

Event Reports

Redmond Derby Days IMPACT Eco-Fair July 14, 2012

EVENT TEAM MEMBERS: Wyatt Curtiss, Lorena Lopez, Heidi Merz (Street Team), Ian Curtiss (Street Team), Joey Lyon (Street Team)

Number of pledge forms collected	187
Number of handouts distributed	Approx. 750
Tactics used?	<ul style="list-style-type: none"> » Event booth/table » Food samples and cooking demos » Street team
People’s overall receptivity to receiving event?	Food samples were a major driver of booth traffic –few people stopped by specifically for the cooking demo. In general, people were quite receptive to the pledge sheet and liked the recipe handouts.
What were the most common customer concerns/questions?	<ul style="list-style-type: none"> » What if I live in a multifamily building? » How much does food and yard waste collection cost? » Various questions about specific items and whether they can be put in a food and yard waste cart.
What was food scrap recycling knowledge of customers?	Knowledge levels about food scrap recycling seem to vary widely, but there does appear to be a core of residents that are very knowledgeable about the topic. On the other end of the spectrum, there were quite a few people that did not know they could recycle food in their yard waste cart.
Were staffing levels sufficient for event/location needs?	Staffing was sufficient in general, but when demos were occurring and samples were being distributed we could have used more staff at the booth to collect pledge sheets. We adapted later in the day to have the street team help at the booth during demos.
Any problems?	Lisa was difficult to hear due to ambient noise at the festival. We will look into amplifying the chef at future events.

Cooking Demo Media

Calendar Listings

- » [The Daily Herald](#)
- » [Kirkland Reporter](#)
- » [Sammamish Patch](#)
- » [Seattleite](#)
- » [Redmond Reporter](#)
- » [Redmond Patch](#)
- » [Kirkland Patch](#)

Earned Media

- » Redmond June Recycling & Waste Reduction News
- » Redmond KOMO blog: [Chef Lisa Dupar shares recipes, recycle tips](#)
- » Q13: [Waste-Free Cooking](#)

Social Media

Lisa Dupar Catering
July 13

Lisa promoting Redmond Derby Days tomorrow at Q13 Fox News this morning!



Lisa Dupar Catering shared a link.
July 6

Want to become a better cook and recycler? Lisa will be demonstrating how to make a delicious meal while recycling your food scraps at Redmond Derby Days IMPACT Eco-Fair on July 14th! Look for her at Waste Management's Waste-Free Cooking Station where she'll be performing demos at 12:00, 1:30, 3:00 and 4:30. Do you recycle your food scraps from cooking?

Take the food scrap recycling pledge while you're there and you'll be entered to win a food scrap recycling kit and \$150 in groceries.

Waste Management Northwest - Washington, Oregon, Idaho
wmnorthwest.com

Waste Management provides garbage, recycling and yard waste services for residential, commercial and construction customers in Washington, Oregon and Idaho.

Lisa Dupar & Company @lisaduparandco
Lisa promoting Redmond Derby Days tomorrow at Q13 Fox News this morning! fb.me/1ttuM0dmv

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Event Pictures



Mukilteo Farmers Market August 15, 2012

EVENT TEAM MEMBERS: Wyatt Curtiss, Lorena Lopez, Heidi Merz

Number of pledge forms collected	68
Number of handouts distributed	Approx. 50
Tactics used?	<ul style="list-style-type: none"> » Event booth/table » Food samples and cooking demos » Chance to win gift card with pledge
People's overall receptivity to receiving event?	<p>Food samples were a major driver of booth traffic. Some would return later for cooking demos.</p> <p>People were more resistant to the pledge sheet than at Derby Days, but became more receptive as the event went on.</p>
What were the most common customer concerns/questions?	<ul style="list-style-type: none"> » Questions about where food and yard waste collection is available/whether or not Rubatino offers food and yard waste collection. » How much does food and yard waste collection cost? » Various questions about specific items and whether they can be put in a food and yard waste cart.
What was food scrap recycling knowledge of customers?	Knowledge levels about food scrap recycling seem to vary widely. Some are well versed while some are unfamiliar with the concept.
Were staffing levels sufficient for event/location needs?	Staffing was sufficient for the event.
Any problems?	Our location at the very front of the market was not ideal. People did not want to engage with our booth immediately upon arrival, or were in a hurry to leave. Later in the day there was a larger number of people spending time in our section of the market, but being more centrally located would have been preferred.

