

# WASTE REDUCTION AT THE YELLOWKNIFE FARMERS MARKET



# People come to socialize and eat dinner.





Food is served in single use containers that are thrown away .



Single use food containers generate a lot of waste.



# Conditions for a successful waste reduction program.

- 1- Have an **industrial compost site** at the community waste facility;
- **Vendors, buy-in and cooperation;**
  - Commitment to use only compostable dinnerware;
  - Understand the difference between biodegradable and compostable dinnerware. Select only compostable;
  - -Confirm to vendors that food can be served in compostable dinnerware;
  - -Inform the vendors where to find the compostable products;
  - -Acknowledge that compostable dinnerware is a little more expensive.
- **Customers, buy-in and cooperation .**
  - Public Education.



# Compostable Products





Vendor's table at the beginning of the Market.



No plastic condiment envelopes



Reusable bottles







10  
Organic bins  
with clear  
signage.



Organic bins positioned next to the recycling and garbage bins at **SOMBA K'E CIVIC PLAZA**





**The signs were made with the compostable dinnerware used at the market.**

# Compost Volunteers well identified







Volunteers were positioned next to each organic bin. They were inviting the public to use the organic bins when throwing away their compostable dinnerware and answering the questions of the public.



# Volunteers explain the program to the public.







The Waste reduction Program is advertised at the Market

**YELLOWKNIFE FARMERS MARKET**

**2016 MARKET MAP**  
**SOMBA K'E CIVIC PLAZA**  
**TUESDAYS 5:15 PM - 7:15 PM**  
**JUNE 7 - SEPTEMBER 20, 2016**

**VENDOR LIST**  
 Tuesday, July 19, 2016

1. Tokyo Roses
2. Borealie Baubles
3. VACANT
4. Ice Baker
5. Local Writer: Libby Whittall Catling
6. Luluz Market
7. Starvin' Marvin Bistro
8. Flavour Trader/ Saveurs de l'Artisan
9. Saffron
10. Adobo Corner
11. TEMPERED Designer Desserts
12. Liliya's Sweets
13. Weledeh Tacos
14. Fireweed Farm
15. Boreal Boutiquery
16. Tania Larsson
17. Ever Good Salsa & Gwak
18. Grilling n Chilling
19. Daatoh
20. Charlie's Chews & Madlle Words
21. NWT's Finest (fish)
22. Eclair Bake Shop
23. Community Table: NWT Pride
24. Jolly's Taste of India
25. Grandma's Bread
26. Nana's Kitchen and Knits
27. Patched Ice Pops & Pottery
28. VACANT
29. VACANT
30. Gourmet Baklava
- 31/33. The Cupcake Lady
32. Good Times Soap
34. Leona's Crafts and Things
35. K'alemi Face Painting
36. Tangletree Studio and Willowcraft Kitchen
37. Authentic Viet
38. Bessie's Bannock
39. The Frozen Bowl
40. Old Town Soapworks
41. Cloudberry
42. Adem Horoztar
43. Arctic Harvest
44. Cheryl's - Homemade Jams, Preserves & Baking
45. Le Refuge
46. Zing!
47. VACANT
48. VACANT
49. Great Slave Lake Fish Delights

**COMPOST CORNER**  
 As part of our waste reduction program at the Yellowknife Farmers Market, we weigh all the compost and garbage bags at the end of each market. Our goal is to reach 80% compost and 20% garbage!

**Recipe for a #MarketKit**  
 Tote Bag + Plate and Cutlery + Reusable Containers  
 Assemble in advance, toss in a bag, and bring it to the FYIKFM

Remember to use your own plate or container at the Market, and get your loyalty card stamped.

Vendor bios can be found at [yellowknifefarmersmarket.ca/meetourvendors/](http://yellowknifefarmersmarket.ca/meetourvendors/)

[www.yellowknifefarmersmarket.ca](http://www.yellowknifefarmersmarket.ca)

Program advertised weekly in the local newspaper



People throw away their compostable dinnerware.



# Everyone participates!





During and at the end of the market the bags of compostable are removed.



The compostable bags and the garbage bags were weighted after each market.







**86% of the waste  
was composted.**



The bags containing the compostable waste is pick up by the city and taken to the Compostable site at the City's waste site.



We ask people to bring their own container.





Did you bring your  
**#MarketKit?**

Bring your #MarketKit every week to the 

Recipe for a #MarketKit



Tote Bag + Plate and Cutlery + Reusable Containers

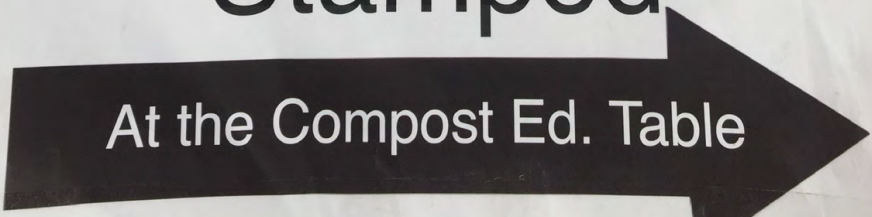
Assemble in advance, toss in a bag, and bring it to the #YKFM

 Waste Reduction Loyalty Card

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Receive a stamp every week you bring a #MarketKit. First 50 people with 8 stamps will receive a FREE \$15 voucher! Vouchers are not redeemable for cash, and must be spent on one vendor at the 2016 YKFM.

