



FoodCycler™

On-Site Organics Diversion Program

Prepared for:
Town of Hawkesbury
November 25th, 2024

Presented by:
Food Cycle Science
Brigitte Kirady

About Us: Food Cycle Science

- Canadian company based out of Ottawa, Ontario
- 100% focused on Food Waste Diversion Solutions
- Official Canoe Procurement Group of Canada approved supplier
- Recent Awards include:
 - Finalists in Impact Canada's Food Waste Reduction Challenge
 - Deloitte Fast 50 CleanTech award winners (2021-2024)
 - #66th on Globe & Mail's Canada's Top Growing Companies for 2023



reddot



Trusted Canadian Solution

From Coast to Coast to Coast



150 Canadian Municipal Partners
... and counting!

Pilot Program Recap

○ A FoodCycler Pilot Program was approved in Hawkesbury to include 150 participating households.

○ The purpose of the pilot program is to test the viability of utilizing FoodCycler technology as a solution to managing residential food waste within your community.

○ The cost to the Municipality was \$15,000 + taxes and shipping.

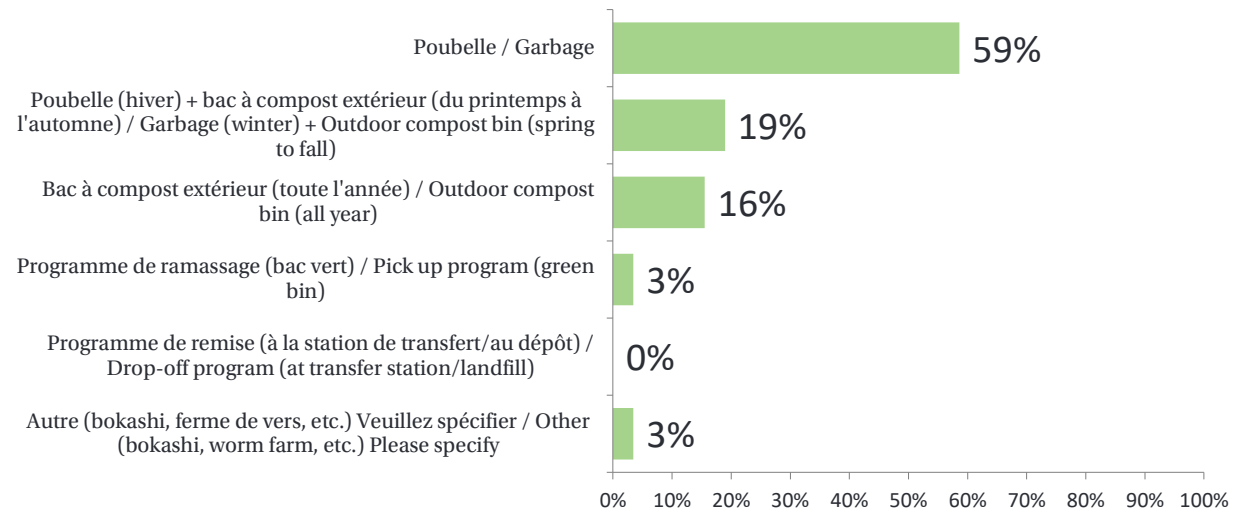
○ Participating residents purchased a FoodCycler from the municipality at a subsidized cost, tracked their usage for 12 weeks to calculate total waste diversion, and completed a final survey to provide data and feedback.



