

## Rock the Green

# waste management

News and information about better food waste management

digest



## At-A-Glance

### EVENT:

**Rock the Green Music Festival**

### LOCATION:

**Veteran's Park, Milwaukee, WI**

(located along the lakefront) 103.5 acres

### PRODUCT INSTALLED:

**Grind2Energy™**

### BY THE NUMBERS:

- Educated more than **15,000 attendees** over two years about today's eco-friendly options for food waste management
- **93%** of the festival's waste was **reduced, reused or recycled in 2012**, a one percent increase over 2011
- **4,200 lbs** of food waste was turned into **renewable energy and fertilizer** in 2011 and 2012 combined
- **Only 640 pounds, 13 trashcans, of waste** were **sent to landfills** compared to the average 4 tons which was estimated by the EPA



## Opportunity

In 2011, InSinkEerator began its partnership with Rock the Green, an environmentally friendly music festival that merges entertainment with an interactive eco-friendly experience. Rock the Green uses sustainable products, such as InSinkEerator's food waste disposers, during the festival in the hopes of creating a near-zero waste event. In 2012, the festival's waste management methods allowed for 93 percent of the waste generated to be reduced, reused or recycled, a one percent increase over 2011.

InSinkEerator provided four Grind2Energy™ commercial disposers for use at the festival in both 2011 and 2012. To make recycling easy for the combined 15,000+ attendees, special bins were set up throughout the venue for food waste. The bins were taken to one of four garbage disposal stations with stainless steel sink disposer units, specially designed by InSinkEerator. Over 3,000 pounds of food waste were processed through the four Grind2Energy units at the 2012 festival alone.

Following disposal, the food waste was sent to the Milwaukee Metropolitan Sewerage District (MMSD), where they were able to capture the energy from the methane gas to help power the facility. The remaining bio-solids were converted to an organic fertilizer called Milorganite. The Milorganite was ultimately returned to the concert venue at Veteran's Park, completing a recycling process never before implemented at a music festival.

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*"We were fortunate to partner with companies like InSinkErator to make a lasting impact on our community and parks. Our ability to remove waste from the environment at this level was helped tremendously by InSinkErator's commitment to a comprehensive waste reclamation solution."*

**Lindsay Stevens Gardner**  
Founder and Executive Director  
Rock the Green

## Grind2Energy™ Benefits

More than 19 million tons of food waste is sent to landfills each year, and approximately 50 percent of this waste comes from foodservice operations. As environmental sustainability becomes more of a concern, foodservice operators from universities to restaurants to concert venues must find better ways to conserve resources and reduce their carbon footprint. An ideal way to support the environment and reduce global warming is to use InSinkErator's Grind2Energy system.

Reducing the amount of waste decomposing in landfills, which is a major cause of global warming, Grind2Energy turns food waste into a renewable energy source. Buried waste is the number one source of human-caused methane emissions, and food waste is the most harmful type of buried waste because it decomposes faster and produces harmful bacteria that can contaminate the earth and water supply. A Grind2Energy system, like those featured at Rock the Green, removes this threat, keeps food waste out of landfills and creates a valuable energy source and useful organic fertilizer.

As a result of InSinkErator's Grind2Energy commercial disposers and the other environmental products at Rock the Green, 4,200 pounds of food waste was turned into renewable energy and fertilizer in 2011 and 2012 combined.



grind2energy™

**RECYCLE YOUR  
FOOD WASTE.**

**CONVERT**  
into useful energy

**RECYCLE**  
into fertilizer

**REDUCE**  
landfill waste

**INCREASE**  
overall efficiency

**ROCK the  
GREEN**

Presented By

**VEOLIA**  
ENVIRONMENTAL  
SERVICES

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Commercial & Residential Solutions



**in sink erator®**

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