
Otago Farmers Market Waste Minimisation Initiative

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Overview:

The Otago Farmers Market has been successfully trading in its Railway Station location since 2003 and has subsequently grown to become a community focal point.

As a high profile community hub (approximately 8,000 people visit the market each Saturday) an opportunity existed for Otago Farmers Market to walk the talk on environmental issues. The Farmers Market Trust agreed to communicate to stakeholder's due care is being given to Dunedin's unique environment through simple actions to minimise waste, inviting and encouraging support from the community through participation.

A waste audit was conducted in April 2010 gathering baseline data:

| | | |
|-------------------------------|--------------------|-------------------------|
| Total Waste Audited | 55.60 kg | 100.0% |
| Waste in a year (52 weeks) | 2891.20 kg | |
| | 8000 | per person |
| | Percentages | Waste per person |
| <i>General Waste</i> | 41.19% | 0.15 kg |
| <i>Recyclables</i> | 14.03% | 0.05 kg |
| <i>Compostables</i> | 44.78% | 0.16 kg |
| Waste per FTE per year | | 0.36 kg |

Opportunities to reduce waste:

1. Providing public places collection bins:
 - i. **Mixed recyclables:** plastics 1 – 7 and cans
 - ii. **Compostables:** food scraps and compostable packaging products
 - iii. **Rubbish:** waste to landfill
2. Procurement practices: vendors progressively changing packing to recyclable or compostable alternatives.
3. Waste Minimisation championed by Girl Guides, Brownies and Volunteer Otago: educating the public waste minimisation and correct waste disposal.

A follow up waste audit will be conducted in early November 2010 in order to measure success of the launch of this programme.