Pilot Program Results

Survey participation rate was 76%

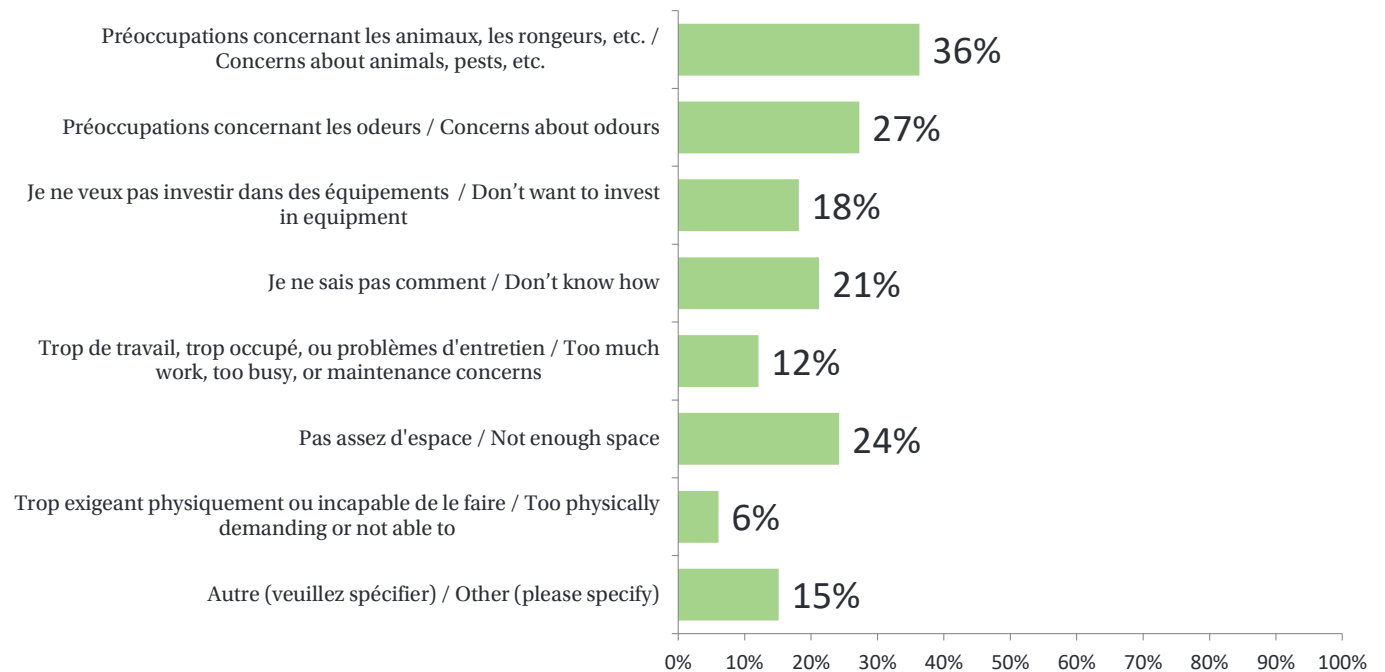
- How important is greenhouse gas reduction to you? 9/10
- How important is waste reduction to you? 9/10
- Where did your food waste go **prior** to using the FoodCycler?



« Notre expérience s'est avérée positive. Nous faisons du compostage depuis environ 25 ans mais nous apprécions que le processus avec le FoodCycler est quasi instantané et que plusieurs aliments qui n'iraient pas dans un compost traditionnel (os de volaille, viandes, coquilles et pelures qui prendraient trop de temps à se décomposer) peuvent être compostés avec le Food Cycler. Parfois en hiver, nous n'utilisons pas le compost extérieur à cause de son emplacement difficile d'accès. »

Pilot Program Results

If you do not backyard compost, please indicate your reasons:



Pilot Program Results

Based on the data we collected for your diversion rates, we saw:

- Average of **3.9 cycles/week** for FC-30
- Average of **2.9 cycles/week** for Eco 5

