



Community Composting

Madison Farmers' Markets

11/28/22

Purpose

- Divert organic waste
- Regenerate soil
- Prevent nutrient loss in the agricultural system
- Get Madisonians more engaged with sustainability



Two Market Locations

20 weeks of collecting food scraps
6/14/22-10/25/22

South Madison Farmers' Market

- Tuesdays 2:00 P.M.-6:00 P.M
- 1602 South Park Street on the grounds of the Madison Labor Temple



Eastside Farmers' Market

- Tuesdays 4:00 P.M.-7:00 P.M.
- 202 S Ingersoll St, Madison, WI 53703 at McPike Park

How it Works

- Based on NRDC's Baltimore model
- Patrons drop off their food scraps for free
- Staff weighs and checks for contaminants at tent
- Staff drives bins of food scraps to NFS farm in Fitchburg for composting

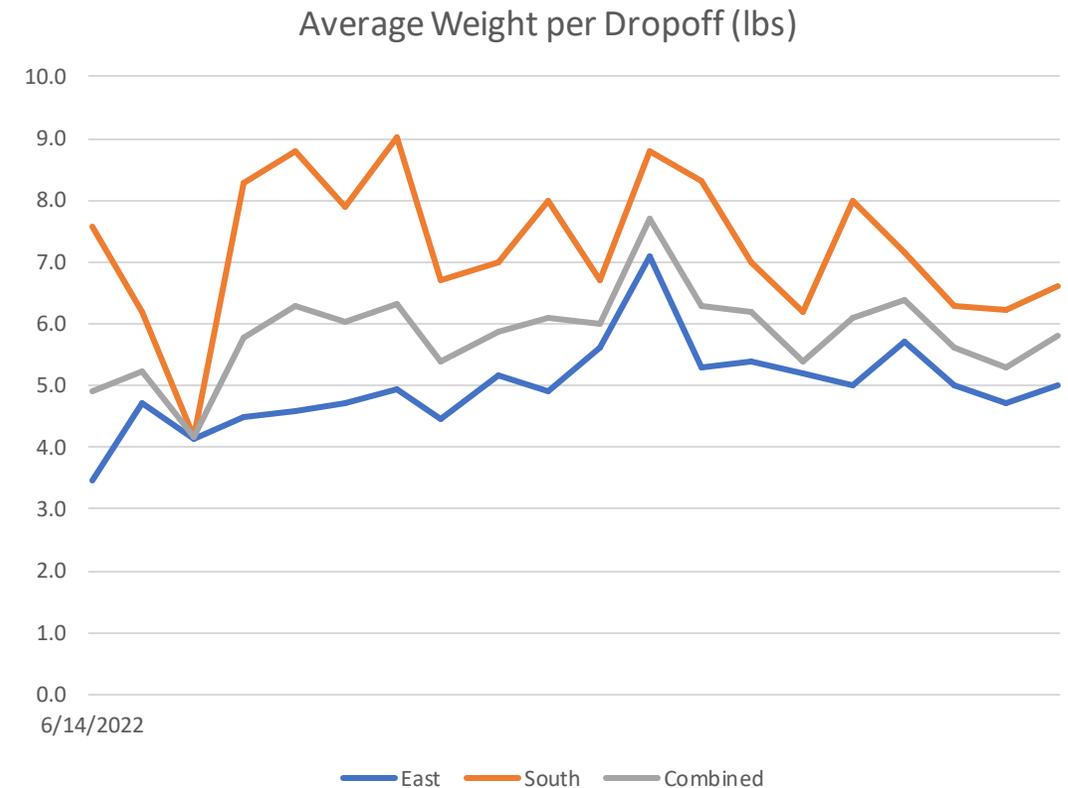


Made Possible By Our Intern and Volunteer Team



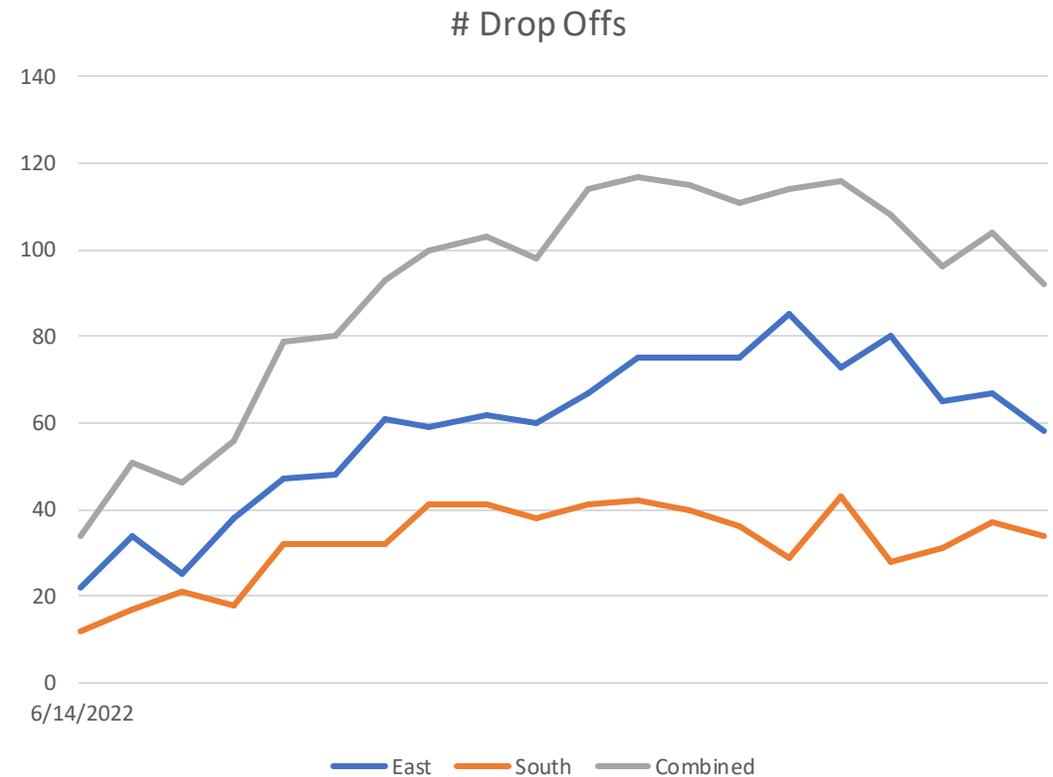
Data Summary (Poundage per Household)

- Average drop off weight: 5.8 lbs. per household
- Highest weekly average drop off weight: 9 lbs. per household
- Largest drop off from single person: 49.8 lbs.
- South Madison had higher average drop off lbs. per household than Eastside (7.2 vs 5 lbs.)



