

Case Study

1st Annual Pumpkin Drop



compost
WINNIPEG

Overview

In partnership with CF Polo Park, Compost Winnipeg invited Winnipeggers to drop pumpkins off the 2nd level of the parkade into our collection truck.

Over 1000 attendees experienced the thrill of tossing their jack-o'-lanterns, while 1000's more left their pumpkins at community drop-off locations around the city.

Of the pumpkins collected, 1/3 was shared with an animal sanctuary, Kismet Creek Farm, for feed and the remainder was sent for composting at Sustainable Organic Solutions.

Approach

- Promoted the event on social media, TV, radio, & newspapers.
- Educated Winnipeggers on the importance of keeping organic waste out of landfills.
- Raised awareness about the hierarchy of food waste; feed people, and animals, then compost.
- Offered 5 additional community drop-off locations around the city for those who couldn't make the main event.
- Donated 9,000kg of pumpkins to Kismet Creek Animal Sanctuary for animal feed.
- Collected cash donations were put towards compost collection service for a local non-profit organization, Bruce Oake Recovery Centre.

Results

November 3rd to 10th, 2021



8 truck fulls collected from 6 drop-off locations



24,000 kg of pumpkins collected. Totaling 10% of all pumpkins grown in MB



21,600 kg of CO2 emissions circumvented



Carbon equivalency of 357 trees grown for 10 years!

Conclusion

“ The 1st Annual Pumpkin Drop exceeded our expectations! This event demonstrated to us that Winnipeggers are eager to compost their organic waste if given the opportunity. Immediately following the inaugural event, planning for the 2nd Annual Pumpkin Drop began. Our hope is to bring more attention to the hierarchy of food waste by demonstrating the upcycling of whole pumpkins with the help of community kitchens, sharing more pumpkins with animal sanctuaries, and producing a finished compost to give back to the community. Ultimately we found a thrilling way to teach the importance of keeping food waste out of the landfill! ”

~Karrie Blackburn

Event Coordinator & Compost Enthusiast



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