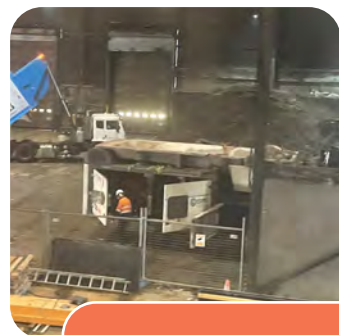




FOGO End Market - Residents

March 2022



FOGO bin

Pre-processing
@ CVC

Processed
and bagged
GO
Organics

Fremantle
Recycling
Centre

Home
gardens



The Location

- Fremantle Recycling Centre
- 160 visitors/day, 2.5 days pw
- Drop off over 30 items + Reuse Shop



The Compost

- Brunning's brand
- Contains 25% FOGO derived material
- 25L bags



Supplier

- GO Organics
- 84 bags/palette
- Bag and deliver – forklift
- 2 weeks notice
- RRG – tour for staff
- Options different products, and bulk



Pricing

- 1st week trial – cost price @ \$2.50
- Sold out 2 palettes
- Complaints = demand
- \$5 and 5 bag limit
- Set fixed price
- Balance: sales vs value of product
- Comparison: \$9 @ other retailers

City of Fremantle
August 21, 2021 · 🌐

SOLD OUT | The compost bags sold out over one weekend but we'll have more soon. Stay tuned for details!

Your FOGO is now available as compost at Fremantle Recycling Centre in 25-litre bags for just \$2.50. The bags help us close the loop on our FOGO waste, with 30 per cent of the compost derived from green household bins across the [Southern Metropolitan Regional Council](#) including Fremantle!


Visit <https://bit.ly/3D7q2cz> for Fremantle Recycling Centre opening hours and location.

City of Fremantle
August 27, 2021 · 🌐

New in stock! We've got a great fresh batch of compost from your FOGO waste now available at Fremantle Recycling Centre for \$5 per bag.

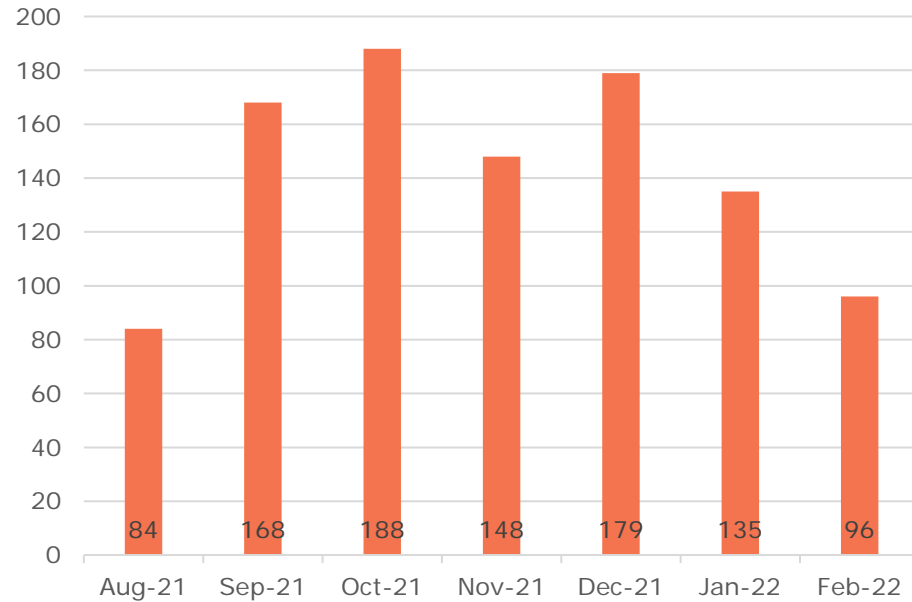
The bags help us close the loop on our FOGO waste, with 30 per cent of the compost derived from lime green FOGO bins across the [Southern Metropolitan Regional Council](#) including Fremantle, [Town of East Fremantle](#) and the [City of Melville](#).

Visit <https://bit.ly/3D7q2cz> for Fremantle Recycling Centre opening hours and location.