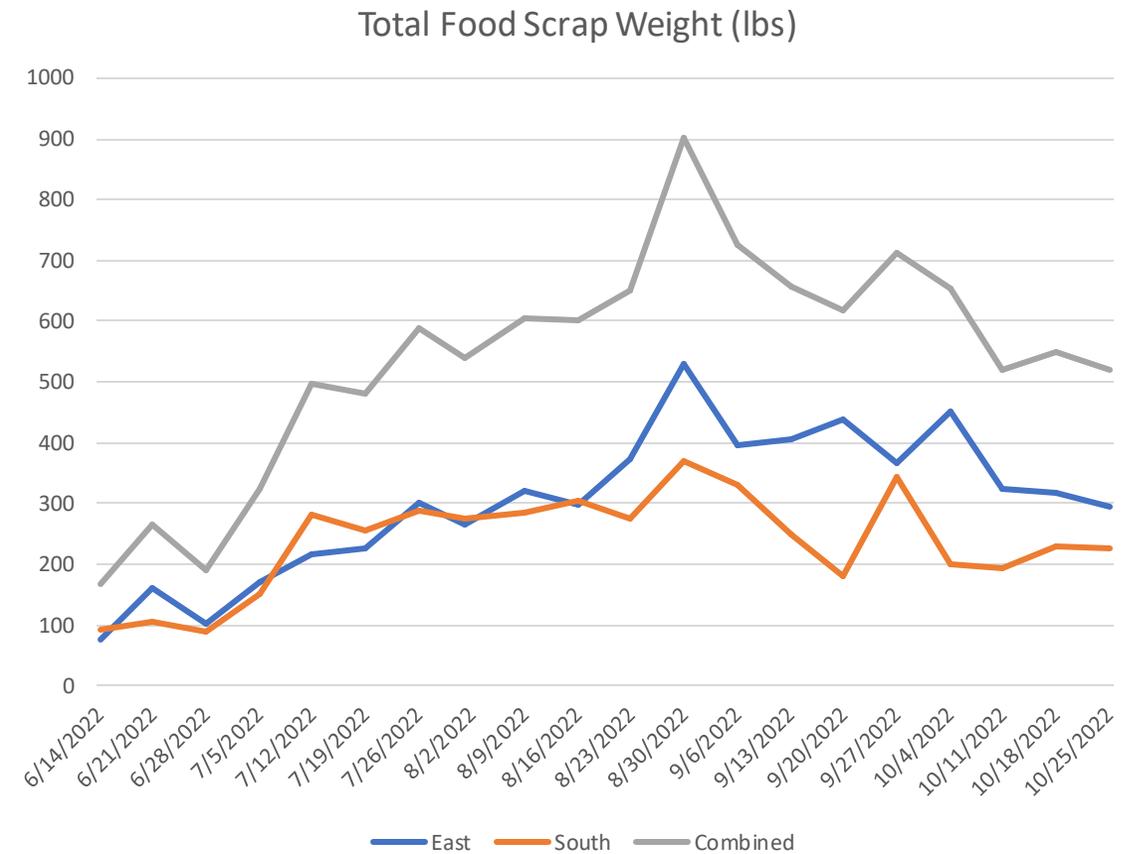
Participants

- Total number of participants: 1,827
- Average number of weekly participants: 91
- Highest number of weekly participants: 117
- Higher average attendance at Eastside Market than South Madison (59 vs 32)



Pounds of Food Scraps Collected

- **10,765 lbs.** collected total
- Average collected per week: 538 lbs.
- Highest weekly total: 901 lbs.



Neighborhood Food Solutions (NFS)

- Teaches economic, social, health, and environmental impacts of food
- Community development strategies and economic opportunities
- Access to safe, affordable, and healthy food for the low-income South Madison community
- Cultivates local economies, sustains social and environmental reforms, and empowers members of marginalized communities
- The Program for Entrepreneurial and Agricultural Training (PEAT) - for low-income and at-risk teens
- Farming After Incarceration Release (FAIR Initiative)



Compost Created

- Estimated ~10-15 new 90 ft-
each compost beds for the spring
growing season
- Equals 900-1,350 linear feet of new
beds of high-quality soil to use
- Organically grown produce on urban
farm sold locally
- Restores fallow land



Estimated Environmental Impact

- Greenhouse gases avoided: **40,907 lbs.** of CO₂ and Methane
 - or **241 Tons** of CO₂ equivalent
- Equivalent to 598,749 miles driven by an average gasoline-powered passenger vehicle
 - or the average annual emissions of 52 cars



