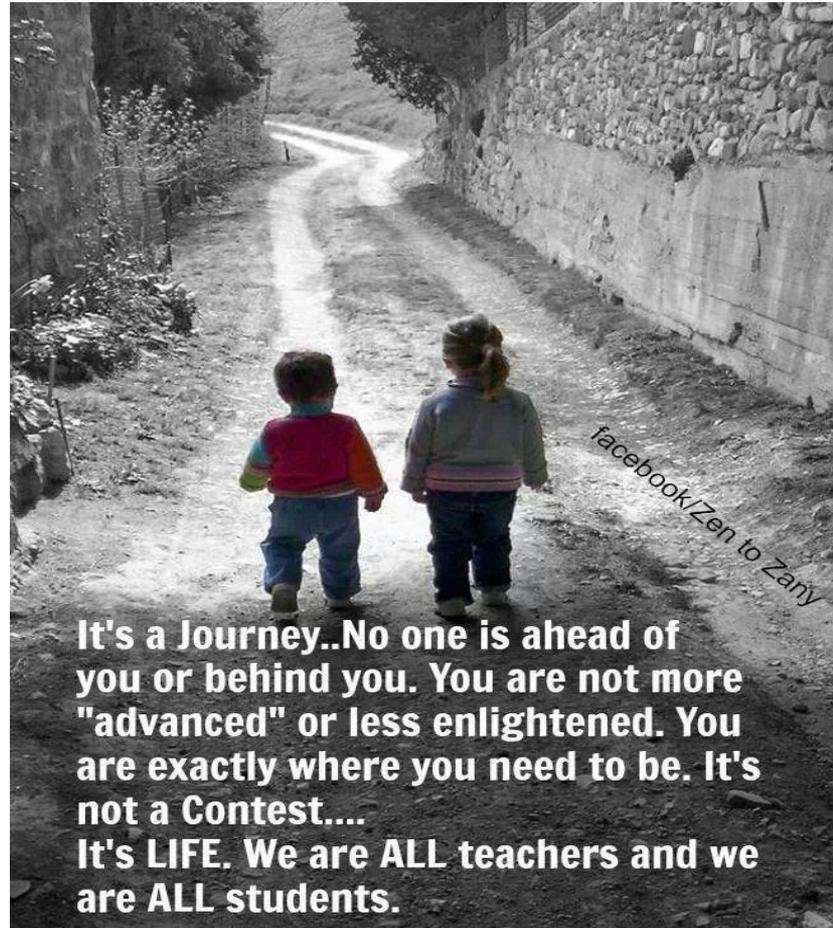


“A Zero Waste The Journey” – RayDay and Afternoon in the Country

- Holly Elmore
- Ken Fraser
- 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.**

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



And A Team

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

Boyd Leake - Community Environmental Management

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

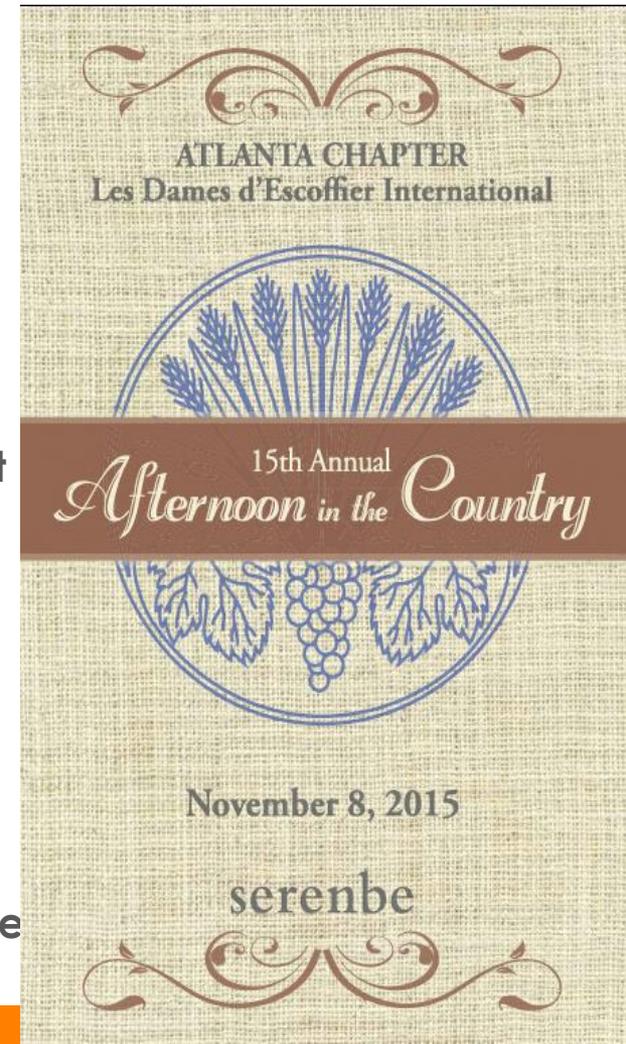
Food Waste Destination (as witnessed at AITC and RayDay):

- 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 food and minimizing leftover food.”

A Sustainable Food Court Initiative - Event

Afternoon in the Country (AIRC):

- One of Atlanta's most unforgettable food and wine tasting events,
- AIRC is a fund-raising event for local non-profits and scholarships for woman in the culinary profession.
- The November 8, 2015 AIRC 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 AIRC 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 (Packaging and 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 (The 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



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 defining a food donation option

Food Donation

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



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).



But we can't stop there!

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 (Superhero) Fraser with Eco-Products
 - Visited TFM trucks to provide compostable packaging education.
 - Printed signage for each truck to educate guests on compostable packaging.



Wait – there's more!

■ 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.

(Rumors noted an individual wearing a green/brown shirt may have been behind this contamination)

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

Afternoon in the Country

Zero Food Waste Journey

Event Day



Ei

Elemental
IMPACT

Who Ordered The Rain?



A Little Rain Will Not Stop AIRC and Ei Success

■ The Challenge

- A rainy November 08, coupled with prior ten days straight of rain, greeted event organizers, participants and guests with tremendous mud during set-up and throughout the event.



■ The Outcome:

- Thanks to stellar planning, the Ei Team was prepared to pinch hit among the challenges to arrive at 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!”



Initial Post-AITC Review

Event Set-Up:

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

Initial Post-AITC Review

Waste Collection:

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

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 started
- Several guests challenged staff on the “recycle vs compost 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 do 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 Loftis, 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.ldeiatlanta.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