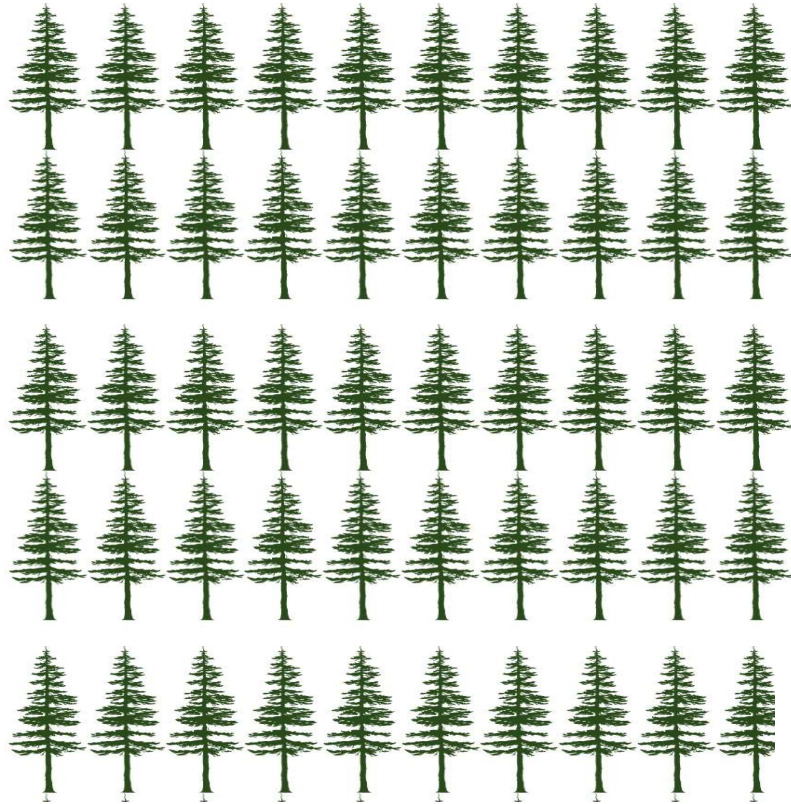
This is the equivalent to **~254.18kg of food waste per year per household.**

With 150 FoodCyclers in Hawkesbury, this will divert a total of **38.13 metric tonnes (MT)** of food waste diverted from the landfill every year.



Pilot Program Results

150 FoodCyclers in Hawkesbury will divert **49.56 MT CO₂ equivalents** per year, the equivalent to the carbon sequestered by 49.7 acres of forest per year!



Pilot Program Results

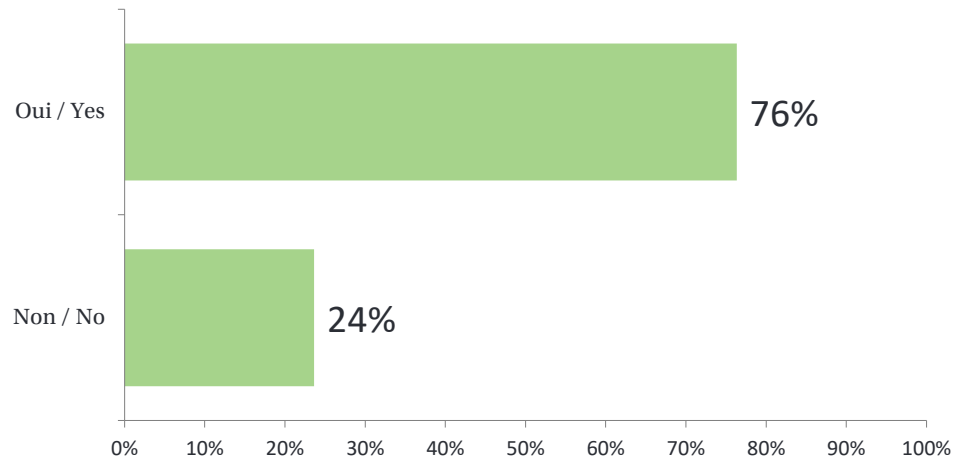
Participants reported generating **0.62 fewer standard garbage bags per week**, equating to a reduction of **32.2 garbage bags per household annually**. With **150 FoodCyclers** in your community, this means **over 4,800 fewer garbage bags** will be trucked to the landfill each year!



« Je suis contente de notre participation au programme, car en ce moment, il n'y a pas de collecte des bacs verts à Hawkesbury. Je n'aimais pas vraiment jeter à la poubelle, plus particulièrement en hiver, des aliments. De plus, nous avons un beau substrat qui sera très utile pour nos projets de jardinage. »

