses with finding suitable food service ware and can provide on-site training and assistance to participate in the recycling and food scrap and compostables collection programs.

Examples of Acceptable Food Service Ware:



For more information or to request assistance, visit SFEnvironment.org/foodservice or call **(415) 355-3700**, or **City's Customer Service 3-1-1**

SFEnvironment Our home. Our city. Our planet. SF Environment is a department of the City and County of San Francisco.



Printed on 100% Post Consumer Recycled Paper

What You Need To Know About New Food Service Ware Law

What are the requirements of the new food service ware law?

- San Francisco food vendors are prohibited from using polystyrene foam, otherwise known as Styrofoam™, food service ware for food prepared and served in San Francisco, with no exceptions.
- All other disposable food service ware for food prepared and served in San Francisco, must be compostable or recyclable unless there is no suitable product that is within 15% of the cost of non-compostable or non-recyclable alternatives. (There is no cost exemption for Styrofoam™).

Who has to follow the new food service ware law?

All San Francisco food vendors selling food prepared and served in San Francisco must use compostable or recyclable food service ware. Restaurants, delis, fast food establishments, vendors at fairs, food trucks, and all City facilities and contractors must follow this law.

What are the penalties for non-compliance?

Violations may result in fines: 1st time = warning, 2nd time = \$100, 3rd time = \$200, 4th or more time = \$500. Enforcement is by the City administrator and will be in part complaint-driven, meaning your customers may notify the City of violations, by calling (415) 554-4851.

What is wrong with polystyrene foam (Styrofoam™)?

Made from oil, polystyrene foam is non-renewable, non-biodegradable, and non-recyclable. Polystyrene foam food service ware ends up in landfills, waterways or the ocean. It can break into pieces, which are often mistaken for food and ingested by marine animals, birds, and fish. Medical studies suggest that chemicals in polystyrene foam can cause cancer and can leach into food or drinks.




What are approved food service ware products?

Compostable products include:

- Paper or other plant fiber, such as from sugarcane, rice, or bamboo. Polyethylene film coating on paper is currently accepted, but not any foam coating.
- Corn, soy, potato or other plant starch based bio-plastics, such as "PLA" clear plastic, that are labeled as "compostable" and meet compostability standards (ASTM D6400). These products should be marked with a green band, stripe or sticker to allow compostable identification by the compostables collector and processor.

These products are described at [SFEnvironment.org/foodservice](https://www.sfenvironment.org/foodservice) or call (415) 355-3700 to request product list.

Recyclable products include:

- Aluminum foil or trays and   and  plastic containers and lids.

Where can alternative food service ware products be purchased?

Ask your current supplier about products that meet the City's new requirements. Suppliers for compostable and recyclable products can be found at [SFEnvironment.org/foodservice](https://www.sfenvironment.org/foodservice) or call (415) 355-3700 to request list of suppliers.

What can you do to reduce food service ware waste?

- Allow and encourage customers to bring their own mugs or reusable to-go containers for take-out use and offer a discount when customers bring their own food service ware.
- Charge customers a fee to cover any additional costs for disposable take-out containers.
- Use reusable service ware instead of disposable ones for eat-in customers.

For more information please visit [SFEnvironment.org](https://www.sfenvironment.org) or call (415) 355-3700, or City's Customer Service 3-1-1

SFEnvironment Our home. Our city. Our planet. SF Environment is a department of the City and County of San Francisco.

Distributors of Compostable or Recyclable Food Ware



SF Environment

Our home. Our city. Our planet.
 SFEnvironment.org • (415) 355-3700
 A Department of the City and County of San Francisco

