

Farmers Markets

An Extension of Your Recycling Program

NCSWANA Fall Conference

Wrightsville Beach

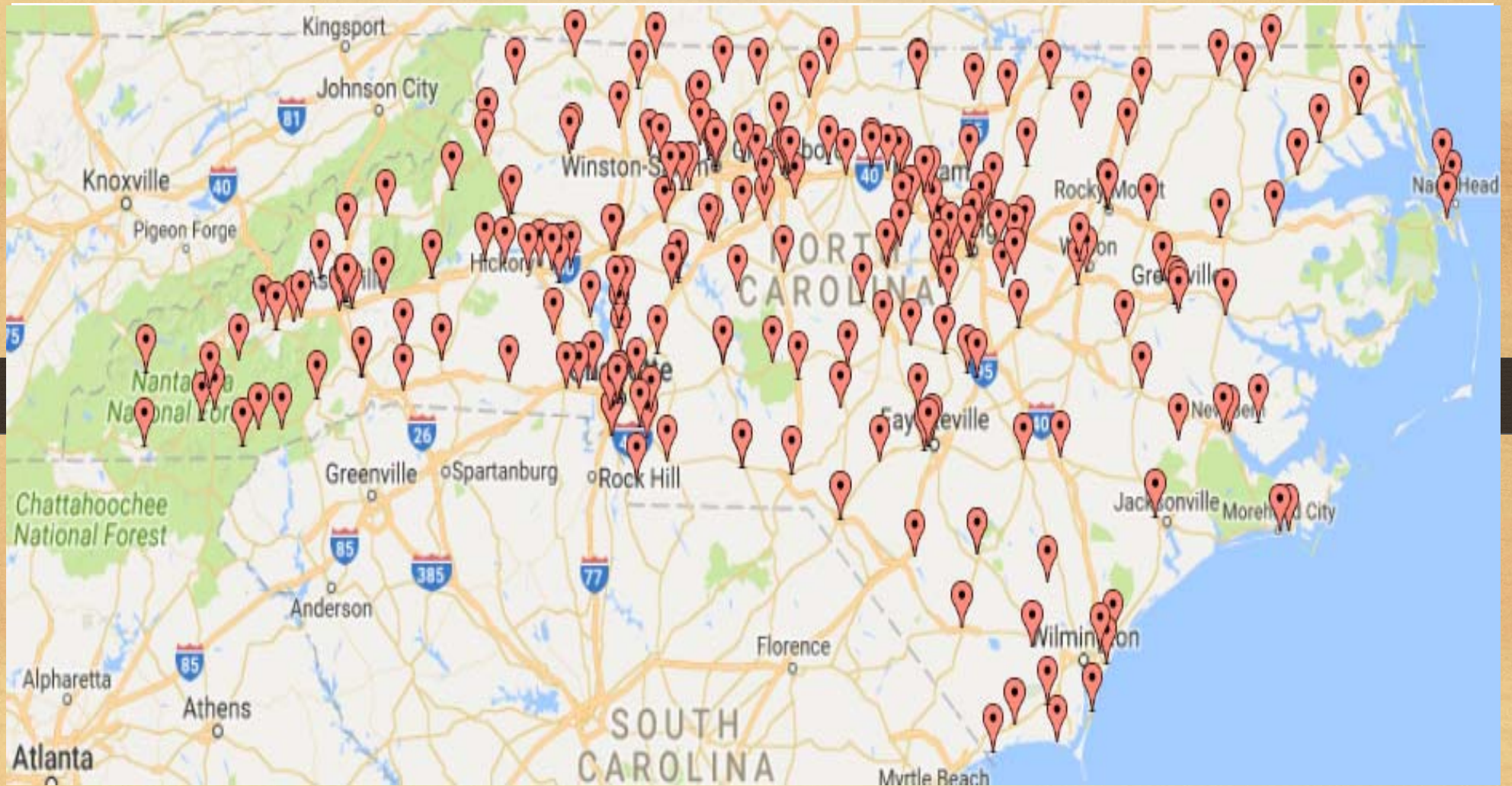
October 2016

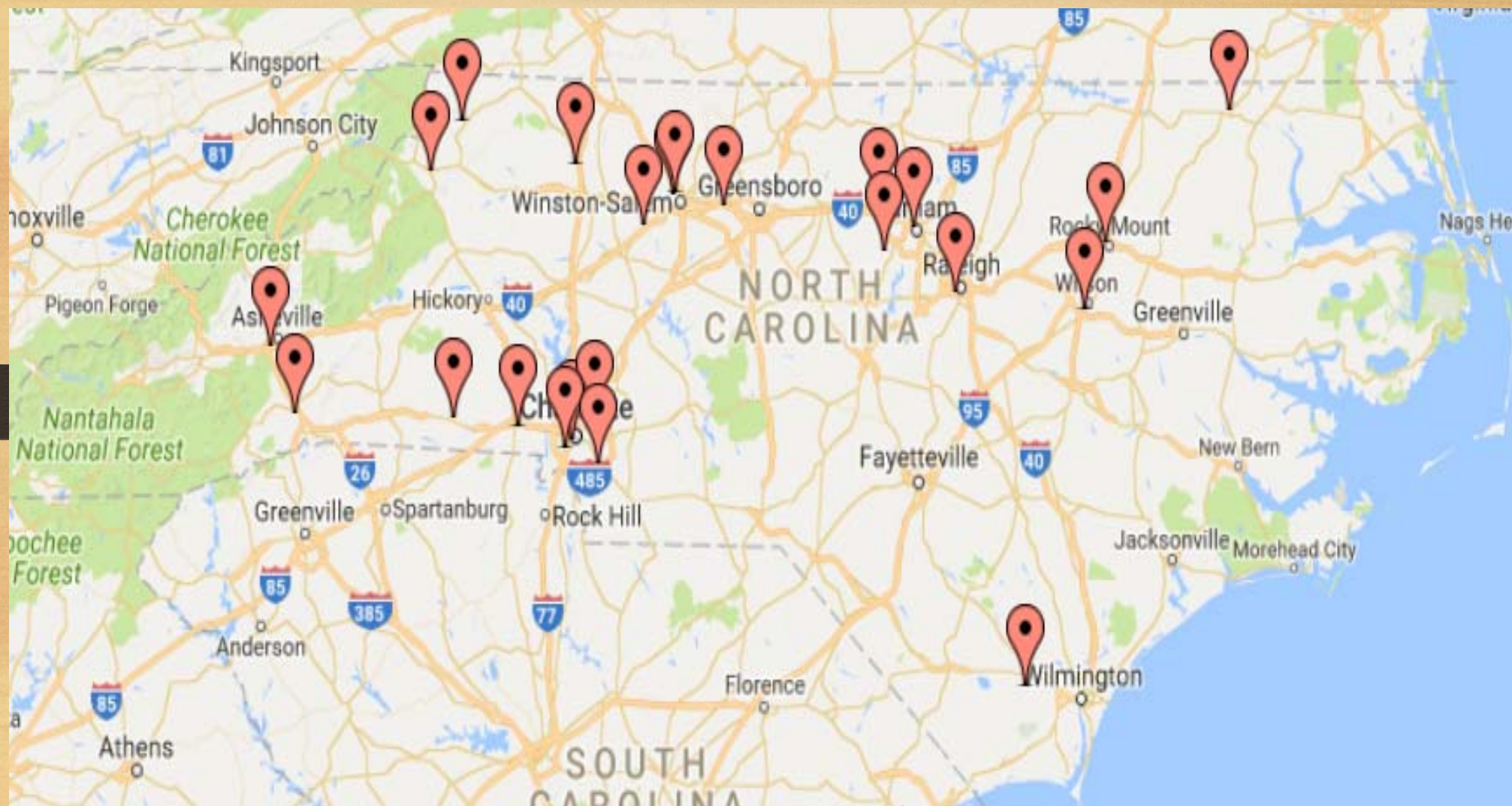
Why The Market

- First What and Where Are They
- How would they fit into my recycling program
- What should I collect there
- How should I collect it
- What is already being collected – Food Waste, Ag Plastics



- North Carolina has over 225 farmers markets
- Operations range from one day a month to 7 days a week
- Many operate just during warm months of the year
- Sales range from plants, produce and meats
- Design varies from pop-up markets with just tents and tables to permanent structures with enclosed buildings.