Social Media



Mukilteo Farmers Market
August 1

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1

Want to Become a better cook? Are you recycling your food scraps? Come see Chef Adam Hoffman demonstrate how to make delicious meals while recycling your food scraps. He'll be performing at the market at 3:30, 4:30, 5:30 and 6:30 today.



Providence Medical Group Northwest Washington Pick up your food and then learn how to cook it? Now that's one-stop shopping!
August 7 at 11:16am · Like



Mukilteo Farmers Market Exactly!
August 7 at 11:17am · Like

 **Mukilteo Farmers Market**
August 15

Chef demonstrations today! With free samples! Come down for the next one at 5:30pm



Like · Comment · Share

 Elizabeth Moore, Kaarina Merikaarto and 2 others like this.

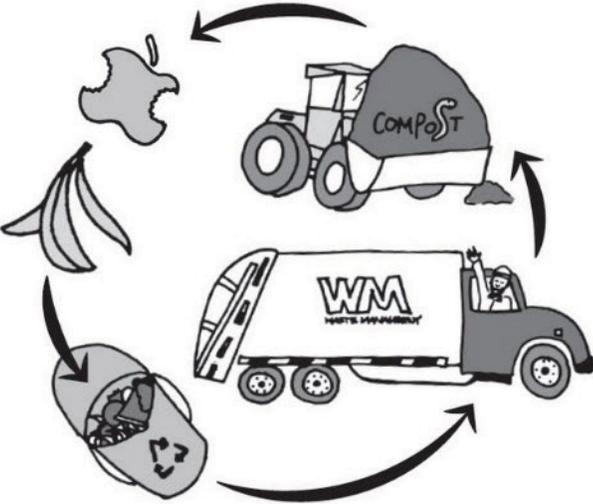
Everett Fred Meyer Waste-Free BBQ Event August 25, 2012

EVENT TEAM MEMBERS: Wyatt Curtiss, Liv Faris, Mariko Helm, Heidi Merz

Number of pledge forms collected	41
Number of handouts distributed	Approx. 25
Tactics used?	<ul style="list-style-type: none"> » 2 event booths » Food samples » Chance to win gift card with pledge
People's overall receptivity to receiving event?	<p>People who visited the booth were receptive to our messaging and many had questions about recycling or food scrap recycling.</p> <p>We placed staff at each Fred Meyer entrance to encourage people to visit our tent, which helped generate traffic.</p>
What were the most common customer concerns/questions?	<ul style="list-style-type: none"> » Questions about where food and yard waste collection is available » How much does food and yard waste collection cost? » Various questions about specific items and whether they can be put in a food and yard waste cart.
What was food scrap recycling knowledge of customers?	Knowledge levels about food scrap recycling seem to vary widely. Some are well versed while some are unfamiliar with the concept.
Were staffing levels sufficient for event/location needs?	Staffing was sufficient for the event.
Any problems?	There were no major issues at this event.

Everett Herald Calendar Listing

Waste Management Waste-Free BBQ Featuring Chef Adam Hoffman
 August 25 | 11:00 am - 1:00 pm



Visit Waste Management's booth at Fred Meyer at 12906 Bothell Everett Highway featuring Chef Adam Hoffman. Adam will demonstrate his signature chicken wings while providing tips on how people can improve their food scrap recycling at home.