Distributors	Contact & Phone	Email	Website	hinged, clamshell or lidded deli to go containers	Folded to-go container boxes	hot cups / lids	cold cups & lids	cutlery	plates	bowls	straws	trays, pie shells	bags
Access Group	Chris Matson (510) 567-1000	CMatson@accessgroupnca.com	http://naturesplastic.wilkinsonindustries.com/	PLA			PLA		F,P	F,P		A,PLA	YES
American Paper & Plastic Inc	Larry Morris (877) 255-7198 (626) 444-0000	larry@appinc.com , info@appinc.com	www.appinc.com	A, PLA		P, EP	PLA	C	P,F	P, F	C	A, P	YES
Arrow Tableware	Carpio Lee (650)871-8226	carpiolee@arrowtableware.com	www.arrowtableware.com	F		F	F		F	F		F	
Biodegradable FoodService	Kevin Duffy (541) 593-2191 (503)810-5707	kevinD@bdfs.net	www.bdfs.net	F, PLA		P,F, PO, FA	PLA, BA	PO, BA	F, BA	F, BA		F, PO, BA	YES
BiRite	Robert Durkin 415-656-0187 x331	durnkin@BiRite.com	www.BiRite.com	P, PLA	P	P	PLA		P	P			
Cash & Carry	Mario Gavidia (415) 836-9296	cc570@smartandfinal.com	http://www.smartandfinal.com/	P, PLA	P	P			P	P		P	
Cereplast	Michael Muchin (310) 676-5000	mmuchin@cereplast.com	www.cereplast.com	C			C	PLA	C	C			
Costco	Shirley P. Cen (415) 626-4388	w144mbr@costco.com	www.costco.com	P	P	P	P		P	P			
Eco-Products	Luke Vernon (303) 449-1876	lvernon@ecoproducts.com	biodegradablestore.com	PLA, F		P, EP	PLA	PO, C	P, F,	F		F, P	YES
Excellent Packaging and Supply	Allen King (800) 317-2737	allen@excellentpackaging.com	www.excellentpackaging.com	PLA, F, P	P	F, EP	PLA	PO	F	F, EP	PLA	F	YES
Huhtamaki	Sally Chouprov (650) 344-3605	sally.chouprov@us.huhtamaki.com	www.us.huhtamaki.com	P	P	P	P		P	P		P	
Genpak	Michael Muchin (310) 676-5000	mmuchin@cereplast.com	harvestcollection.genpak.com/products.cfm	C			C		C	C			
Goodwill Fair Trading Co.	Kin Lao (415)203-7323	felisbertolao_112@hotmail.com	www.goodwillfairtrading.com	PP	P	P							YES
Green Earth Office Supply	Andrea Wilson (800) 327-8449	andrea@greenearthofficesupply.com	greenearthofficesupply.stores.yahoo.net/furniture.html	P, F, PLA	P,	F, EP	PLA	PO, C	P, F	F	PLA	F, PLA,	YES

EP= PLA lined paper cup (Econtainer), P=Paper, PLA=clear corn based plastic, C= opaque plant based plastic, F=Molded Fiber (Bagasse and plant based fibers), BA= bamboo, PO=potato based plastic, A= Aluminum, PP = #5 plastic /Polypropylene
 Updated 10/16/2007

Distributors	Contact & Phone	Email	Website	<i>hinged, clamshell or lidded deli to go containers</i>	<i>Folded to-go container boxes</i>	<i>hot cups / lids</i>	<i>cold cups & lids</i>	<i>cutlery</i>	<i>plates</i>	<i>bowls</i>	<i>straws</i>	<i>trays</i>	<i>bags</i>
Green is Green, Inc	Anders (415) 215-8553	anders@greenisgreeninc.com	http://www.greenisgreeninc.com/GiG-product%20list.pdf	F, PLA		F	PLA	PO	F	F	C	F	YES
Maple Trade Corporation	Sam Ha (650) 296-8998	sales@mapletradecorp.com	www.mapletradecorp.com	PP									
New Asia Food	David Cheng (510) 887-7112	dc@asiafoodus.com		P	P	P							
Pactiv	Todd Lowman (208) 887-9313	tlowman@pactiv.com	www.pactiv.com	PP						PP		A, P, PP	
Pan Pacific Export & Import	Ali Akbar (510) 582-4893 (510) 582-4817	ali710412@aol.com	www.waterfromfiji.com (click Protect the Earth)	F			F		F	F		F	
Prime Link Solutions	Alan Ko (650) 375-1398	alan@primelinksolution.com		F					F	F		F	
PPT Brothers	Raymond Tam (415) 430-7030	tpm48@hotmail.com		PP									
Rainbow Grocery	Laura Kemp (415) 863-0620		rainbowgrocery.org				F	C	F	F			YES
Restaurant Depot	(415) 920-2888	manager.045@jetrord.com	www.restaurantdepot.com	P, PLA	P	P	P		P	P			
S.F. Supply Master	(415) 642-0700	shah@sfsupplymaster.com		P	P	P, EP	PLA		P, F	P, F		P	
Simply Biodegradable	Brad Price (509)764-0233 (509)910-1430	brad@simplybiodegradable.com	www.simplybiodegradable.com	F, PLA		F	PLA	C	F	F		F	YES
Smart and Final	(800) 894-0511		http://www.smartandfinal.com	PLA		P	PLA		P, PO				
Sysco Food Services	Jeremy Jacobs (510) 226.3425	Jacobs.Jeremy@sfo.sysco.com	http://www.sysco.com/	C, P, PLA	P	P, EP, F	P, PLA	P, C, PO	P, F	P, F	PLA	P, F	YES
Three Bridges Trading	(415) 609-7362	ThreeBridgesTrading@gmail.com		F					F	F		F	
US Foodservice	Michael J. Cala John Herrera (925) 606-3585	michael.cala@usfood.com john.herrera@usfood.com	www.usfoodservice.com	C, F		EP	C	C	F	F			YES
WorldCentric Store	(650) 283-3797	bio@worldcentric.org	www.worldcentric.org/store	F, PLA		F	PLA	PO	F	F	YES	F	YES