Pilot Program Results

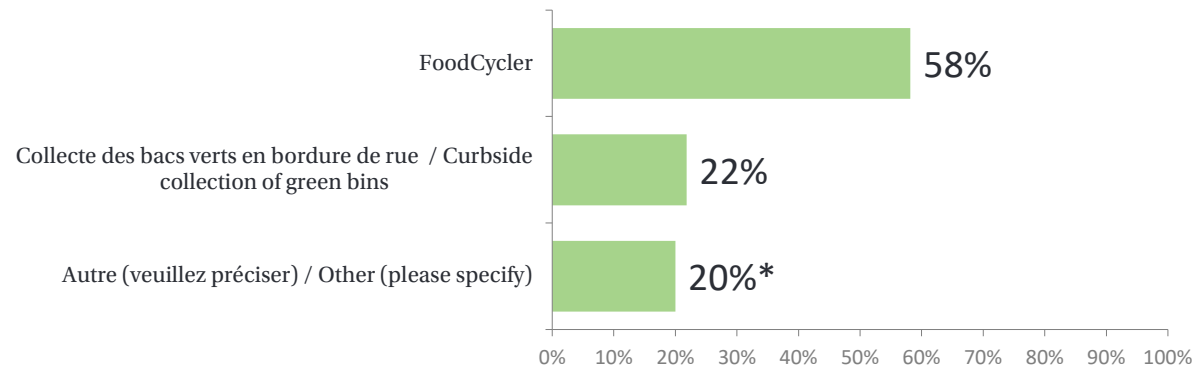
By using the FoodCycler and increasing food waste awareness, did it motivate you to waste less food?



Using the FoodCycler not only reduces waste but also fosters greater awareness of food consumption habits by helping users to think critically about how much food they discard. The FoodCycler creates a tangible connection between waste and sustainability, encouraging more mindful purchasing, meal planning, and overall waste reduction. This ripple effect leads to more sustainable efforts and less strain on waste management systems.

Pilot Program Results

If the municipality were to implement a municipal service to divert food waste, please indicate your preferred method:



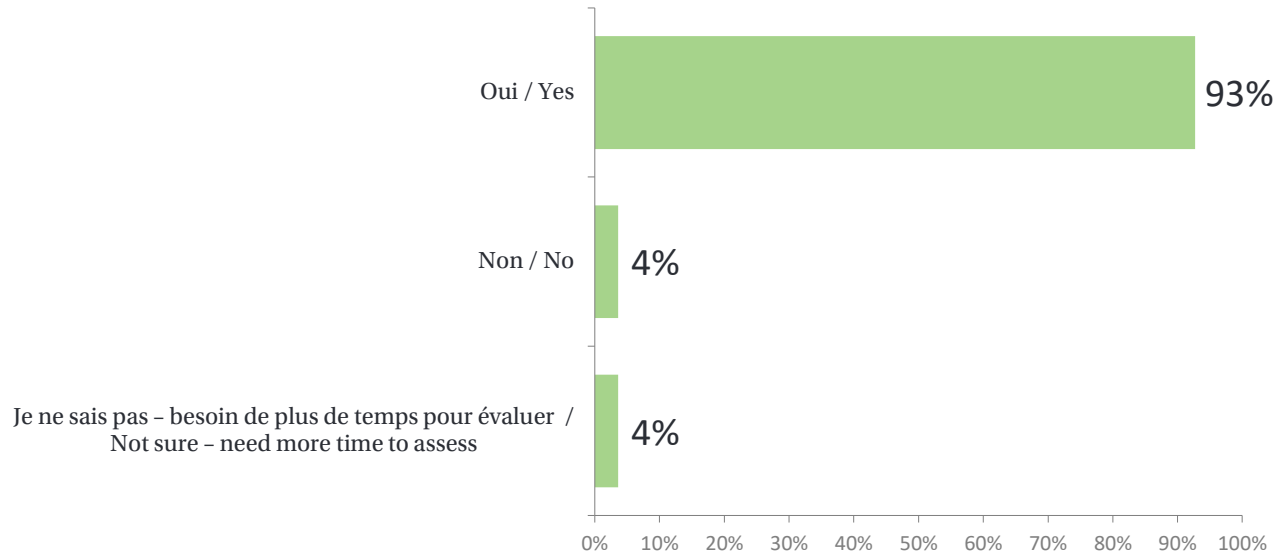
**100% of those who selected "other" indicated they would prefer a combination of a FoodCycler program and curbside green bin.*

FoodCycler users appreciate the value it brings and recognize it as a practical, effective solution for managing food waste at the community level.