Price just went up 100% in 6 days!



Sales



*Aug only one week

- Sold 1000 bags in 6 months
- Sales related # visitors @ FRC
- Removed 5 bag limit
- Started selling to other LGA (using HHW)

Promotion

WasteNews

WALGA's Waste Management Newsletter

Issue 17 – August 2021



LG Focus: Craving for Compost

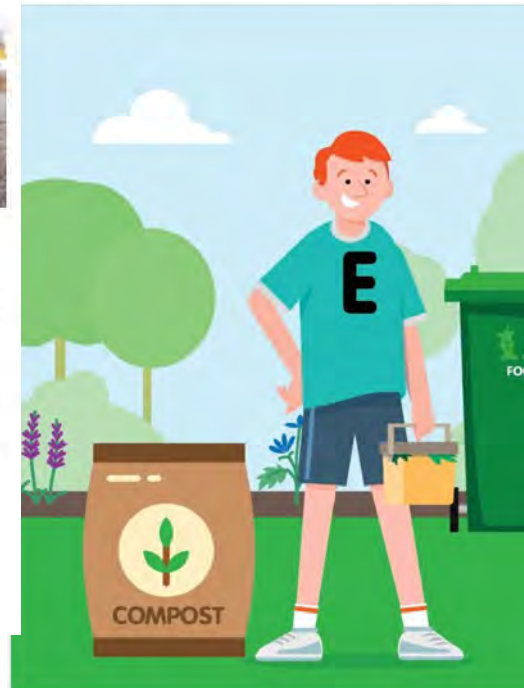
City of Fremantle and Town of East Fremantle residents have developed an appetite for closing the loop on food waste.

Food and garden organics from the Southern Metropolitan Regional Council are blended into retail garden products, containing up to 30% FOGO derived material. A trial pallet, comprising 84 bags of garden compost, recently went on sale at the Fremantle Recycling Centre and was sold out in just one weekend.

Residents were delighted to see how the contents of their FOGO bins were being used, with requests for more of the product to be made available. Another two pallets are expected to arrive soon at the Fremantle Recycling Centre.

City of Fremantle
February 27 at 10:00 AM · 🌐

Grab a bag of compost made from your FOGO for just \$5 at Fremantle Recy...
The bags help us close the loop on our FOGO waste, with 30 per cent of the...
from green household bins across the Southern Metropolitan Regional Cour...
Fremantle.
Visit <https://bit.ly/3hd52Ht> to find out more about Fremantle Recycling Cent...
hours and address.



City of Fremantle
March 5 at 12:00 PM · 🌐

Freo, can dog poo and cat poo go in your FOGO? 🐾

Help us create high quality compost from your FOGO by ensuring you place the right items in your lime green bin and avoid the wrong items like metals, plastics, bio-plastics and glass.

For more info on which bin to use visit <https://bit.ly/3M1KwaU>

Your food organics and garden organics are turned into compost.

A diagram illustrating the composting process. On the left, a green FOGO bin is shown with various food and garden waste items (leaves, fruit, vegetable scraps) being thrown into it. An arrow points from the bin to a square box on the right. Inside this box, a small green seedling is growing out of a mound of dark brown soil, representing the final compost product.

15 8 Comments



Customer Feedback

"Plastic bags"

- Retail/brand
- Transportable
- Safety
- Option bulk purchase

"Smelly"

- Full of goodness!
- What compost isn't?

"Love it"

- Repeat customers
- Good price
- Rate the quality
- Environment

Benefits of selling to residents

- ★ Opportunity to communicate + educate
- ★ Sense of community pride
- ★ People are less likely to contaminate FOGO bin
- ★ Closing the loop on a waste stream
- ★ Being part of solution

Education activities

Ops budget = saleable, BB+ funding = prizes + giveaways

Examples:

- MUDs convert to 3-bin
- School FOGO trial
- Giveaways at info stands
- Raffle at workshop
- Bin tagging prizes
- Shared with LGA neighbours:





Communicate
with supplier



Set price



Retail location



Promo internally
and externally



Education
opportunities

Thanks for listening

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