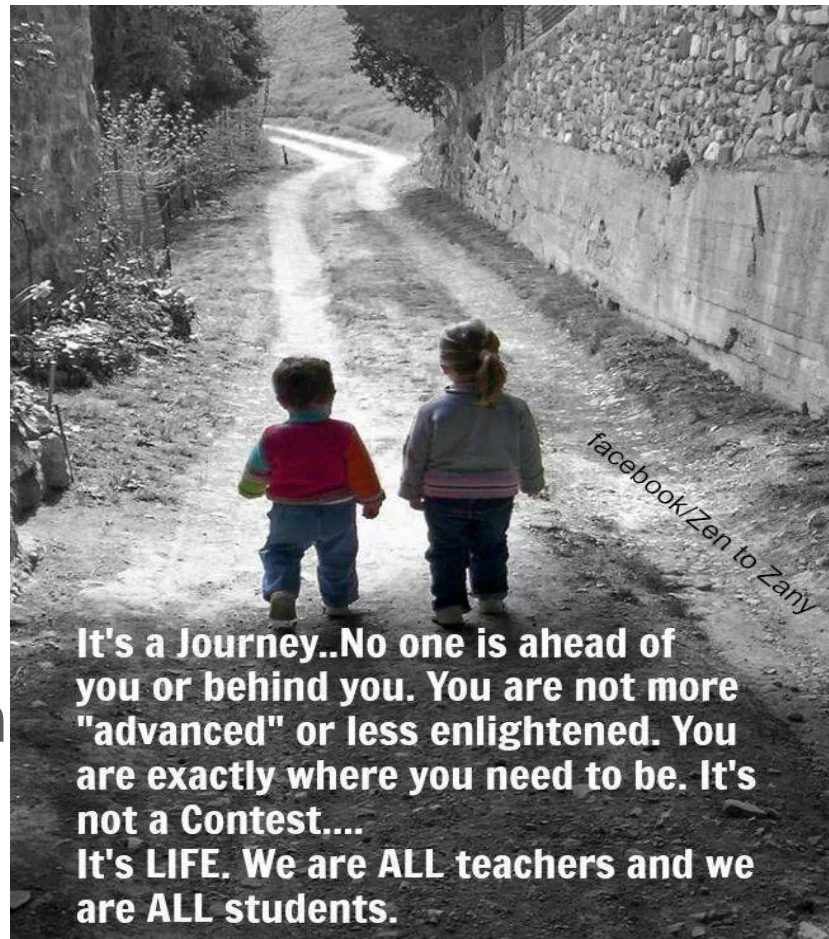


“A Zero Waste Journey” – RayDay and Afternoon in the Country

- Holly Elmore
- Ken Fraser
- Boyd Leake
- Kristen Baskin
- Doug Kunnemann



**It's a Journey..No one is ahead of you or behind you. You are not more "advanced" or less enlightened. You are exactly where you need to be. It's not a Contest....
It's LIFE. We are ALL teachers and we are ALL students.**

Elemental Impact

- **Sustainability in ACTION** – is the foundation for Ei endeavors.
- The following mantra is at the core of Ei work:
 - Ei is a creator, an incubator.
 - Ei determines what could be done that is not being done and gets it done.
 - Ei brings the possible out of impossible.
 - Ei identifies pioneers and creates heroes.
- The Ei Team is a powerful entourage of industry pioneers, leaders and experts from government, universities, institutes, non-profits, trade associations and the corporate community



Sustainable Material Action Team

- There are several strategic task forces under Elemental Impact
- As part of today's review - we note and recognize **SMAT**

Scope: To engage in material identification within Ei Pilots focused on contamination and value, leveraging the team's market insights, skill sets and knowledge of value added industry best practices.

- Team:**
- Ken Fraser | Sarah Martinez, Eco-Products
 - JD Villegas, Glasdon
 - Sarah Martell, Innovia Films
 - Rick Lombardo, Natur-Tec
 - Grant Braasch | Doug Kunnemann NatureWorks
 - Kim Charick, U.S. EPA, Region 4



Compostable F&B Packaging Educational Session

Sustainable Materials ACTION Team
An Ei task force



Education is critical for success to occur!