*« Brown bin is the cheapest way but comes with gross breakdown mess & smells, pests, unless they opt to freeze their waste until pick-up. **Coming from a huge city with brown bins system, I much prefer spending the money for a FoodCycler and a renovation pail with lid and a place to store out of the house is best.** »*

Pilot Program Results

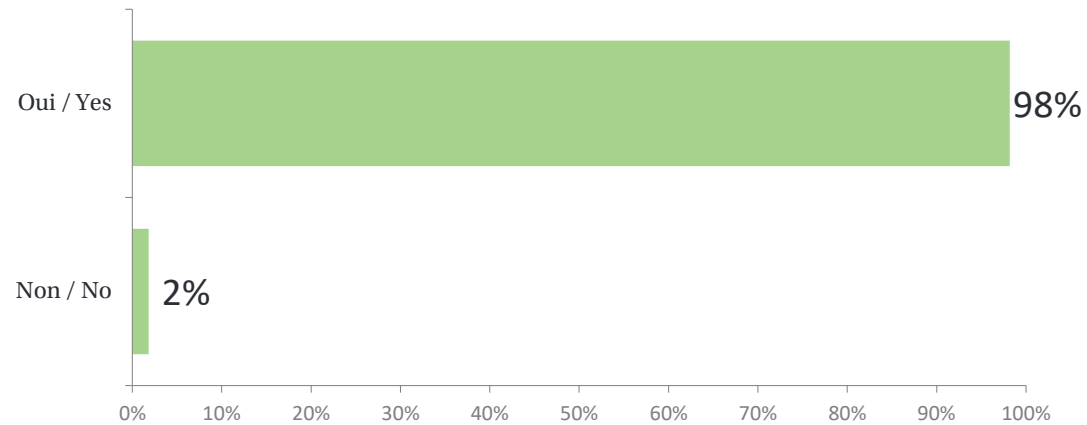
Would you recommend the FoodCycler to others?



This solution is resonating with users and delivering a positive experience. This high level of satisfaction is a strong indicator of the potential for wider adoption. When participants advocate for the FoodCycler within their own networks, it increases community engagement and interest. Positive word-of-mouth is invaluable in building momentum for sustainable initiatives, helping to reduce waste on a larger scale and supporting long-term environmental goals.

Pilot Program Results

Will you continue using the FoodCycler after this pilot?



This level of participation far exceeds any other food waste management solution available today. For example, Ottawa's curbside green bin program has a participation rate of only 57%, and backyard composting rates have remained stagnant for decades. A 98% participation rate is a strong indication that the FoodCycler is an invaluable tool for communities aiming to reduce landfill contributions and promote sustainability.

*« Le FoodCycler est un « **must** » dans nos maisons! »*

*« **Très satisfait!** »*

Pilot Program Results

Please rate the overall pilot project experience out of 5 stars.

Average rating: 4.7/5 Stars



- 1 Star = 0%
- 2 Stars = 0%
- 3 Stars = 1.8%
- 4 Stars = 29.1%
- 5 Stars = 69.1%

« J'adore l'outil qui fonctionne parfaitement bien et de façon efficace. **Je suis content que ma Municipalité nous ait permis de découvrir le bac.** Très bon investissement. **Un grand merci.** »

« **A definite win for the municipality.** Ours will be used much more often once gardening season comes into play. »

« **Merci pour ce beau projet pilote.** Cela m'a permis d'acheter un recycleur à un prix abordable. Je vais continuer à l'utiliser. »

« **We are aware of other municipalities in Prescott/Russell and Stormont/Dundas/Glengarry - all are well accepted.** Like anything, there will always be those who do not, for whatever EXCUSE do not want to participate however this program is, we believe beneficial to the municipality. **For those who participate, the benefits are there to be seen.** »

