



Essex-Windsor Solid Waste Authority

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For Immediate Release

July 12, 2024

EWSWA's New 2025 Green Bin Slogan Revealed



Food Waste is Too Good to Waste – Green Bin It!

The Essex-Windsor Solid Waste Authority unveiled its new slogan for the regional 2025 Green Bin Program at a “Slogan Reveal Event” on Wednesday, July 10th, 2024. “Food Waste is Too Good to Waste – Green Bin It” was voted as the top slogan by over 1,100 local residents! The EWSWA would like to thank everyone who joined the festivities for the “Reveal” and is grateful to all the Essex-Windsor residents who supported the creation of the final slogan. The new slogan is the starting point for the future promotion and education component of the 2025 Green Bin Program in fall 2025.

The first reveal at this event were the results of the 2022/23 residential curbside waste audit sharing that **48.25% of the garbage set-out by residents is food waste!**

According to the Authority’s Vice-Chair and the Mayor of Tecumseh, Gary McNamara, “Getting food waste out of the garbage and into a new Green Bin

Program will be such a great accomplishment for our region. This program will ultimately preserve the region's greatest asset, and that's our "Regional Landfill", and turn this food waste into a valuable resource."

In parallel to developing the communications of this program, the Authority is also finalizing the operational side of the Green Bin Program and their associated costs. Initial costs for just providing the curbside collection to residents is \$2-3 per household per week were shared, which does not include processing fees, green bin costs, and other fees that are supplementary to a Green Bin Program.

The Authority's General Manager, Michelle Bishop, spoke to the importance of this exciting new program, "Launching this Program next year, will help this region in a tremendous way to reduce the amount of garbage and waste at the curb, and it will really will make strides in helping us divert residential food waste and ultimately preserve one of the region's greatest assets which is our Essex-Windsor Regional Landfill. The Green Bin Program is really one of the best examples of that recycling loop – where our food waste will be turned into fertilizer, go back into the ground to therefore create more food for the region."

The Authority appreciates all the great slogans and concepts submitted by the public and will be sure to "reuse and recycle" over the life of the Green Bin Program.



(left to right) Hilda MacDonald (Warden, County of Essex, Mayor of Leamington), Mark McKenzie (EWSWA Board Member, City of Windsor Councillor), Gary Kaschak (EWSWA Chair, City of Windsor Councillor), Gary McNamara (EWSWA Vice Chair, Mayor of Tecumseh), Jim Morrison (EWSWA Board Member, City of Windsor Councillor), Kieran McKenzie (EWSWA Board Member, City of Windsor Councillor)



EWSWA General Manager, Michelle Bishop



EWSWA Chair Gary Kaschak cuts the cake to reveal the slogan.



EWSWA Chair Gary Kaschak and Vice Chair Gary McNamara reveal the new slogan.

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