SMAT experience insures the following format is shared/understood:

- Market Drivers
- Introduction to Compostable Plastics
- Zero Food Waste Success Stories
- Contamination is a Mistake!

Steps To Success (Education)

- As part of educating and securing “buy-in” – an August training session was organized by Ei’s Sustainability Materials Action Team (SMAT) that discussed packaging compostability and greenwashing
- Participants included Les Dames; Restaurants; and key Ei and other contributors



- Key benefits
 - Agreed on plans for AITC and a pre-AITC event – RayDay
 - Secured universal support while also defining a food donation option



We have witnessed how educating, sharing and also “touching/seeing” are critical components in preparing a team for success!



It Starts With A Partnership, A Target

- In June 2016, Elemental Impact and the Les Dames d'Escoffier International (LDEI) Atlanta Chapter agreed to partner on a zero waste food journey
- The Target
 - The prestigious Les Dames d'Escoffier "Afternoon in the Country" (AIRC) fundraising event hosted at Serenbe.
 - Working with ideaLand – AIRC Event Producer





The RayDay and Les Dames Teams

Ken Fraser – EcoProducts

Kristen Baskin - Let Us Compost

Kim Charick - EPA

Sarah Martell - Innovia Films

Rick Lombardo – Natur-Tec

Sue Ann Morgan – IdeaLand

Boyd Leake - Community Environmental Management

Gayle Skelton - Les Dames d'Escoffier International

Holly Elmore – Elemental Impact

Doug Kunnemann – NatureWorks

Others: City of Atlanta, Mayor's Office of Sustainability;
Environmental Protection Division, Region 4 and
The Inn at Serenbe | Serenbe Community



What Is Required At Any Event

Three Key Elements

- Food & Beverage Serviceware:
 - Compostable packaging – all single-use F&B serviceware must be BPI Certified compostable;
 - Exception: Pre-packaged beverages in recyclable containers, such as bottled water.
- Education
 - Event foodservice providers must be educated on the WHY, WHAT & HOW to serve F&B in compostable packaging which may include supporting the purchase of unique serving items.
- Pre-Event and On-site Monitoring:
 - One hopes the above is completed prior to the event, but one must be prepared to visit foodservice operators upon arrival to observe any F&B serving or other items provided by the establishment that may contaminate the food waste stream.
 - Note – At some point, cut your losses and be prepared for F&B waste!

Waste Collection

Food Waste Collection (as witnessed at AITC and Ray Day):

- Waste | Recycling Bins –
 - A three-tier bin (or bins) is used:
 - 1> Food Waste, 2> Recycling, 3> Landfill
 - In the future move to two-tier system: 1> Food Waste, 2> Recycling
- Clear signage
 - The bins must be supported by clear signage designating proper disposal noting visuals are most helpful.
- Monitor attendee disposal
 - Volunteers assist attendees with disposal of items into proper bins to prevent contamination.
(Waste Ambassadors!)

Managing Waste

Food Waste Destination (as witnessed at AITC and RayDay):

- Donation
 - A plan was defined for donation of leftover food in accordance with the Good Samaritan Food Donation Act.
- Compost
 - Through “Let Us Compost” support – a plan was defined to deliver food waste (back & front-of-the-house) to a composting site operating within state food waste permit regulations.
- Animal feed – a “new hot topic”
 - When compostable packaging is mixed with food waste it is not fit for animal consumption. It’s also noted food waste generated under the same roof as meat is often not permitted for animal feed pursuant to respective State Department of Agriculture regulations due to past disease outbreaks.
- Other “Waste Management Notables” -
 - AITC was focused on REDUCING food waste generated at this event. ideaLand was COMMITTED to finding a balance between “running out of food and minimizing leftover food.”

