

CleanFARMS partners with Toronto Ribfest in waste management and recycling

June 29, 2017 Toronto, ON – CleanFARMS has partnered with the Rotary Club of Etobicoke to help bolster waste reduction and resource recovery at one of the city's biggest food festivals – Toronto Ribfest. Through its ambitious sustainability plan, the four-day event is expected to divert more than 80 per cent of its waste.

Barry Friesen, general manager of CleanFARMS, a national not-for-profit environmental stewardship organization that runs programs to manage agricultural plastic and inorganic farm material, is using his expertise in the field to help Ribfest meet its waste diversion targets.

“CleanFARMS is proud to play an important role in protecting the environment by keeping recyclable materials out of landfills,” says Friesen. We’re excited to support Ribfest in this capacity, and look forward to contributing to meaningful waste management and resource recovery efforts in the community.”

The event will continue to offer some of the best ribs in the city, along with craft beer and live music. Hundreds of volunteers and around-the-clock green team will be on hand to support the event's recycling efforts.

The sustainability plan for Ribfest includes measures such as eliminating garbage bins and setting up recycling tents at various locations at the event where an army of volunteers will separate organics from recycling and the rest. Plastic knives and forks have also been replaced with wooden sporks – a more expensive but environmentally-friendly option.

In the past, Ribfest generated up to 16 dumpsters of waste, but these new strategies will help to eventually transform the event into a zero waste food festival.

Over the Canada Day long weekend, more than 100,000 festivalgoers are expected to attend Ribfest at Centennial Park. The event runs from Friday, June 30th to Monday July 3rd from 11 am to 11 pm.

For more information, please visit torontoribfest.com

For more information, please contact:

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About CleanFARMS

CleanFARMS Inc. is a not-for-profit industry stewardship organization led by the plant science industry that is committed to environmental responsibility through the proper management of agricultural waste. Our programs manage agricultural plastic and other inorganic waste from farms across Canada and have earned a reputation of excellence around the world. We work together with farmers, manufacturers, retailers, distributors, municipalities and provinces to create a safe, healthy and sustainable environment.

About Ribfest

Toronto Ribfest is the major fundraising activity for Rotary Club of Etobicoke. Over the past 17 years, it has generated more than \$3 million that has been put back into our community, and in selected programs in other parts of the world. The success of this event is dependent on the hard work of Rotarians and hundreds of volunteers from the community. In addition, we rely on support from sponsors and a broad range of community partners.