



**Food isn't garbage. Food scraps belong in your green bin!  
Fun campaign prepares Metro Vancouver residents & businesses for food waste ban**

Hey! Food isn't garbage. Food scraps belong in your green bin!

That message will greet residents and visitors as they travel around the Metro Vancouver region between October and late November, and in shopping malls, public facilities, and office building elevators.

In preparation for a ban on putting food waste in the garbage in 2015, Metro Vancouver in collaboration with member municipalities has launched a fun-filled region-wide campaign featuring food scrap characters with the message that food scraps belong in green bins and not the garbage!

Characters including a cracked egg, a talking watermelon, and a partially eaten spring roll will adorn posters in stations on the three Skytrain lines, the Seabus, bus exteriors and shelters. They will also be highly visible in regional shopping malls, on screens in business tower elevators, and in public facilities like libraries, community and recreation centres.

"2015 is not far away and we knew we had to develop a fun and memorable way to remind Metro Vancouver residents and business owners and operators that in the new year we can no longer put our food scraps in the garbage," said Malcolm Brodie, Chair of Metro Vancouver's Zero Waste Committee.

"We think that children and young people will gravitate to these large advertisements and hopefully reinforce for their parents and the adults in their lives the need to keep food out of the garbage."

A number of Metro Vancouver member municipalities are extending the campaign's reach around the region with campaign images on vehicles like garbage and recycling trucks, on public garbage and recycling bins, and in municipal buildings.

The majority of single-family homes in Metro Vancouver already have curbside collection of food waste. This new ban means multi-family complexes, businesses including restaurants and grocery stores, and institutions like schools and hospitals will also have to separate food and yard waste from the regular garbage.

“Food waste accounts for about 40 per cent of our garbage and when put in the landfill creates methane, a potent greenhouse gas that contributes to climate change. By removing it from the landfill, we improve our environment and create valuable resources like compost and energy,” said Greg Moore, Chair of Metro Vancouver’s Board of Directors.

“We know that Metro Vancouver residents and business owners and operators are busy, and with this campaign we sought a fun, light-hearted way to deal with an important issue. Whether you are using transit, driving by buses and bus shelters, shopping, visiting a community or recreation centre or taking an office building elevator, you will see these food scrap characters as a reminder not to put your food waste in the garbage.”

At 60 per cent, Metro Vancouver has one of the highest recycling rates in North America. The regional district has a goal for 70 per cent recycling in 2015 and 80 per cent by 2020.

“Implementation of this ban on food waste in the garbage will go a long way to help us achieve these goals,” said Director Brodie.

The campaign [artwork](#) is free to download and available in resolutions for print and electronic media.

***For further information, please contact the Information Centre at 604.432.6200.***