Location: Fred Meyer
Address: 12906 Bothell Everett Highway
 Everett, WA 98208

Website: wmnorthwest.com/cookingdemos
Cost: Free

Carnation Farmers Market October 2, 2012

EVENT TEAM MEMBERS: Wyatt Curtiss, Lorena Lopez, Heidi Merz

Number of pledge forms collected	46
Number of handouts distributed	10
Tactics used?	<ul style="list-style-type: none"> » Event booth/table » Food samples and cooking demos » Chance to win gift card with pledge
People's overall receptivity to receiving event?	<ul style="list-style-type: none"> » Food samples were a major driver of booth traffic. » Attendees were very receptive to our booth and interested in our message.
What were the most common customer concerns/questions?	<ul style="list-style-type: none"> » Many people mentioned that they compost at home, but do not have food and yard waste collection » How much does food and yard waste collection cost? » Various questions about specific items and whether they can be put in a food and yard waste cart.
What was food scrap recycling knowledge of customers?	In general attendees seemed knowledgeable about home composting, but knew less about food scrap recycling. Event staff encouraged attendees to look into food scrap recycling for their food waste they cannot compost at home.
Were staffing levels sufficient for event/location needs?	Staffing was sufficient for the event.
Any problems?	No problems to report with this event. The Carnation market was a very receptive market and the event ran smoothly

Carnation Event Photos:



Event Media

Redmond KOMO blog post

Redmond chef demonstrates food recycling tips

Submitted by *Leslee Jaquette*, Community Journalist
Friday, September 28th, 2012, 7:25am

Topics: [Community Spirit](#), [Environment](#), [Events](#)

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Chef Lisa Dupar will share recycling tips. Courtesy Lisa Dupar.

Did you know that almost 30 percent of what goes into the garbage is made up of food scraps and food-soiled paper. By [recycling](#) food scraps and food-soiled paper, we can reduce the amount of garbage going into our landfills and save valuable resources from going to waste.

[Lisa Dupar](#) of Pomegranate Bistro and Lisa Dupar Catering of Redmond will give a waste-free cooking demonstration at the Carnation Farmer's Market on October 2 at 3:30, 4:30 and 5:30 p.m. Her featured recipes include Lisa's Southern Fried Chicken and Rich Man's Gazpacho.

Here's how to get started recycling scraps and food-soiled paper:

- Get a kitchen collection container.** Buy a container specifically made for food scraps, or just use a reusable container you have around the house – a yogurt container or a coffee can with a lid works well.
- Start recycling your food scraps!** Put veggie and fruit trimmings, meats, bones, plate scrapings, egg shells and coffee grounds in your kitchen collection container. If it's food, it's compostable. And don't forget food-soiled paper! Paper towels, napkins—even greasy pizza delivery boxes can go in your food and yard waste cart!
- Know what to leave out.** Grease, liquids, pet waste, diapers, plastic, metal, and glass can't go in your food waste container
- Take your scraps to the curb.** Empty your kitchen collection container directly into your food and yard waste cart.
- Support the cycle.** In two months, your food scraps will become nutrient-rich compost that you can use in your garden. Pick up a bag of compost and continue the cycle of life.

Kirkland Reporter, Redmond Reporter and Snoqualmie Valley Record event listing




WHEN	Tuesday, October 2, 2012, 3 – 6pm	DESCRIPTION	Want to be a better chef and a better recycler? Visit Waste Management's booth at the Carnation Farmers Market to see Chef Lisa Dupar of Pomegranate Bistro and Lisa Dupar Catering demonstrate three signature recipes while learning easy ways to recycle your food scraps and food-soiled paper. Demos will be performed at 3:30, 4:30 and 5:30 PM on October 2nd.
WHERE	Carnation Farmers Market Carnation, WA		
CATEGORY	Classes & Lectures, Family		
AUDIENCE	Kids, Teens, Singles, College Students, Dads, Moms, Seniors, Families		
COST	Free		

Snohomish Farmers Market October 11, 2012

EVENT TEAM MEMBERS: Wyatt Curtiss, Lorena Lopez, Mariko Helm

Number of pledge forms collected	61
Number of handouts distributed	55
Tactics used?	<ul style="list-style-type: none"> » Event booth/table » Food samples and cooking demos » Chance to win gift card with pledge
People's overall receptivity to receiving event?	<p>Food samples were a major driver of booth traffic.</p> <p>Attendees were very receptive to our booth and interested in our message.</p>
What were the most common customer concerns/questions?	<ul style="list-style-type: none"> » Many people mentioned that they compost at home, but do not have food and yard waste collection » Various questions about specific items and whether they can be put in a food and yard waste cart.
What was food scrap recycling knowledge of customers?	<p>In general attendees seemed knowledgeable about home composting. Many do not participate in food scrap recycling, since they see it as unnecessary since they already compost at home. Event staff encouraged attendees to look into food scrap recycling for their food waste they cannot compost at home.</p>
Were staffing levels sufficient for event/location needs?	<p>Staffing was sufficient for the event.</p>
Any problems?	<p>No problems to report with this event. The Snohomish market was receptive and gave us an excellent booth location.</p>