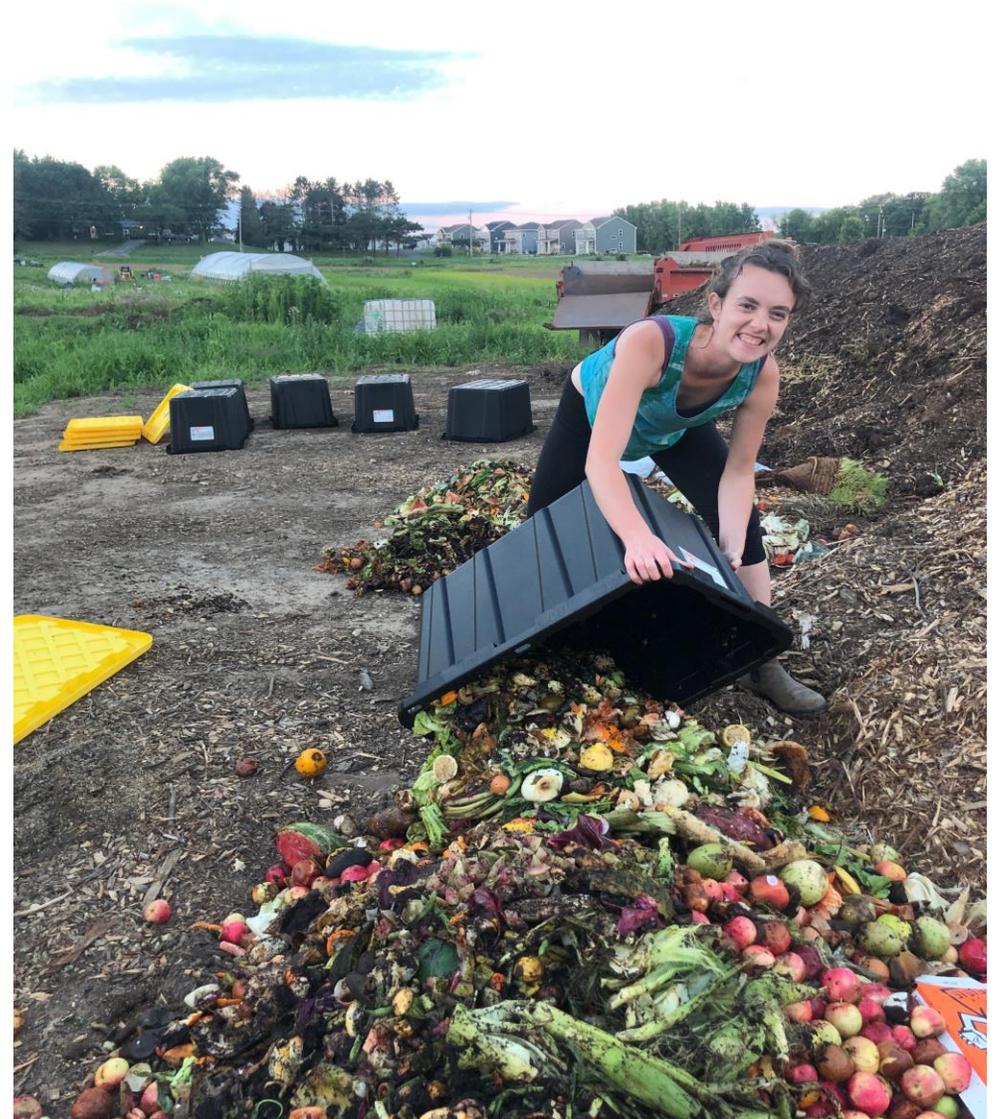
Lessons Learned

- Staffing: 3 per market preferred
- Transporting food scraps to the farm
- Storage and cleaning of materials
- Broadening outreach
 - Most participants found out about collection at market
- Repeating customers



Successes

- No major contamination issues
- Demand to continue this program
- Engaged patrons signing up for volunteering and our newsletter
- High engagement on social media posts
- Collected more than double the poundage we anticipated



Feedback – What People Liked

- "Free, convenient, and local."
- "Easy to access."
- "Community-oriented."
- "Learned a lot."
- "People staffing were so friendly and helpful."
- "Having that extra push really helped! I got the social support from the program to get me back into composting."



Feedback – Why Participation Was Important

- "Felt good to be able to divert my food waste away from the landfill and make good use of it."
- "Knowing this was being used at a local farm was satisfying."
- "Do whatever I can to make living on our planet more sustainable."
- "I don't want to compost at home, but I strongly believe in the effort."
- "I live in a studio apartment."



Additional Feedback

- "I started my own backyard compost after learning how easy it is."
- "Wish it was year-round!"
- "Expand to other areas."
- "Stay open later."



Future Potential

- 2-year grant, will continue in 2023
- USDA funding covers 12 weeks, markets are 24-26 weeks
- Exploring additional funding options to expand



Thank You to Our Funding Partners

