



# COMPOSTING HELPS CONVERT TRASH INTO FOOT TRAFFIC



Public-facing businesses go to great lengths to attract more customers. Add-ons like video displays, lights, signs, and furnishings are all designed to catch the eye and draw customers in.

**While today's technology for retail promotion is no doubt exciting and appealing, something as simple as giving customers a proper place to toss their apple cores might just be as effective to attracting new customers.**

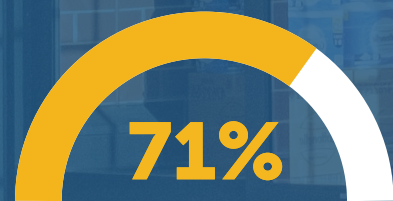
Research shows that it's true: consumers are drawn to businesses that encourage composting of food waste. Even more, it's the desired 18- to 39-year-old consumers who feel the strongest attractions to a business equipped with efficient and functional compost receptacles.

A recent study conducted by Briar Cliff University revealed that composting is on the minds of consumers at a higher level than one might think.

In fact, 71% of those surveyed said they would view a business more positively if that operation offered receptacles dedicated to receiving compostable organic waste.

Composting involves collecting and combining waste that can naturally be broken down into nutrient-rich, earth-friendly components that are used as fertilizers. In addition to helping reduce the amount of greenhouse gases and potentially hazardous liquids from landfills, an effective composting program can also help cut the volume of waste taken to disposal sites.

And the numbers are significant. The U.S. EPA cites a study by the Institute for Local Self-Reliance in reporting that about 50% of the trash people put out on the curb is actually compostable material, including food scraps, yard trimmings, wood debris, and paper.



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of those surveyed said they would view a business more positively if they offered compost receptacles

For most consumers – even those with a high understanding of the environmental benefits of composting – the lack of access to efficient out-of-home compost systems typically stops the process.

**An overwhelming majority of respondents to the Briar Cliff study said they don't compost outside of their homes because composting bins aren't available in the stores, restaurants, or C-stores they visit.**

That points to opportunity, which is supported by data making it clear that offering composting options will increase foot traffic. Which leads to the question: **"Why aren't more businesses doing it?"**

**Two reasons businesses haven't added composting:** inattention and complexity. Some businesses simply don't think about composting when specifying trash and recycling containers, while many simply feel that adding a composting system is too complicated for their operation. It doesn't have to be.

Making available a multi-stream waste and recycling system – which includes composting – can be simple.

Commercial Zone has developed a full line of multi-stream receptacles designed to fit any environment. Businesses can clearly communicate sustainability goals by providing separate labeled containers for different kinds of recyclables as well as compost and trash.

Adding a multi-stream system is a simple, yet effective, way to attract new customers, reinforce your existing customer relationships, and enhance your image while achieving your sustainability goals.



## KEY FEATURES IN A MULTI-STREAM COMPOSTING SYSTEM

### Easy to understand

Include decals that clearly communicate what can and cannot be placed in each container.

### Leak-proof

Food waste is about 70% water. Preventing the liquid in composting material from leaking will prevent mess and reduce pests.

### Brand identified

Composting improves business perception. Reinforce your commitment to the environment by adding a logo.

Data included in this report was gathered from a random telephone survey of consumers conducted by Briar Cliff University, Sioux City, IA, in October-November 2022. Survey was commissioned by Marmon Holdings, Inc., for Commercial Zone. For questions about the survey and its findings, please contact Commercial Zone at 1-800-782-7273.



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