Food Donation

- “Hat’s Off” to Holly Elmore for addressing the issue of Food Donation
- Credit to Second Helpings of Atlanta, Inc. (Myron Smith).
 - They provide a turnkey donation program including attendee education for unserved food





RayDay
October 11, 2015

RayDay

October 11th - RayDay

- Ray C. Anderson Foundation (RCAF) hosted the third annual RayDay at Serenbe
 - Over 1400 guests celebrated Ray's legacy, and enjoyed excellent cuisine served by The Food Movement (TFM) food trucks.
 - Thanks to Event Producer Sue Anne Morgan of ideaLand's, **RayDay was a zero food waste event!**
 - **Approximately 1200 pounds of food waste was source-separated for on-site composting at Serenbe.**
 - The first-time success was flawless due to collaboration by the necessary parties: RCAF, ideaLand, Serenbe, TFM and non-profit Elemental Impact (Ei).



RayDay also prepared us for AITC!

Although we earlier shared common event planning elements, RayDay presented unique challenges and outcomes

- Composting
 - Although Serenbe had composted farm waste, eggs shells and other vegetation, RayDay introduced proteins, fats and compostable packaging
 - Ei Supporter Let Us Compost (LUC) created a master composting plan.
- TFM brought their prep food waste to RayDay to ensure the event was zero food waste from start to finish.
 - Any remaining food meeting the Good Samaritan Food Donation Act was donated to Second Helpings.

- Prior to the event, Ken Fraser with Eco-Products
 - Visited TFM trucks to provide compostable packaging education.
 - Printed signage for each truck to educate guests on compostable packaging.



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**ACTION
TEAM**

We ♡ decomposition.



That's why we make a wide variety of foodservice disposables that meet ASTM standards and are BPI certified compostable.

Compostable in commercial facilities only, which may not exist in your area.

ECO PRODUCTS®

www.ecoproducts.com

Compostable



Made with 100% renewable resources.

Because these products are made from plants, they can be composted and returned to the soil to help new plants grow.

You can help make sure they fulfill their destiny by tossing them in the proper bin when you're through with them.

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One other key element – Waste Ambassadors!

- Key to RayDay zero food waste success were Waste Ambassadors.

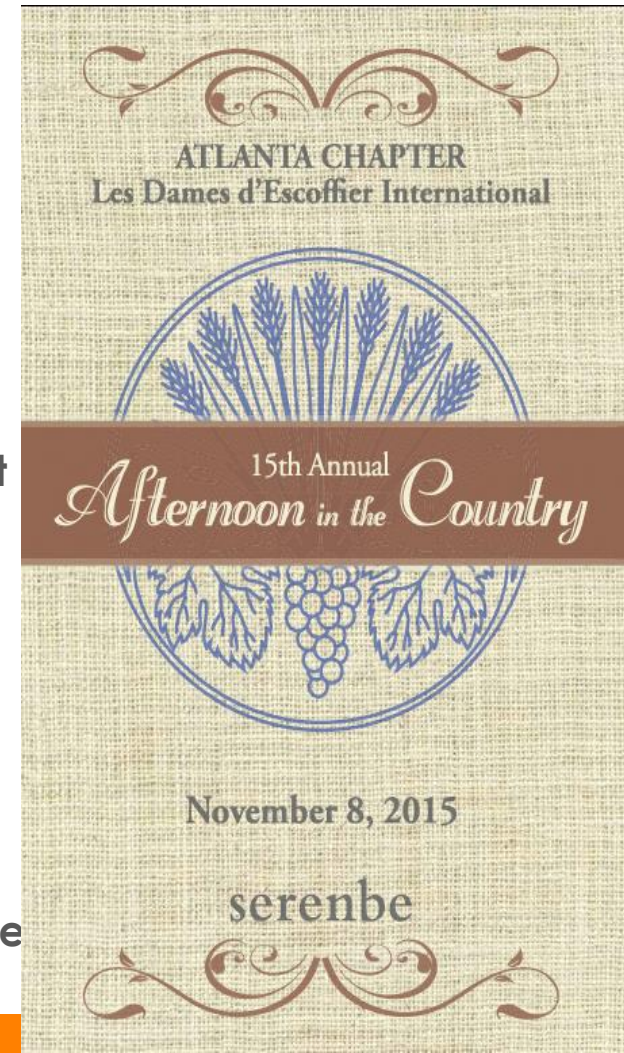


- Waste Ambassadors monitored each tri-bin waste station to assist guests with separating items for disposal - leading to minimal contamination
 - Per “Let Us Compost,” the only contamination noted was two latex gloves worn by a Waste Ambassador (*whose name will not be shared shared to protect the innocent!*).

