

Case Study

2nd Annual Pumpkin Drop

compost
WINNIPEG

Sponsors



Results

November 2nd to 7th, 2022



6453 pumpkins collected from 7 drop-off locations and the main event



33,555 kg collected. Totalling over 10% of all pumpkins grown in MB



31,000 kg of CO2 emissions circumvented



Carbon equivalency of 513 trees grown for 10 years!

Diversion

- 1,196 kg - Community Helpers Unite & Compost Winnipeg Crew Member, Alyssa, to be upcycled into food for people.
- 2,234 kg - Animal sanctuaries, Little Red Barn & Aurora Farms, for animal feed.
- 4,529 kg - Sustainable Organic Solutions for composting.
- 25,596 kg - Prairie Green Landfill Composting Facility

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.

1176 attendees experienced the thrill of tossing their jack-o'-lanterns, while 1000s more left their pumpkins at community drop-off locations around the city.

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 then animals, then compost.
- Offered 7 additional community drop-off locations around the city for those who couldn't make the main event.
- Collected \$442.05 in cash donations which was applied to compost collection service for a local non-profit organization, Bruce Oake Recovery Centre. Who has diverted over 15,000kg between July 2022 to Sept 2023.

Conclusion

“The 2nd Annual Pumpkin Drop surpassed our 1st-year results by 40%! This event continues to demonstrate to us that Winnipeggers are eager to compost their organic waste when given the opportunity. Furthermore, we noticed a ripple effect in the community and saw other individuals and organizations rise to the occasion to facilitate their own pumpkin drop-off sites for composting and for animal feed.”

~Karrie Blackburn
Event Coordinator & Compost Enthusiast



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