

MARKET WASTE MANAGEMENT FACT SHEET



WASTE REDUCTION AT YOUR FARMERS' MARKET!

The Australian Farmers' Markets Association (AFMA) encourages all best practice farmers' markets to adopt waste-free or waste minimisation practices.

All market managers and stallholders are encouraged to consider how to best minimise or reduce waste – of produce and food, and to reduce the use of unnecessary packaging and plastics. In addition, AFMA recommends the recycling of all market day green waste, packaging, plastics and other recyclable materials.

Make your Farmers' Market WASTE FREE!

Here are some suggestions to get your Market Waste Reduction project underway.

- Support collection of all green and/ or organic waste for recycling into organic compost, compost or animal feed
- Install recycling bins on the market site for all recyclables/ green waste etc – often provided by local councils
- Adopt a 'No Plastics' policy. That means no plastic bags, spoons, straws or takeaway containers, including non-recyclable coffee / drink cups etc
- Encourage use of paper bags by stallholders
- Recommend that shoppers bring chiller-packs/ containers for chilled foods

- Consider a BYO Mug policy
- Promote 'Keep Cups' – sell branded cups with market logo to raise funds, or offer market morning loan cups
- Promote BYO drink bottles – filled at site water taps
- Ensure all stallholder generated paper and cardboard packaging/ cartons are recycled or removed from site for reuse
- Encourage stallholders to use paper-based cartons/ portion-packs for their produce as required
- Invite customers to BYO glass bottles and jars for bulk foods such as olive oil, honey
- Encourage glass bottle returns to stallholders selling products in glass eg: milk, olive oil, honey
- Encourage recycling of plastic plant pots at nursery stalls, or use of compostable pots and containers
- Encourage shoppers to BYO shopping trolleys/ bags
- Offer boomerang bags or a bag-bank service
- Collect site roof rainwater for toilets where this may be possible
- Develop partnerships with food rescue organisations such as Foodbank, SecondBite
- Develop partnerships with Community Gardens and other food producers to create channels for reuse of food waste, such as coffee grounds used as mushroom mulch.
- Develop partnerships with local cafés and community organisations to purchase or receive donations of perishable produce for collection upon market closing
- Encourage the adoption of worm farms by stallholders and shoppers
- Liaise with local council regarding their support of the market's waste reduction program. Councils can typically assist with provision of signage, information and recycling bins. Councils may also assist with education workshops on composting and waste management.



Communicate & Educate

Waste reduction requires both stallholders and shoppers to change their habits. Help them with a simple communications campaign.

Spread your message through:

- Local radio and newspapers
- Market and local signage
- Social media
- Council information platforms
- Themed market events – ‘Plastic free’ market month as part of a transition
- Market newsletter
- Word of mouth

Waste Reduction Budget

Changing how your market deals with waste need not add significantly to a market’s operational costs but should be factored in the market’s operations budget. Liaison with local government waste management officers and community organisations, or even farmer stallholders regarding useable green waste and recyclable materials; linking to existing community waste initiatives; donating to food rescue organisations can all be undertaken at minimal cost.

Check out existing community waste reduction programs and piggyback! Campaign awareness can be driven through low-cost social media and community platforms, supported by engaged local government and media outlets.



Case Studies

Check out what other Australian farmers' markets have done...

- **Adelaide Farmers' Market**

<http://www.adelaidefarmersmarket.com.au/www/content/default.aspx?cid=2166&fid=842>

- **Bentleigh Farmers' Market**

<http://www.bentleighfarmersmarket.org.au/page/9/Zero-Waste>

- **Harvest Launceston Farmers' Market**

www.abc.net.au/news/rural/2018-07-04/tas-farmers-market-goes-plastic-free-in-war-on-waste/9934202

- **Margaret River Farmers' Market**

www.wasteauthority.wa.gov.au/media/files/grant_projects/CGS_R1_2013_Hotrock_44.pdf

And in the USA:

Minnesota Farmers' Markets

www.rethinkrecycling.com/sites/default/files/downloads/events/EurekasEZero_Waste_Farmers_Market_Best_Practices.pdf

How we reduce market waste

- ✓ All plates, coffee cups/lids, drinking cups, cutlery and paper bags at the market are compostable
- ✓ Three different bins are provided to make separating your waste at the market easy (see overleaf)
- ✓ OzHarvest rescues excess food from stallholders and distributes it to charities and those in need
- ✓ We offer sustainably produced shopping bags for sale
- ✓ Shoppers are encouraged to bring their own packaging and carry bags
- ✓ Stallholders must abide by our Responsible Packaging Policy

For more information visit - www.adelaidefarmersmarket.com.au

Turn overleaf to learn what goes in what bin.

www.farmersmarkets.org.au

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