

CCSMM: Increase Reuse & Recycling Working Group

February 27, 2024



CCSMM

CCSMM Housekeeping

- This meeting is being recorded.
- Please keep your microphones muted unless sharing information.
- Participants are encouraged to turn webcams on and actively participate during the meeting.
- Please share your questions, comments & ideas through the ZOOM Chat feature. There will also be opportunity for unmuting to ask questions or share own insight.
- Feedback can also be sent by email to: DEEP.RecyclingProgram@ct.gov

Disclaimer

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Today's Agenda

Food Waste Prevention & Food Recovery

- **Welcome and Introductory Remarks**
 - Mayor Ben Florsheim and 1st Selectwoman Denise Raap
- **Climate and Food Waste**
 - Minerva Ringland, Climate Manager, ReFED
- **Organics Legislative Update**
 - Ethan Van Ness, CT DEEP
- **Food Waste Prevention Week (April 1 – April 7, 2024)**
 - CT DEEP Staff: Sherill Baldwin, Emma MacDonald & James Fowler
- **Sustainable Materials Management (SMM) Grant Update**
 - Chelsey Hahn, CT DEEP

CCSMM Background

The **Connecticut Coalition for Sustainable Materials Management (CCSMM)** formed in August 2020 by DEEP and over 100 municipalities across the state. The Coalition members continue to explore ways to reduce the amount of waste that is generated in our state, improve reuse, recycling, organics collection, support EPR legislation, and consider other innovative solutions.

If your town hasn't joined CCSMM yet and wants to, please reach out to **Chris.Nelson@ct.gov**.

Whether your town is a member or not, stay up-to-date by joining the CCSMM email list - online via the main CCSMM (<https://portal.ct.gov/DEEP-CCSMM>) webpage or email **Sherill.Baldwin@ct.gov**.



Minerva Ringland, ReFED



ReFED

Rethink Food Waste
Through Economics and Data

Discussion/ Q & A

- Attendees can post questions in the chat box or raise hand to request to speak.

Ethan Van Ness

CT DEEP

Legislative Update



Raised Bill No. 191

- This Committee bill reflects food scrap diversion policy submitted to the Committee by DEEP
- Would designate residentially generated food scraps as an item required to be recycled
- Would require every municipality to establish a program requiring residents to separate food scraps from other solid waste by January 1, 2028
- Text of the raised bill can be found at: [2024SB-00191-Roo-SB.PDF \(ct.gov\)](#)

Discussion/ Q & A

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Food Waste Prevention Week

Sherill Baldwin, Emma MacDonald and James Fowler

FOOD WASTE *Prevention Week*

APRIL 1-7, 2024

34	00	57	23
Days	Hours	Mins	Secs



[REGISTER for 2024](#)

Food Waste
Prevention
Week



Food Waste Prevention Week Trivia!

- Go to [Kahoot.it](https://kahoot.it) in your browser to join
- Winners will receive DEEP branded merch!

What is Food Waste Prevention Week?

National effort to:

1. Educate Americans about the problem of food waste and identify solutions that prevent food waste at the source, increase food recovery and increase food waste diversion from disposal (landfills/incinerators);
2. Raise awareness of local resources available to combat food waste and food insecurity; and
3. Provide tangible actions that can make a difference at home and in the community.

<https://www.foodwastepreventionweek.com/>

Food Waste Prevention Week in Connecticut

This year, CT DEEP has signed on as a 'partner', meaning we:

1. Will promote Food Waste Prevention Week
2. Partner with local organizations to coordinate local events;
3. Encourage others to host their own events; and
4. Promote all Food Waste Prevention Week events and activities.

Food Waste Prevention Week

<https://www.foodwastepreventionweek.com/>

LEARN

- Why is reducing food waste so important?
- What Can I Do?
- Food Storage Tips
- Resources from Partners

Food Waste Prevention Week

<https://www.foodwastepreventionweek.com/>

EVENTS

- How to Host Event Resources
 - Host a Bread to Tap Event
 - Host a Restaurant Event

Food Waste Prevention Week

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Some Events in CT

April 5, 2024 – Recovered Food as a Pathway to Social Justice (working title)

Haven's Harvest, Southern CT State University and CT DEEP are coordinating a panel and chef demonstration on cooking leftovers/recovered food.