References to any commercial business, organization, or product does not constitute nor imply endorsement. Please note that some vendors may carry non-compliant products in addition to those approved and listed above.

EP= PLA lined paper cup (Econtainer), P=Paper, PLA=clear corn based plastic, C= opaque plant based plastic, F=Molded Fiber (Bagasse and plant based fibers), BA= bamboo, PO=potato based plastic, A= Aluminum, PP = #5 plastic /Polypropylene

Updated 10/16/2007

Appendix 4

BAG OPTIONS

Paper and compostable bag options, including costs

RECYCLABLE OR COMPOSTABLE SHOPPING BAG OPTIONS

A sampling of a few of the paper or biodegradable bag options that CUESA staff and Ferry Plaza Farmers Market sellers are considering for use in lieu of plastic shopping bags. Prices are as of September, 2008, and will vary depending on the quantities ordered.

PAPER BAGS

Description	Dimensions	Case Pack	Case Price	Unit Price	Supplier
4 lb Brown Grocery Bag	5 x 3.1 x 9.75	500	\$11.55	\$0.02	Excellent Packaging & Supply, Richmond CA
8 lb Brown Grocery Bag	8.1 x 4 x 12.35	500	\$15.71	\$0.03	Excellent Packaging & Supply, Richmond CA
12 lb Brown Grocery Bag	7 x 4 x 13	500	\$20.98	\$0.04	Excellent Packaging & Supply, Richmond CA
Kraft Grocery Bag	8.25 x 6.1 x 14	500	\$27.30	\$0.05	Excellent Packaging & Supply, Richmond CA
Handle Grocery Bag	12 x 7 x 17	300	\$58.22	\$0.19	Excellent Packaging & Supply, Richmond CA
Handle Grocery Bag	12 x 7 x 14	300	\$52.39	\$0.17	Excellent Packaging & Supply, Richmond CA
7 lb Home Toter Bag	6.75 x 4.75 x 8.5	1000	\$84.15	\$0.08	Package Containers, Inc, Canby OR
10 lb Home Toter Bag	7.75 x 4.75 x 10	1000	\$107.85	\$0.10	Package Containers, Inc, Canby OR

Note: Brown bags have minimum of 40% recycled material

BIODEGRADABLE BAGS

Description	Dimensions	Bags/case	Cases/pallet	Unit Price	Supplier
T-shirt Handle Bag	16.1 x 18, 0.8ml thick	400	126	\$0.10	BioBag USA, Palm Harbour FL
Tear-off Roll Shopping Bag	17 x 11.25, 0.8 ml thick	NA	NA	\$0.06	BioBag USA, Palm Harbour FL
Griphole Bag	9.8 x 13.4, 0.91 ml thick	1000	68	\$0.06	BioBag USA, Palm Harbour FL