Why Farmers Market Recycling Matters?

- ❖ Growing part of the community
- ❖ Attendees want recycling services
- ❖ Generators of recyclable material
- ❖ Diversion from the landfill, cost savings
- ❖ Recycling is good for economy, community, environment

Away From Home Recycling Expansion

- NCDEQ has prioritized AFH recycling
 - Technical Assistance
 - \$625,000 in state grant funding for AFH projects
 - Another \$211,000 awarded for 2016-17
- Communities large and small embracing AFH
 - LG Annual Report data indicated an overall 16% increase in the number of communities with AFH recycling from 2013 to 2015.

Farmers Markets & Your Recycling Program

Like Peas & Carrots

- Pop-up markets can be used to promote your program and upcoming events
- Permanent markets are perfect location to expand some permanent recycling
- Both locations could be used for special collection events

Infrastructure & Recycling Options

Permanent Infrastructure

- OCC box
- Single Stream Roll-off
- Composting Collection
- Twinned Waste & Recycling Cans
- Special Waste

Temporary Collection

- Clear Stream Containers
- Paper Shred Events
- Pharmaceutical Events
- Electronics Collection
- Collection Vehicle

What Should You Target?

- That's easy, what is there?

Food Waste Flower Pots Pallets Buckets Bottles Cans Paper Cooking Oil



Recycling Service Styles

- Drop-off recycling
 - Easiest and least costly method
 - Can be operated by municipality or county
- Incorporate into curbside
 - Is location compatible with bin or cart based service?
 - Is location accessible to collection vehicles?
- Direct collection
 - Can be collected by municipality or through contract with private service provider
 - Many options for direct collection...



