

Charleston County's Farm to Table to Compost Program

SWANA SC 2014 Spring Conference



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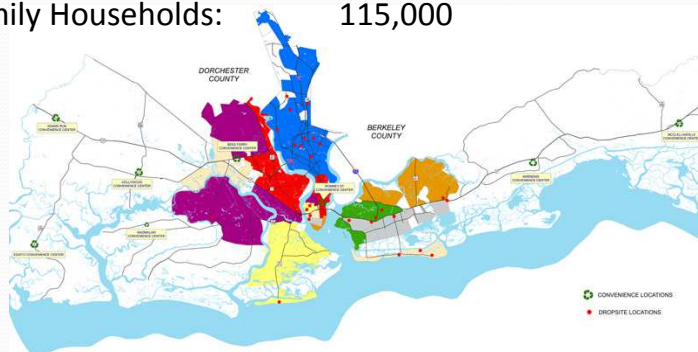
Demographics

Largest County in South Carolina

Land area (square miles): 1,358

Population: 350,209

Single Family Households: 115,000



Recycling Programs

- Completing Residential Single Stream Recycling program
- Converting dual stream Multi-Family program to single stream
- Greening Schools program
- Special Events program

all in
ONE



Recycling Programs (continued)

- Improving our convenience centers
- New mascot
- Public Space Recycling program
- Restaurant Food Waste Recycling Pilot



“Phil D. Bin”

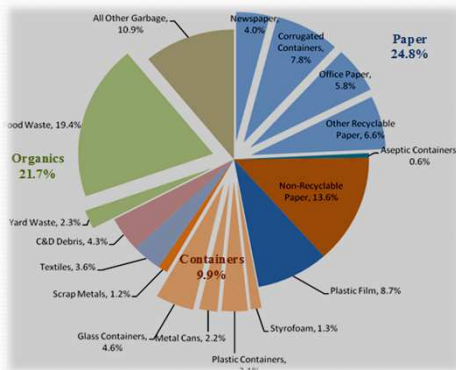
Compost Facility Overview



CRA 2011 Award for Outstanding Composting Program

Site: Bees Ferry Landfill
Size: 22 Acres
Daily Capacity : 400 tons
Feedstocks: Source separated pre and post consumer food waste and yard waste
Sources: Institutions, restaurants/groceries, municipal yard waste, commercial yard waste

How did food waste program get started?



- 2009 – 2010 Waste Composition Study finds 21.7% waste is organics; food waste is 19.4%
- County proposed a 12 month food waste composting demonstration pilot

Partnerships



- Parks & Recreation
- School District
- Publix Grocery Stores
- Food Waste Haulers

Charleston County SCHOOL DISTRICT
excellence is our standard

Publix®



Marketing

- Press Releases
- Updated Dept Website
- Program Flyer
- Direct Mail to all Charleston restaurants
- Print & Radio Advertisements
- Promoted the sale of finished compost at Bees Ferry
 - ✓ \$2./bag (1.5 cubic ft)
 - ✓ \$10./ton

Education



- Acceptable vs. Not Acceptable Items Flyer
- Website Page includes links to additional resources
- FAQs
- Signage



Outreach

- Special Events
- Hauler training workshops
- On-site technical support for generators
 - Container sizing education
 - Employee training
 - Acceptable materials



Additional Measures



- Personal selling
- Cold calling/visiting
- Email correspondence
- Letters of introduction to corporate offices
- Follow up phone calls/visits
- Video with testimonial from a General Manager at a participating restaurant



Metrics



	2012	2013	% Change
Inbound Food Waste (Tons)	828	2,850	244 %
Inbound Yard Waste (Tons)	51,679	58,561	13 %
Outbound Finished Compost (Tons)	4,389	8,364	91 %
Compost Sales - Bulk	\$ 43,879	\$ 81,191	85 %
Compost Sales - Bagged	\$ 15,172	\$ 26,718	76 %
Total Compost Sales	\$ 57,569	\$ 107,909	87 %

Next Steps



- Continue to raise awareness & promote the program
- Pursue participation from large generators, such as more grocery store chains and Air Force Base
- Restaurant Food Waste Recycling Pilot with a reduced tipping fee for haulers

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