Program Recap

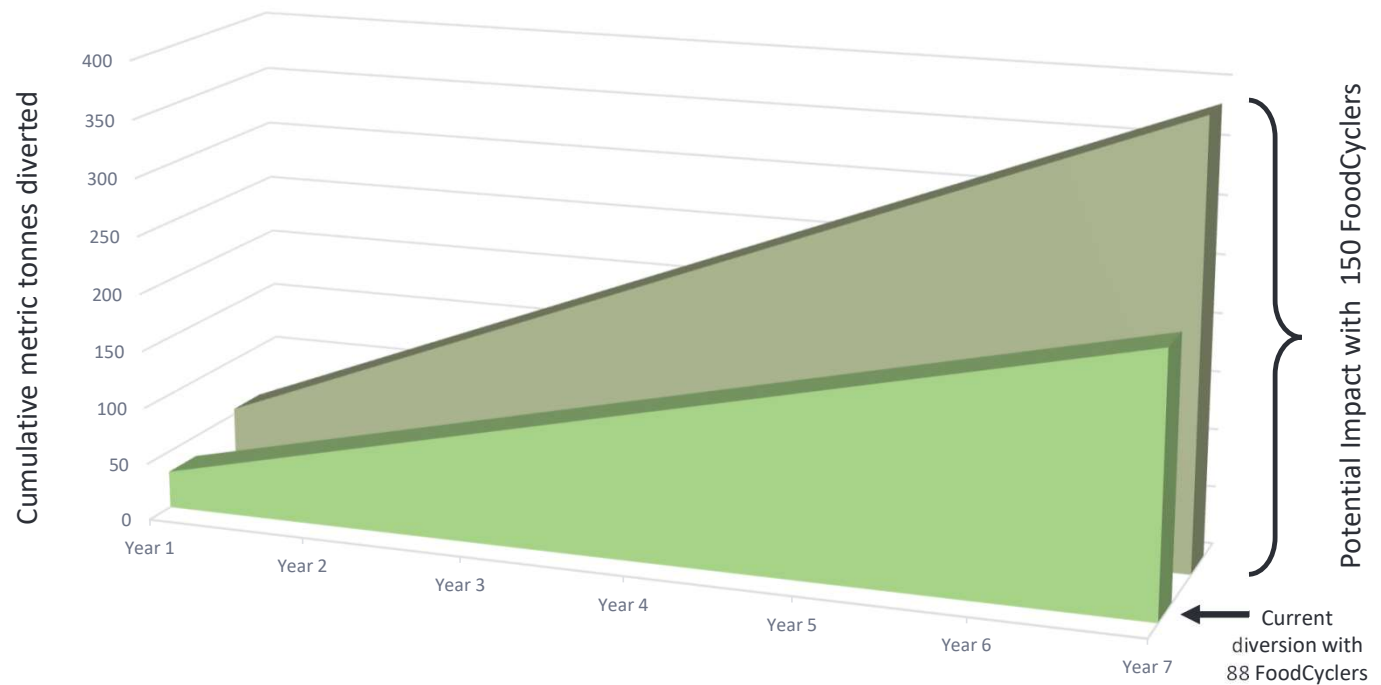
Recap

- **38.13 MT** of food waste diverted from landfill/year with 150 FoodCyclers in the municipality
- Residents reported a **0.62 bag reduction per week** which equals **32.2 bags per household per year** of food waste diverted from the landfill.
- As a result of this program, **76%** of participants are now motivated to waste less food.
- **93%** would recommend the FoodCycler to others.
- **98%** of participants will continue using the FoodCycler



Scaling Real Change

This figure represents the cumulative metric tonnes that can be diverted over the life span of a FoodCycler. With the 88 FoodCyclers currently distributed in your community, you will divert approximately 224.84 metric tonnes of food waste over 7 years. By distributing all 150 FoodCyclers, you have the potential of diverting approximately 383.25 metric tonnes of food waste over 7 years.



Our continued commitment to your program

Food Cycle Science remains dedicated to your program's success. Here's how we'll continue to support you:

- **Promotional Support:** Continued and ongoing provision of updated promotional materials to help sell remaining units.
- **Administrative Assistance:** Continued administration of participant registrations and final surveys.
- **Customer Support:** Dedicated technical support to address any questions or concerns from participants.
- **Program Development:** Guidance and resources to support future growth and expansion of your program.

We're here to ensure your community gets the most out of your FoodCycler program, now and in the future!





Thank you!

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