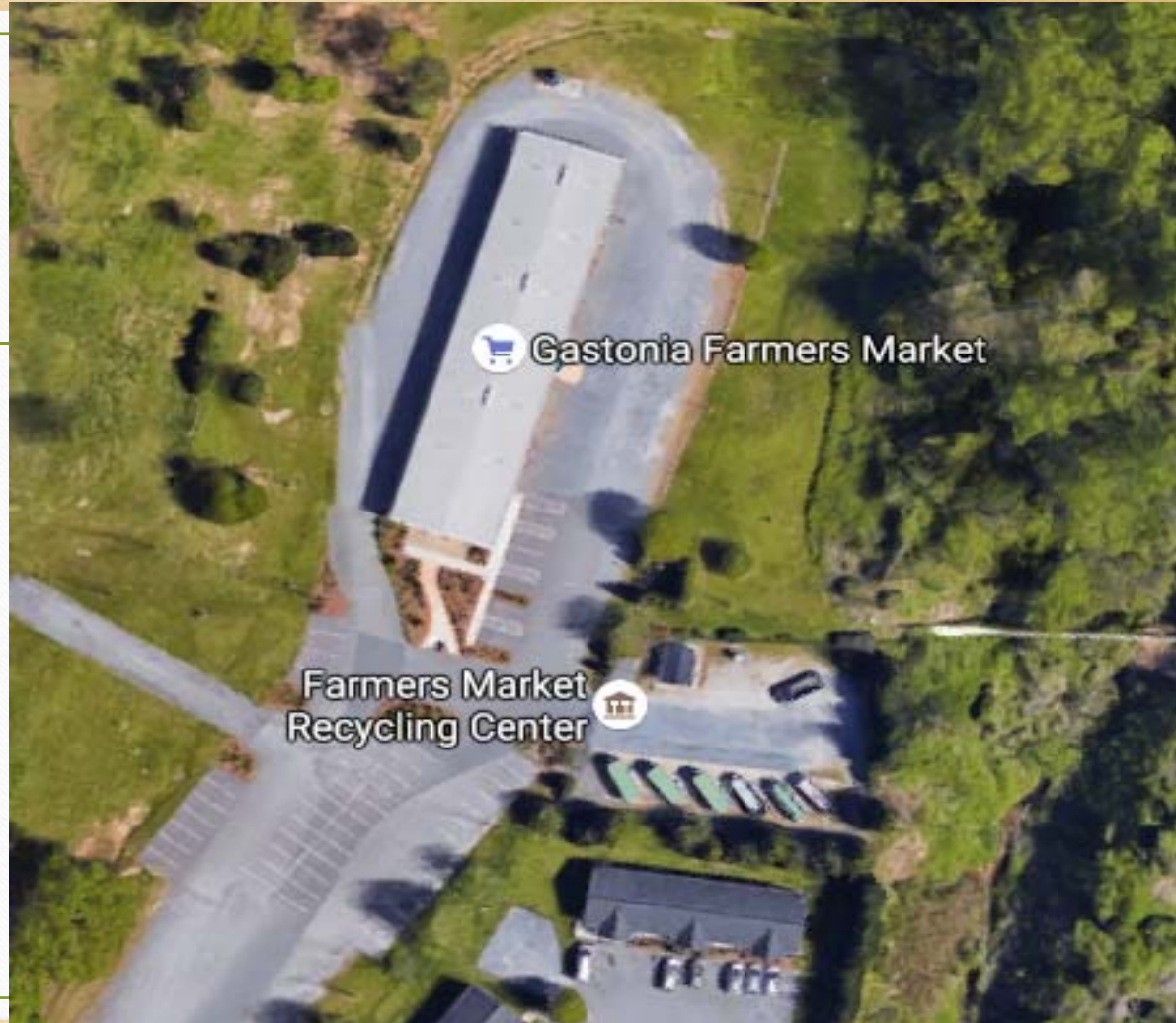
What is Already Happening at The Market

- WNC Farmers Market – Warren Wilson community College
- Gaston County – City of Gastonia
- Carrboro Farmers Market – Orange County
- State Farmers Market



Gaston County

- In service since Mid 90s
- Recycling only
- Open Monday – Saturday
- Market Open Tue, Thur, Sat
- Staffed by temp employees
- Collect 124 tons recycling



Food Collection & Recycling Factsheet

Farmers Markets can play a special role in food waste management. There are more than 225 farmers markets in the U.S. Public recycling programs can partner with farmers markets to promote the growth and recovery of difficult-to-recycle items and single-serve beverage containers purchased from vendors away from home.

Leading by Example

Farmers Markets are the perfect location for local governments and recycling companies to partner in the collection of agricultural plastics, food scraps and other recyclable materials. Here are two examples of successful farmers market collection programs targeting food scraps:



NC: Orange County, Carrboro Farmers Market Food Collection

The Carrboro Farmers Market in Orange County, N.C. formed a partnership with Orange County Solid Waste Management to offer a free food waste drop-off for local residents and Farmers Market attendees. Using a volunteer force, the county helps to educate the public about compost and monitor the collection carts. The food waste is collected after the event by Brooks Contractor, a commercial composting company in Goldston, N.C., and taken to their facility for processing. The program began June 18, 2016, as a pilot project with a food waste awareness party at which there were composting demonstrations, worm bin explorations and a food waste collection bucket giveaway to people who pledged to participate in the program. For more information about the Carrboro Farmers Market Food Waste Compost Pilot Program, visit <http://www.carrborofarmersmarket.com/compost-pilot-program/>.

VA: Charlottesville, City Market Composting Program

City of Charlottesville, Va., developed a composting station at their City Market as part of a project funded by an EPA grant and city funding. The project was established to educate for residents, capture food scraps from market establishments and education for future composting initiatives. The market established three satellite stations with bins for compost, recycling and food waste. The project is an environmental nonprofit. Data collected by the project leader and volunteers is used to inform the project to continue. The project is a repeat participation for the project to continue. The project is a repeat participation for the project to continue.

