



City of Middletown

OFFICE OF THE MAYOR

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For Immediate Release

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THE CITY OF MIDDLETOWN ANNOUNCES THE *FEED THE EARTH* CAMPAIGN Featuring Blue Earth Composting in local restaurants

Middletown, CT – Mayor Florsheim is excited to announce Middletown’s new *Feed the Earth* campaign. The campaign will feature Blue Earth Compost, a Hartford-based composting company aimed at tackling food waste in Connecticut. Blue Earth’s model puts organic would-be waste back into the food cycle, converting scraps to nutrient-rich compost and harnessing renewable energy along the way.

With the introduction of the *Feed the Earth* campaign, food scraps from restaurants will be placed into compost bins instead of ending up in the waste stream bound for an incinerator or landfill. In addition to composting uneaten food from customers, restaurant owners will be able to compost the food scraps generated in the kitchen. Containers, signage, training, and collection services are all provided for no cost to participating businesses.

Feed the Earth will also educate consumers and businesses about the usefulness and ease of composting. This new campaign is just the latest in a larger effort to increase the role composting can play in everyday lives. As composting takes hold in hearts and minds across Connecticut, it has grown from person-by-person residential collections to municipal contracts like this partnership with Middletown’s Main Street. If all goes well, residents might expect to see municipal composting in local cities in the near future. This could be the start of a new era in food cycle management.

Mayor Florsheim commented, “Middletown’s Main Street is a vibrant destination in Connecticut, featuring many wonderful restaurants, coffee shops, and eateries. The *Feed the Earth* campaign will make it easy for the community to compost food waste while also promoting environmental sustainability. This project will benefit the environment, and will also serve as a teachable moment for everyone introduced to composting. It is my hope that the *Feed the Earth* campaign will be a model for other communities to follow, as we work collectively to keep sustainability initiatives in the forefront of our agendas for the benefit of everyone in the community.”

Feed the Earth has been championed by the city’s Recycling Coordinator, Kim O’Rourke, whose efforts were integral in moving the project from an idea to a full-fledged program. She commented, “I’m really excited that

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our city is becoming a leader in recycling and sustainability in Connecticut through this initiative. *Feed the Earth* is a win for small businesses, the city, and the environment.”

Mayor Florsheim went on to comment that he is also “pleased to also announce that Blue Earth Compost’s services will be utilized at the upcoming Mayor’s Ball, scheduled for September 9, 2021 at the Wadsworth Mansion in Middletown. The annual Mayor’s Ball benefits local organizations that serve the community. Composting at the Mayor’s Ball through Blue Earth will help the event become more sustainable, and will also serve to demonstrate how environmentally friendly policies can be implemented in a seamless way that does not detract from the elegance of a black-tie event, or impose on people’s daily lives. I look forward to collaborating with Blue Earth Compost on this and other future city events.”

A press conference celebrating the *Feed the Earth* campaign will be held on July 13th, at 11:00AM at Plaza Middlesex, 169 Main Street, in between Brew Bakers and Lastrina Girls Bridal Salon. The press conference will include remarks from Mayor Ben Florsheim, as well as restaurant owners and representatives from the Middletown Department of Public Works and Blue Earth Compost.

Interested residents and restaurants can learn more at www.blueearthcompost.com/feedtheearth, and can follow Blue Earth Compost on [Facebook](#) and [Instagram](#) to catch up on their latest partnerships and programs.

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