Event Photos



Event Media

Snohomish Farmers Market blog post

FREE Waste-Free Cooking Demos Oct 11th



Did you know almost 30% of what goes into the garbage is made up of food scraps and food-soiled paper?

Maybe it's time for your signature dish to be one that pleases both the palate and the earth. By recycling your food scraps and

food-soiled paper, you can help reduce the amount of garbage going to the landfill and save valuable resources from going to waste.

Join Waste Management and local chef Adam Hoffman for a series of FREE waste-free cooking demos! You'll learn how cooking meals and recycling food scraps can be environmentally friendly and unbelievably delicious. Demos will be performed at 3:30 pm, 4:30 pm & 5:30 pm at the Snohomish Farmers Market on October 11.

Adam Hoffman of Adam's Northwest Bistro & Brewery

Adam has been a figure in the Puget Sound culinary scene for almost two decades. After working at Café Juanita, Sunset Club, Assaggio Restaurant, Figaro Bistro and serving more than a decade at Rover's with Chef Thierry Rautureau, Adam opened his dream restaurant, Adam's Northwest Bistro & Brewery in Monroe, Washington in 2011. A passionate advocate of sustainable, organic and locally grown food, Adam bases his upon seasonal ingredients sourced from the Northwest.

Snohomish KOMO blog post

Last farmers market for 2012 set for Thursday



Submitted by Ray Marcham, KOMO Communities Reporter
Wednesday, October 10th, 2012, 10:53am

The season started on a rainy day in May. It ends a day before the rains are scheduled to return.

The Snohomish Farmers Market will wrap up another successful season on Thursday. The market opens at 3 p.m. and will stay open until dusk.

It is Customer Appreciation Day, and everyone who stops by the market's headquarters tent will get a free market bag. There will also be demonstrations of waste-free cooking by chef Adam Hoffman at 3:30, 4:30 and 5:30, in conjunction with Waste Management.

Nikki Schilling will be performing at the market, bringing her great jazz sounds with her.

Once it gets dark on Thursday, the market's 21st year comes to an end. Then it's time to start planning for 2013.

Everett Herald Event Listing

Waste Management Cooking Demo Featuring Adam Hoffman

October 11 | 3:00 pm - 6:00 pm

Want to be a better chef and a better recycler? Visit Waste Management's booth at the Snohomish Farmers Market to see Chef Adam Hoffman of Adam's Northwest Bistro and Brewery demonstrate three signature recipes while learning easy ways to recycle you.

Location: Snohomish Farmers Market

Address: Cedar Ave & Pearl St
Snohomish, WA 98290

Website: www.wmnorthwest.com/cookingdemos

Cost: Free

Everett KOMO Event Listing

OCT 11 **EVENTS** *find something to do*

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Waste Management Cooking Demo Featuring Adam Hoffman

OTHER | FOOD AND DRINK | COMMUNITY | EDUCATION

Thursday, October 11, 2012, 3:00 PM - 6:00 PM

Want to be a better chef and a better recycler? Visit Waste Management's booth at the Snohomish Farmers Market to see Chef Adam Hoffman of Adam's Northwest Bistro and Brewery demonstrate three signature recipes while learning easy ways to recycle your food scraps and food-soiled paper. Demos will be performed at 3:30, 4:30 and 5:30 PM on October 11th.

Event url: www.wmnorthwest.com/cookingdemos

[Improve this event listing](#)

Venue

[Snohomish Farmers Market](#)
First Avenue and Cedar Street
Snohomish, WA
Community: [Snohomish](#)
[View Map](#) | [Get Directions](#)