April 6, 2024 – Yet to be titled workshop

Food Rescue US and CT DEEP are coordinating a workshop that will include chef demonstration on cooking leftovers/recovered food. Workshop will be at the ReThink Waste Fair in Greenwich.

April 9, 2024 – Food Waste Solutions presentation

City of Middletown is hosting CT DEEP's presentation on "Food Waste Solutions"

Food Waste Prevention Week

Any other events in CT?

Post your event in the chat box or
raise hand to request to share about your
event.

Social Campaign



Why is social media so important for teaching concepts like food waste prevention?

*Wide reach | Engagement | Visual Impact
Cost-effectiveness | Accessibility
Real-time Updates | Influence*

Food Waste Prevention Week Toolkit

- *Target Audience Help*
- *Preparing for Launch Day*
- *Ready Made Social Calendar*
- *Advance Prep Checklist*
- *Messaging Templates*
- *Social Media Content (copy paste!)*
- *Additional Resources*

www.foodwastepreventionweek.com

Discussion/ Q & A

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Chelsey Hahn

CT DEEP

SMM Grant - UBP and Food Scrap Collection Pilot Programs

SMM Grant Program - Overview

- **7 active pilot towns** – Bethel, Guilford, Kent, Madison, Middlebury, Newtown, West Hartford
- **3 regional partners** – HRRRA, NVCOG, SCRCOG
- **3 programs have/ are transitioning to permanent programs:**
 - Middletown (transitioned to permanent in November 2023)
 - Woodbury (permanent program starts July 1, 2024)
 - Stonington (transitioning to permanent program)
- **5 towns have ended** - Ansonia, Seymour, Deep River, Meriden and West Haven

SMM Grant Program – Why this approach?

- We want to capture available food scraps from the waste stream and reduce the amount of trash disposed:
 - 41% of what CT residents throw away is organic material that can be composted, converted to energy or processed into animal feed
 - 22% of residential trash is food scraps
- UBP with Food Scrap Collection will be the biggest driver to accomplish these goals



Lessons Learned

- **Leadership**
 - If you have a champion or group of champions, greater chance at success
 - **Waste Advisory Committees are key!**
- **Participation**
- **Outreach/ Communication and Education**
- **Physical Challenges**
- **Operational Logistics**
- **Timeline**

Resident Quotes

"I feel my kitchen is more organized and it makes me feel good that I know the food scraps are being composted. "

"I love being able to easily dispose of food scraps. Didn't realize how much room this was taking up in trash. It now feels weird and uncomfortable if I'm in a place or visiting a friend where I need to put food in the trash. "

"We fully support this program. Feels good to contribute to our town's program. It's amazing how fast you get accustomed to separating the food waste from the garbage."

"We think it is a great program and wish more of our neighbors would participate"

"I am down to one bag a month."

"I convinced my neighbor to participate and she loves it!"

"I only throw away one bag a week now"

"I am paying a lot more attention to what I recycle"

"Took a few weeks to get used to but much easier than the way we did stuff before"



Resident Quotes

“We have a compost bin in our yard but I must say after only a week I think this system is easier due to what is accepted as food scraps (a lot more than we can compost in our yard), as well as the thickness of the bags, which makes for less mess overall when taking out the food scraps.”

“I hope this program is successful because to me, it is actually less work overall! With 4 kids I appreciate that more than you know!”

“We have absolutely decreased our trash by diverting food scraps from the trash. Despite initial hesitations it has been a simple program to get use to which will hopefully result in multiple benefits for our community.”



Recap: Lessons Learned

- Strong support from town officials is necessary for a successful launch and resident adoption of program
- Participation increases with educational outreach and clear instructions
- Outreach and education reduces contamination of the food scrap bags
- Residents can separate their food scraps and after trying the program they seem to like it
- These programs, while voluntary, are making a difference in the waste stream, with a non-voluntary program we would see a bigger impact in habits.

Questions
about SMM
Grant
Program?

Reach out!

Deep.RecyclingProgram@ct.gov



Discussion/ Q & A

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Close/Wrap Up



CCSMM

Thank you!

Connecticut Coalition for Sustainable Materials
Management