

Zero Waste Success!



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Taste of the Eastside

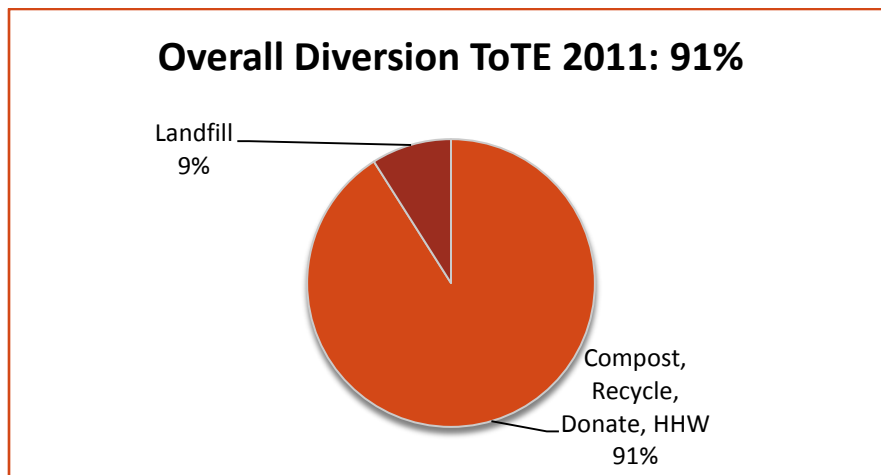
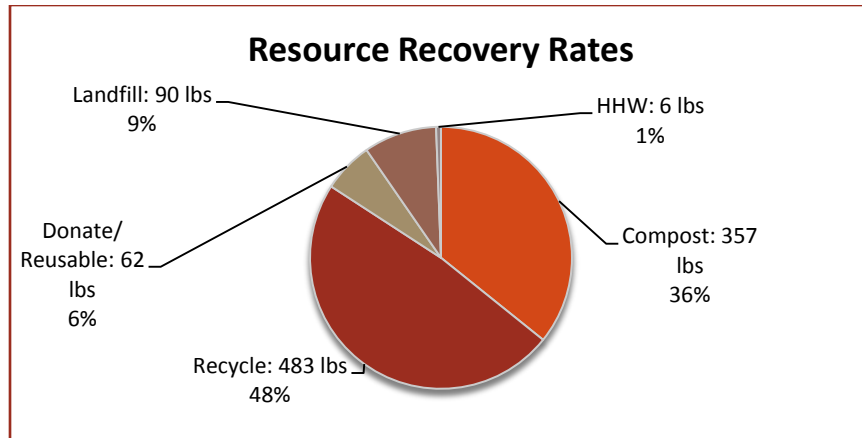
First Annual Taste of the Eastside – May 2011

Los Angeles is a city known for pollution, traffic, and waste problems, so when you have a first-year food festival that's trying to be community-friendly by promoting eating and buying locally, it's only natural to think they would want to be kind to the already-suffering LA environment as well. In an important step toward that goal, Taste of the Eastside has partnered with Sustain LA, a local organization founded by Leslie VanKeuren Campbell whose enthusiasm for sustainability has lead food service establishments on the path toward environmental stewardship, economic stability, and social equity.

Through this partnership, Taste of the Eastside and Sustain LA worked hard to divert festival discards from landfill as well as educate people about resource recovery, a method of collection and separation that allows “waste” to become another use or product- instead of being buried or burned. To this end, Sustain LA crafted a collaborative Zero Waste plan with Taste of the Eastside organizers to manage the materials present at the festival and maximize diversion.

2011 Results

- Following the EPA's food recovery hierarchy, over sixty pounds of food and beverage leftovers were donated to local missions and schools.
- Vendor support ensured that ToTE was a Styrofoam and single-use plastic bag free event.
- Paper food trays were utilized to reduce plastic consumption, and attendees were encouraged to reuse their sporks.
- A complimentary water station eliminated the consumption of approx. 250 plastic water bottles.
- Clearly-marked bins provided attendees the choice between the appropriate recycle, compost, or trash (landfill) option when discarding items.
- An on-site team educated attendees as they chose recycle, compost or landfill.
- The on-site team also sorted through discard streams after the event to eliminate contamination and increase diversion potential.
- All discards were weighed and documented (see charts below) resulting in an overall **91% diversion** from landfill and incineration.



Recommendations for 2012

- Increase diversion rate to 95% or higher
- Implementation of reusable utensils and/or plates
- Encourage attendees to bring their own cup and utensil
- Provide vendors with a compost bucket and a recycle bucket and clear drop-off directions
- OR increase resource recovery/ volunteer staff and provide pick-up service for all vendors
- Vendor landfill trash to be collected and hauled out by individual vendor
- If vendors are frying on-site, implement grease recovery plan
- Continue to work on water source; provide free water station and eliminate bottled water
- Increase alternative transportation presence with bike valet and Metro partnership