



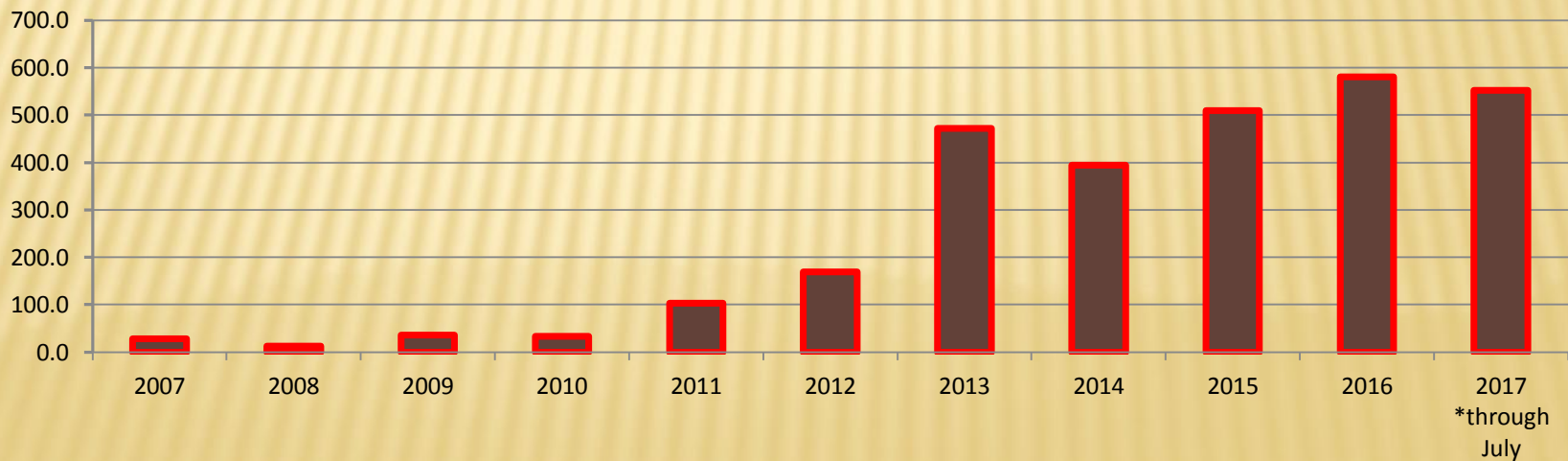
Jen Jordan, Resource Management Superintendent

IOWA CITY: SUCCESSES, LESSONS AND NEXT STEPS IN FOOD WASTE REDUCTION

BACKGROUND, COMMERCIAL

- ✘ Yard waste composting program in place since late 1980s via state yard waste ban at landfills
- ✘ Began to include commercial food waste in composting program in 2007 through U of Iowa pilot project

Tons of organics diverted from landfill



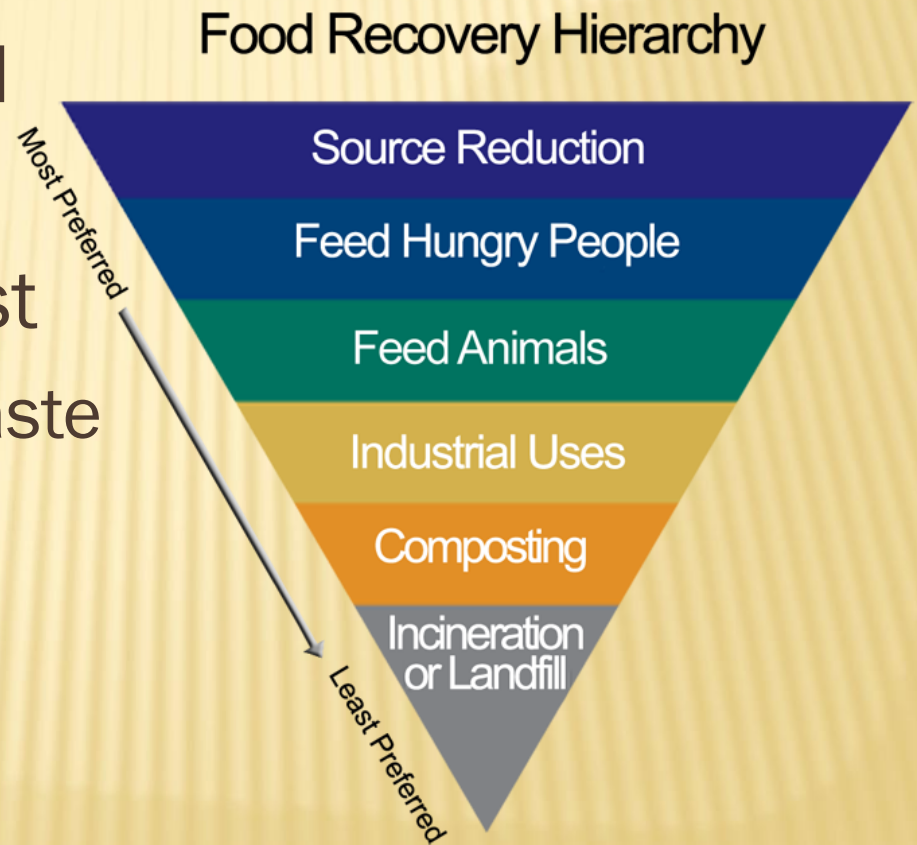
RESIDENTIAL

- ✘ Began discussing/considering residential food waste reduction and food waste collection in 2012/2013
- ✘ *Food: Too Good to Waste* Pilot ran June & July 2014
- ✘ N. Liberty, University Heights collection
- ✘ Curbside collection began in March 2017
- ✘ Food waste reduction efforts ongoing



KEY MESSAGES

- ✘ 15% of what goes into Iowa's landfills is food waste
- ✘ **REDUCE** *then* compost
 - + Food: Too Good to Waste Strategies
- ✘ Keep it CLEAN



ONGOING STEPS

- ✘ Ongoing outreach for food waste reduction
 - + www.icgov.org/foodwaste
 - + Rap: Love your Mother!
<https://www.youtube.com/watch?v=65AMXyzEhd8>
- ✘ Ongoing outreach for curbside collection
 - + Containers in the works