* This is a prototype, exact price and case/pallet info available late 2008

Appendix 5

REUSABLE BAG OPTIONS

Reusable bag options, including costs

REUSABLE BAG COMPARISON

Prices as of January, 2008

Supplier	Contact	Bag type	Bag Dimensions (in.)	Price/bag	Details
Green Bags	www.greenbags.com	NWPP Standard	13.5 x 12.5 x 8.5	\$0.79	NWPP: non-woven polypropylene Up to 80% recycled materials Made in China under fair labor policies
Green-Kits	www.green-kits.com	Junior totes	14 x 16 x 4, 20" handle	\$1.39	Natural cotton canvas Cotton grown in and bags made in India
Enviro-Tote	www.enviro-tote.com	Grocery tote	17 x 13.5 x 4, 28" handle	\$1.99	NWPP: non-woven polypropylene Place of manufacture unknown
Enviro-Tote	www.enviro-tote.com	Grocery bag	18 x 15 x 7, 25" handle	\$3.03	Natural cotton canvas Source of cotton and place of manufacture unknown
Bag 4 You	www.bags4you.com	Custom	16 x 14 x 5, 22" handles	\$2.70	Muslin sheeting Unknown sourcing and place of manufacture
Bag 4 You	www.bags4you.com	Grocer tote	15 x 13 x 4	\$3.20	Unbleached natural cotton canvas Organic cotton version available Made in India
Bag 4 You	www.bags4you.com	Global Grocer	18 x 16 x 7	\$3.80	Unbleached natural cotton canvas Made in India
Chico Bags	www.chicobag.com	Expandable bag	16 x 18 open/3 x 4 stuffed	\$2.80	Synthetic Made in China under fair labor policies
Western Textile	www.bagmakers.com	Fashion tote	18 x 15 x 5, 23" handle	\$2.85	Recycled cotton or certified organic cotton options Made in San Francisco; source of cotton unknown
Western Textile	www.bagmakers.com	Grocery tote	16.5 x 17 x 6, 23" handle	\$2.95	Recycled cotton or certified organic cotton options Made in San Francisco; source of cotton unknown
The Cloth Bag Co.	www.clothbag.com	Std Cotton Bag	12 x 16 x 6	\$3.75	Unbleached cotton, source unkown Made in Georgia
Eco Bags	www.ecobags.com	CAN-501	19 x 15.5 x 5, 22" handle	\$3.00	Natural cotton, source unknown Made in India under fair labor practices

Appendix 6

LAUNCH SCHEDULE & PROMOTIONS

Schedule of Activities for the Kickoff Celebration, plus the press release and CUESA e-letter articles used to promote the launch of the Waste Wise Farmers Market program

Waste Wise Farmers Market KICKOFF CELEBRATION Schedule of Activities

Tuesday, April 22, 2008

10:00 am – 2:00 pm

New Waste Wise Stations - Compost and recycle to your heart's content at our new Waste Wise stations. Volunteers will be on hand to help you determine what's compostable or recyclable (most things), and what's waste (surprisingly little!).

Reusable bag giveaway - If you're a local shopper, come to the South Side of Ferry Building for a free reusable tote bag. Bay Area residents only; shoppers may be asked to show ID to determine eligibility.

Waste Wise educational display - Learn more about what happens to food scraps when they go in the trash versus when they get composted. Touch compost created by San Francisco's food scraps. Learn how to discern compostable from non-compostable food service ware.

Reclaim Game - Test your recycling and composting knowledge with this fun interactive game.

Information tables - The San Francisco Department of the Environment will have a special table in the market to provide information and answer questions about the Fantastic 3 program (compost, recycling and waste). Golden Gate Disposal/Sunset Scavenger (under the auspices of Norcal Waste Systems) will have a special table in the market to provide assistance and information for those interested in adding to or changing their recycling and composting service. The Maker Faire folks will have a special table in the market showcasing local crafts people making things with recycled and reclaimed materials and other green projects.

12:30 pm

Bag Parade - Bring your own reusable bag and show it off in the Bag Parade. Participants should meet at the North Corner of the arcade at 12:15 pm.

Saturday, April 26, 2008

8:00 am – 2:00 pm

New Waste Wise stations - Compost and recycle to your heart's content at our new Waste Wise stations. Volunteers will be on hand to help you determine what's compostable or recyclable (most things), and what's waste (surprisingly little!).

Reusable bag giveaway - If you're a local shopper, come to the South Side of Ferry Building for a free reusable tote bag. Bay Area residents only; shoppers may be asked to show ID to determine eligibility.

