



SF Environment
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San Francisco Department of Environment Partners with Recology to Promote Composting to the Chinese Community

Chinese-language education and outreach to drive adoption of composting



廚餘回收 點食成金



今天的蘿蔔糕，長出明天的蘿蔔

食物是一場生命循環。今天善待廚餘，明天就能豐盛有餘。為達到2020年城市「零廢棄」的終極目標，三藩市環保署與Recology綠源再生合作，協助餐廳與食物販售商，回收殘羹剩菜，滋土肥地，不但產出美食，商家也能贏得美譽，生意就此生生不息。

提供華語服務
Recology Sunset Scavenger: 415-330-1300, Recology Golden Gate: 415-626-4000
recologysf.com | sfenvironment.org



Caption: The San Francisco Department of the Environment’s new “Turn Food into Gold (點食成金)” ad campaign encourages Chinese-owned businesses to compost.

SAN FRANCISCO, February 18, 2014 – The San Francisco Department of the Environment announced today a partnership with Recology to promote composting to Chinese-owned businesses and food merchants as part of San Francisco’s goal to achieve “Zero Waste by 2020.”



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“San Francisco’s local businesses and residents are showing the nation that composting is easy, good for the environment and good for our economy,” said San Francisco Mayor Edwin M. Lee. “By using culturally competent, grassroots outreach, the City and Recology are reaching our City’s diverse Chinese American community to encourage greater composting in our households to get us closer to our ultimate goal of zero waste.”

The city’s Mandatory Recycling and Composting Ordinance requires residents and businesses to separate compostables and recyclables from landfill trash, yet a large portion of what is now going to landfill could be composted. With increased awareness of the benefits of composting and instructions on how to properly handle food materials using the green composting bins, the city can effectively decrease landfill levels. Compostables like food scraps, food-soiled paper products, and plants are composted into nutrient-rich soil used by local organic farms, wineries, and professional landscapers.

“The marketing campaign will initially focus on small businesses, with a focus on the environmental and economic benefits of composting,” said Joshua Arce, San Francisco Environment Commission President. “The Department of the Environment’s grassroots, multi-lingual outreach team will serve as a resource for the Chinese speaking community at large, including property owners and residential customers, to increase the use of the green composting bins.”

The joint program is supported with in-language education about composting, including Chinese language materials, a customer service hotline, and a staff of multi-lingual speakers, including Chinese-speaking field team members. SF Environment is also launching a new advertising campaign, “Turn Food into Gold (點食成金),” that revolves around the importance and symbolism of food in Chinese culture.

“Our new ad campaign reflects the Chinese philosophy that food represents life and luck. Food is a valuable resource and therefore, should never be wasted,” said Dennis Wu, Chair of Recology Board of Directors. “Composting is part of the natural cycle of life where food scraps are returned to the soil to grow the food that nourishes us.”

About Recology

Recology manages municipal refuse disposal processes and services that span the needs of urban, suburban and rural communities. Our services include urban cleaning services, collection, sorting, transfer, processing and recovery and landfill management. Our name, Recology, reflects our unique success record in driving resource recovery to unparalleled levels through recycling and composting. Recology companies operate in California, Nevada, Oregon and Washington, coordinating dozens of recycling programs to recover a variety of materials. Recology programs have been replicated throughout the country and serve as a national model for resource recovery initiatives. Learn more at www.recologysf.com.



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About the San Francisco Department of the Environment

The San Francisco Department of the Environment (SF Environment) creates visionary policies and innovative programs that promote social equity, protect human health, and lead the way toward a sustainable future. We put our mission into action by mobilizing communities and providing the resources needed to safeguard our homes, our city, and ultimately our planet. Visit www.sfenvironment.org for more information.

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