A Sustainable Food Court Initiative – AITC!

Afternoon in the Country (AITC):

- One of Atlanta's most unforgettable food and wine tasting events,
- AITC is a fund-raising event for local non-profits and scholarships for woman in the culinary profession.
- The November 8, 2015 AITC is the 15th Anniversary event – and its first effort to pursue zero waste practices.
- Hosted at the Inn at Serenbe within the Serenbe Community, the AITC is held in an idyllic setting:
 - 1800 events guests
 - Delicious food samples served by nearly 90 prominent restaurants, hotels and caterers,
 - There is significant food waste generated noting in the past, food waste was landfill-destined.



Steps To Success At AITC (Addressing Packaging and GA. Regulations)

- LDEI commitment to use 100% BPI certified compostable food and beverage packaging at the event.

- Thanks to Ei Partner's Eco-Products and Natur-Tec® who respectively provided compostable food serviceware and bags.



- Defining how on-farm food waste composting fell within state composting regulations.

- A team effort by Community Environmental Management Owner Boyd Leake and Ei working in tandem resulted in a Letter of Interpretation from the GA EPD that confirmed compost operations fell within Category One of the regulations. (i.e. no permit was required)

Compostable



Made with 100% renewable resources.

Because these products are made from plants, they can be composted and returned to the soil to help new plants grow. You can help make sure they fulfill their destiny by tossing them in the proper bin when you're through with them.

Steps To Success (Pre-Visit and Post Discussion)

- Visiting Serenbe and Securing Support
 - Meeting with the staff
 - Understanding their composting operations (imperative to success)
 - Securing Serenbe's staff support to expand what was on-farm composting to include food and compostable foodservice waste.
- Post-Visit Discussions
 - Assessing what is required in a non-perfect environment
 - Weather and EDT vs EST time differences



AITC November 8th – “Pictures Say It Best!”

Afternoon in the Country

Zero Food Waste Journey

Event Day



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Who Ordered The Rain?



A Little Rain Did Not Stop AIRC and EI Success

■ The Challenge

- A rainy November 8th, coupled with prior ten days straight of rain, greeted event organizers, participants and guests with tremendous mud during set-up and throughout the event.
- As we found out as part of outcomes the difference in staffing the venues impacted our efforts
 - RayDay was 100% paid event staff while AIRC relied on volunteers who due to many reasons didn't show-up in the numbers earlier defined or required.

■ The Outcome:

- Given these challenges, credit is due to the stellar planning and the Ei Team's preparation to pinch hit to arrive at the following success:
 - **1800 # of food waste composted.**
 - Lessons learned were abundant for the zero food waste template!



Composting At Its Best – Thanks to “Let Us Compost” and a team effort!



Initial Post-AITC Review

What is Required For Any Event Set-Up:

- Training of staff
- Staff understanding their responsibilities
- Required staff showing-up
- Manning of waste stations
(absence of staff = contamination)
- Incorporating an “Event Staff Waste Ambassador Lead”

Initial Post-AITC Review

What is Needed For Waste Collection:

Our experience notes best recycling practices require

- Three-bin system – i.e. recycling, food waste (including compostable packaging) and landfill
- Proper signage (self-explanatory with visuals) attached to waste bins
- “Waste station areas” with signage at eye level
- Pre-education/engagement of guests about “waste diversion efforts and the impact they each can make!”

Initial Post-AITC Review

What Contributed To Contamination:

- Restaurants using “non-compostable food serviceware”
- Several beverage companies used non-compostable cups/shot glasses
- Several restaurants/event personnel contaminated unmanned waste bins with packaging before the event even started
- Several guests challenged staff on the “recycling vs composting of clear cups” at waste stations (Note: Several were “Late day” participants)

SUSTAINABLE MATERIALS ACTION TEAM

So as the sun sets on Serenbe (and the rain continues in ATL) we thank all of you for joining us today!