Waste Wise educational display - Learn more about what happens to food scraps when they go in the trash versus when they get composted. Touch compost created by San Francisco's food scraps. Learn how to discern compostable from non-compostable food service ware.

Reclaim Game - Test your recycling and composting knowledge with this fun interactive game.

Information tables - The San Francisco Department of the Environment will have a special table in the market to provide information and answer questions about the Fantastic 3 program (compost, recycling & waste). Golden Gate Disposal / Sunset Scavenger will have a special table in the market to provide assistance and information for those interested in adding to or changing their recycling and composting service. The Maker Faire will have a special table in the market showcasing local crafts people making things with recycled and reclaimed materials and other green projects.

9:00 am – 1:00 pm

***The Story of Stuff* film screening** - Every hour on the hour, the 20-minute film “The Story of Stuff” will be shown in the Port Commission Hearing Room, second floor of the Ferry Building. Don't miss this fast-paced, fact-filled look at our consumption and production patterns.

9:30 am – 12:30 pm

Recycled art display - In the Port Commission Hearing Room, Trash Mash-Up, a community youth art project, will display some of their “Maskostumes,” which are original pageant masks and costumes inspired by traditions from around the world and made using disposable materials collected before they enter the waste stream. Norcal Waste Systems will have a recycled art slide show from their Artist in Residence Program at SF Recycling & Disposal, Inc.

10:15 am – 11:00 am

Meet the waste-wise sellers - Learn about some of the innovative waste-wise practices of Ferry Plaza Farmers Market sellers! Nigel Walker uses compost generated by the city of San Francisco at his Eatwell Farm in Dixon. Benoit de Korsak of Saint Benoit Yogurt uses returnable, reusable packaging for his yogurt. Sebastian Bariani of Bariani Olive Oil reuses pastes left over from pressing his olives to generate heat in his custom oven. Todd Champagne of Happy Girl Kitchens prevents waste through pickling and preserving.

11:00 am – 12: 45pm

Waste-wise cooking demonstration - Enjoy two cooking demonstrations in CUESA's teaching kitchen, outside under the arcades north of the Ferry Building's clock tower. For the first hour, Craig Stoll of Delfina will be using ingredients purchased that morning at the Ferry Plaza Farmers Market. At 11:45 am Aaron French of the Sunny Side Café' will focus on waste reduction techniques in the kitchen.

12:30 pm

Bag Parade- Bring your own bag and show it off in the Bag Parade. Participants should meet in the North Arcade near Taylor's Refresher at 12:15 pm. Trash Mash-Up will liven up the parade with fun costumes and noise makers made from reclaimed materials.



One Ferry Building, Ste 50
San Francisco, CA 94111
tel (415) 291-3276
fax (415) 291-3275
www.cuesa.org

Contact: Christine Farren
Tel: (415) 291-3276 x 103
Cell: (415) 279-6948
Email: christine@cuesa.org

FOR IMMEDIATE RELEASE

Ferry Plaza Farmers Market Launches Waste Reduction Initiative Waste Wise stations • Plastic bag reduction campaign • Education displays

Board of Directors

President

Janet Griggs

Vice Presidents

Peggy Knickerbocker
Karen Cook

Secretary

Ted Loewen

Treasurer

Kathy Yang

William Crepps

John Dickman

John Field

Bonnie Fisher

Desmond Jolly

Thomas McNamee

Mary Powell

Stephen Revetria

Susan Walter

Warren Weber

Peter Wilson

Advisory Committee

Fitzgerald Kelly

Beverly Mills

Lawrie Mott

Michael Pollan

Sean Swezey

Patricia Unterman

Alice Waters

Marie Zeller

Executive Director

Dave Stockdale

San Francisco, CA (March 18, 2008)

The Ferry Plaza Farmers Market will turn a brighter shade of green this Earth Day with a comprehensive waste reduction program and education campaign, featuring custom-made Waste Wise stations, informational displays, and a goal to phase out the use of plastic bags in the farmers' market in 2009. At the markets on Tuesday, April 22, and Saturday, April 26, the nonprofit Center for Urban Education about Sustainable Agriculture (CUESA), which operates the farmers' market, will roll out new Waste Wise stations made of side-by-side collection bins for compost, recycling, and trash. Launch day festivities include a give-away of 10,000 reusable bags, sponsored by Google, a screening of the fun and fact-filled film about our consumption and production patterns entitled *The Story of Stuff*, a cooking demonstration, a reusable bag parade, recycled art exhibits and more! See the attached document or go to www.cuesa.org for the times and locations. All members of the media are invited to attend the two launch days, and special tours and interviews can be conducted upon request.