Get your  
**Loyalty Card**  
Stamped



At the Compost Ed. Table

Loyalty Card





People register to the Loyalty card program

Bring your **#MarketKit** every week to the  YELLOWKNIFE FARMERS MARKET

Recipe for a **#MarketKit**

	+		+	
Tote Bag		Plate and Cutlery		Reusable Containers

Assemble in advance, toss in a bag, and bring it to the **#YKFM**

# RESULTS

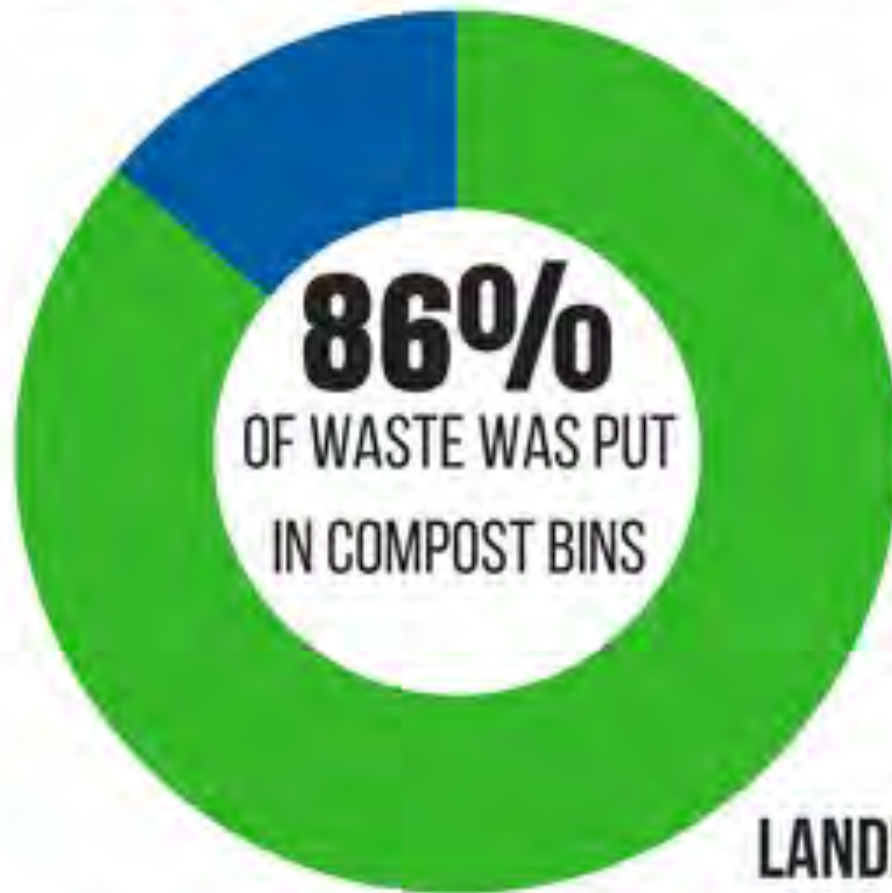
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WASTE REDUCTION AND COMPOST PROGRAM



Generated market waste was mostly compostable

**OVER 16**  
weeks



**25 000**  
COMPOSTABLE  
UTENSILS PROVIDED

**1758**  
LBS OF WASTE  
DIVERTED FROM THE



LANDFILL TO COMPOST PILE



# REDUCTION OF WASTE GENERATED BY THE MARKET

**OVER 16**  
weeks



**305**  
CUSTOMERS  
BROUGHT THEIR OWN  
CONTAINERS

## LOYALTY CARD



**INITIATIVE**



AVERAGE OF  
**25** PEOPLE  
PER MARKET



# EDUCATION AND COMMUNICATIONS

**OVER 16**  
weeks



## SIGNS AND VOLUNTEERS

GAVE INFORMATION TO PUBLIC ABOUT  
COMPOSTABLE ITEMS



ADVERTISEMENT IN THE  
**NEWS AND IN SOCIAL  
PAPER AND MEDIA**



@YKFARMERSMARKET



@YKFRAMERSMARKET



## COMPOST

INFORMATION  
STATION



City of Yellowknife Recycling Award  
2017

Yellowknife Farmers Market

This award is in recognition of your commitment to  
waste reduction and diversion.

Your actions towards environmental stewardship  
demonstrate your dedication to creating a  
sustainable Yellowknife.

The City of Yellowknife thanks you  
for your passion and hard work

In 2017 we received the  
**City of Yellowknife  
Recycling Award**



# RECYCLING AWARD

"The Yellowknife Farmers Market has shown **amazing leadership** in showing Yellowknifers that waste-free events are possible. Volunteers have worked tirelessly to **transition all food vendors to using compostable containers**, and to get market patrons in the **habit of composting their waste** instead of tossing it in the trash. And even further than this, **their campaign to encourage patrons to bring reusable containers to the market was awesome** - the ultimate in the three R's."