Our zero food waste journey...

Thank You...



We have always been mindful of the waste we generate with our annual fundraiser, and we strive to be extremely conscious of our event footprint each year. So, we were honored and excited when Elemental Impact selected Afternoon in the Country to serve as the Zero Food Waste Initiative Pilot Event for Georgia and the Greater Metro Atlanta Area.

Through their contacts with BPI-Certified compostable food service products supplier, ECO Products, compostable trash bag supplier, Natur Bag, composting specialists, Let Us Compost, and surplus food rescuer, Second Helpings, Elemental Impact laid a great foundation for success on our zero food waste journey.

With the State of Georgia granting a special waiver for Serenbe to compost event food waste onsite, and a myriad of educational sessions under our collective belts, Afternoon in the Country and Serenbe are proudly taking these first steps on this important road to sustainability.

We would like to thank Holly Elmore, Doug Kunneman and Scott Seydel, with Elemental Impact, Ken Fraser with ECO Products, Rick Lombardo with Natur Bag, Kristen Baskin with Let Us Compost, Myron Smith and Joe Labriola, with Second Helpings, Steve Nygren, Garnie Nygren and the Serenbe Farmhands for all of their work and support on this effort!

A thank you especially to the food and beverage participants, our volunteers and staff, and to our guests who are mindful with us on this journey. This event, and this vital sustainability initiative would not be possible without you!

The Atlanta Dames Sustainability Task Force
Anne Quatrano, Cathy Conway, Shelley Sawyer,
Lisa Allen, Ashley Mitchell, Becky Minchev,
Lynne Sawicki, Judith Winfrey, Gaye Anderson,
Julie Shaffer, Debi Lofis, Holly Rosslow and Gayle Skelton

Afternoon in the Country Event Producer
Sue Anne Morgan



Thank you for attending our 15th Annual Afternoon in the Country. We are honored that you chose to join us for some "farm-grown" food, drink, music and fun while helping us fulfill our mission to raise money for our scholarship fund and other great causes.

To stay current on upcoming events and to learn more about the Atlanta Chapter of Les Dames d'Escoffier International, visit our website at www.ldeiatanta.org.

Thanks again for your support, have a safe trip home, and we look forward to seeing you again next year, for the 16th Annual Afternoon in the Country on Sunday, November 6th, 2016!

Atlanta Les Dames d'Escoffier International

President – Gayle Skelton

Vice-President Programs – Holly Chute

Vice-President Communications – Kelly Hornbuckle

Vice-President Philanthropy – Tamie Cook

Secretary – Barb Pires

Treasurer – Gloria Smiley



ATLANTA CHAPTER
Les Dames d'Escoffier International

15th Annual
Afternoon in the Country

November 8, 2015

serenbe



In conclusion - a personal note about AITCs says it best!

We all know that taking better care of our earth is the right and smart thing to do, especially when our event footprints are large and frequent. It is not easy to shift an event culture from consumption to conservation. But, whether an event is large or small, indoors or out, in fair or foul weather, we believe that we owe at least this consideration to the global event venue that we all share.

Even if our zero food waste journey does nothing more than prove that it's possible to move a large tasting event in the right eco-direction, then we have accomplished a great deal.

We were honored and humbled to have such overwhelming support from our participants and attendees, and we asked a lot of them this year. Despite the rain and mud, they still came to the event and had a great time AND we introduced the zero event food waste concept to an important community. We appreciated the help we received from Elemental Impact, Let Us Compost, the City of Atlanta Mayor's Office of Sustainability, the State of Georgia, the EPA, NatureWorks LLC, EcoProducts, Innovia Films and Natur-Tec

We are especially grateful to Holly Elmore (Ei), Ken Fraser (EcoProducts) and Kristie Baskin (Let us Compost) for their exceptional generosity of time, knowledge, compostable food serveware and composting skill sets. It took a concerted effort by a lot of people to do and we are so very proud of what we accomplished.

sue anne morgan president – ideaLand LLC

**SUSTAINABLE
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Any Questions?

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http://www.ecoproducts.com/downloads/EcoProducts_Catalog.pdf

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