On a typical summer Saturday last year, more than one hundred 45-gallon garbage bags destined for the landfill were loaded with food scraps, plastic water bottles, to-go coffee cups, paper plates, soda cans, packaging and other discarded items, 90% of which could have been recycled or composted. When compostable food scraps 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.

The Ferry Plaza Farmers Market's new Waste Wise stations will be staffed by volunteer monitors to help shoppers put their materials in the correct bin, so that food scraps and papers can become nourishing compost, plastics and metals can be recycled, and far less material will be wasted.

An estimated 70 tons of compostable materials will be diverted from the landfill on an annual basis due to this innovative program. An educational display at the farmers' market will provide additional information about how to be a waste-wise shopper, explaining what happens to food scraps when they go in the trash versus when they get composted. CUESA is also working with market sellers to encourage reusable or sustainable packaging alternatives. A Waste Wise manual will be created to share with other farmers' markets that are interested in adopting similar practices. Funding for the program was provided by the Richard and Rhoda Goldman Fund.

“Changing the way we handle waste at the farmers' market demonstrates our commitment to sound ecological practices,” says Dave Stockdale, CUESA's Executive Director. “We believe education is essential in transforming the consumer habits of our shoppers, so along with infrastructure changes, we are planning ongoing educational programs. We are proud to contribute to a healthier planet by bringing delicious, locally grown food to the residents of the San Francisco Bay Area, and it is time to move the market one step further in its level of sustainability.”

#####

CUESA is a tax-exempt 501(c)(3) public benefit corporation organization dedicated to promoting a sustainable food system through the operation of the Ferry Plaza Farmers Market and its educational programs.

Creating a Waste Wise Market

(Article first published in CUESA's March 18, 2008, e-letter)

The Ferry Plaza Farmers Market generates community, delicious food, and an enormous amount of waste. On Saturdays during the height of market season, more than one hundred 45-gallon garbage bags are filled with food scraps, plastic water bottles, coffee cups, paper plates, packaging, soda cans and other discarded things, all of which eventually end up in the landfill. And that's just at the market; it doesn't include packaging and plastic bags. Over the course of the year, our sellers distribute over 1,100,000 plastic bags, most of which are not ultimately reused or recycled.

The creation of this much rubbish, and the dumping of perfectly good recyclable resources in the landfill, is antithetical to our mission of promoting a sustainable food system. Over the years, we've attempted to implement recycling programs and have found that our debris dilemma can't be tackled simply by putting out bins and signage. We need a comprehensive plan that includes infrastructure, market-wide support, staffing, and education. With a grant from the Richard & Rhoda Goldman Fund, and in-kind donations from Norcal Waste Systems and Golden Gate Disposal, we've been working since January to devise a waste-reduction strategy that will significantly lessen the ecological impact of the Ferry Plaza Farmers Market. We are kicking off our new Waste Wise Market initiative on April 22 and 26, to coincide with Earth Day.

Our first Waste Wise Market goal is to properly sort all of the materials discarded at the Ferry Plaza Farmers Market. This means that everything that's recyclable gets recycled, everything that's compostable gets composted, and everything that's waste gets wasted. Second, we plan to reduce the amount of waste generated at the market, including gradually reducing the number of plastic bags distributed by our sellers and encouraging compostable and recyclable packaging. We also hope to increase our shoppers' reuse, recycling, and composting of food packaging and scraps at home, and we aim to inspire visitors from other parts of the country and the world to take these waste-wise values home with them. Beyond 2008, we'll create new Waste Wise goals annually, seeking eventually to phase out plastic bags entirely, and ultimately eliminate waste altogether.

To reach our goals, the actions and commitment of our market shoppers are essential. We are counting on you to take the time to reduce waste by remembering to bring your own bags, containers, and coffee cups; we also need you to correctly sort your discards at the market and in your home. It is our job to make this as easy and fun as possible. In the coming weeks, e-letter readers can look for extensive information about composting, recycling, and conservation, including tips, resources, and more. At the Ferry Plaza Farmers Market, expect to see trials of our new three-bin collection system in the weeks preceding the launch. On April 22 and 26, get ready for a huge Waste Wise celebration, including a reusable bag parade, free reusable bag giveaways, an educational display, new Waste Wise stations, film screenings, a recycled art exhibit, cooking demonstrations, and more!

It will take considerable effort to implement and sustain this initiative, and we will need the help of a whole lot of volunteers. We have learned from event managers, and the small handful of other markets around the nation that have implemented similar programs, that each Waste Wise station will require a monitor. Monitors ensure that shoppers sort their materials into the right bin. Otherwise, contamination occurs, which can mean that a whole bin of recycling or compost has to go to the landfill. Our large market footprint necessitates as many as seven stations on a busy Saturday, and each will need a volunteer monitor at all times. That's a lot people-power! We are currently recruiting volunteers to become Waste Wise monitors.

Help us Become Wiser about Waste

(Article first published in CUESA's April 18, 2008, e-letter)

Our Waste Wise Initiative launch is just a few days away! Starting on Earth Day, April 22, we will be rolling out new Waste Wise collection stations at the market, each with three bins: a green bin for compost, a blue bin for recycling and a black bin for waste. The bin for compost is twice as large as the other two bins, because 90% of what is thrown away at the market is food scraps and biodegradable food service products, which go in the green bin to be recycled into compost.

Waste Wise stations will be located throughout the Tuesday and Saturday farmers' markets and will be easy to spot with their tall, rounded banners in blue, green and black (like the image to the left). This signage and a team of trained volunteers will help shoppers put their materials in the correct bin.

Preventing contamination of the compost and recycling bins is crucial to the success of our Waste Wise initiative. If our compost bin has too many cup lids, straws, or plastics in it, the materials will go to the landfill instead of becoming compost. If the recycle bin has too many food scraps or plastic wrap, the entire bin of recycling will be wasted. The success of our program lies in the hands of our shoppers, as we do not have the staff or the time to sort everything after the market closes.

In addition to the new stations, Waste Wise Celebrations on Tuesday, April 22, and Saturday, April 26, will include an array of fun activities about recycling and conserving resources. At the Saturday celebration, we will share a slide show of art created from San Francisco's refuse by the Norcal Artist In Residence program, as well as *The Story of Stuff*, a short film that highlights the full cycle of materials from extraction to manufacturing to disposal and everything in between. The Trash Mash-up group will also display costumes made from recycled art.

Do you have a favorite reusable bag you would like to show off? Join our Reusable Bag Parade scheduled at 12:30 pm both Tuesday and Saturday. Do you need a reusable bag? Pick up one either Tuesday or Saturday, when we give 10,000 tote bags, like the one pictured to the left, away to local shoppers to help reduce the need for plastic bags at our market (ID may be required).

Learn more about how you can reduce waste in your home or office! The San Francisco Department of the Environment, Sunset Scavenger and Golden Gate Disposal representatives will be available on Tuesday and Saturday to provide information and resources, including how to reduce your junk mail. Food and Water Watch will share information about their bottled water reduction campaign (Tuesday only), and the Maker Faire will show off crafts made from previously wasted materials.

You can test your knowledge of recycling and composting practices at our Reclaim Game and at our Educational Display, which will also include real compost made from San Francisco food scraps! Plus, we will feature cooking demonstrations on Saturday to help you reduce wasted food at home, and give you a chance to meet some of our waste-wise sellers. You can even recycle your old batteries and cell phones during the launch.

Other Kick-Off Event Participating Groups:

<http://www.sfrecycling.com/AIR/index.php?t=d>
<http://www.foodandwaterwatch.org/>
<http://www.sfenvironment.org/>

<http://trashmashup.googlepages.com/>
<http://www.makerfaire.com/>
<http://www.sfrecycling.com/>

Funding for the coordination, infrastructure and launch of our Waste Wise initiative was provided by the Richard and Rhoda Goldman fund. Special thanks to Janice Sitton of Good Green Graces for her assistance in helping us create a less wasteful and more resourceful farmers' market.