

Carrots & Sticks:

*The Tale of Montreal's Transition to
Zero Waste*



This story is brought to you by:



'Elder-Carrot'

*Retired restaurateur and
responsible waste conscious
citizen*



'Baby-carrot'

*The burgeoning next generation
of Montrealer*



'Professor Carrot'

*Researcher and advisor to
municipal planning policy*



'Foreman Beet'

*Waste management
infrastructure engineer, builder
and manager*

2030+

*We sure are lucky to live in a
zero waste city, Babycarrot.*

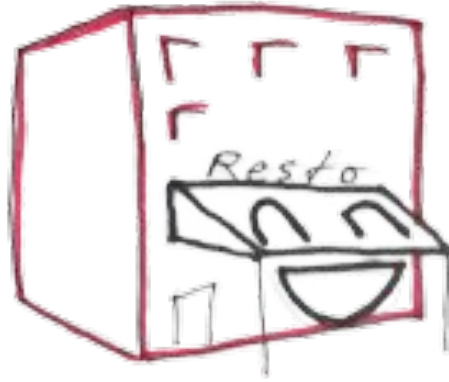
*Food lives a happy and
healthy life-cycle of constant
reincarnation.*



Agriculture has boomed,



Businesses have prospered,



New industry has developed,



and food is available to everyone!



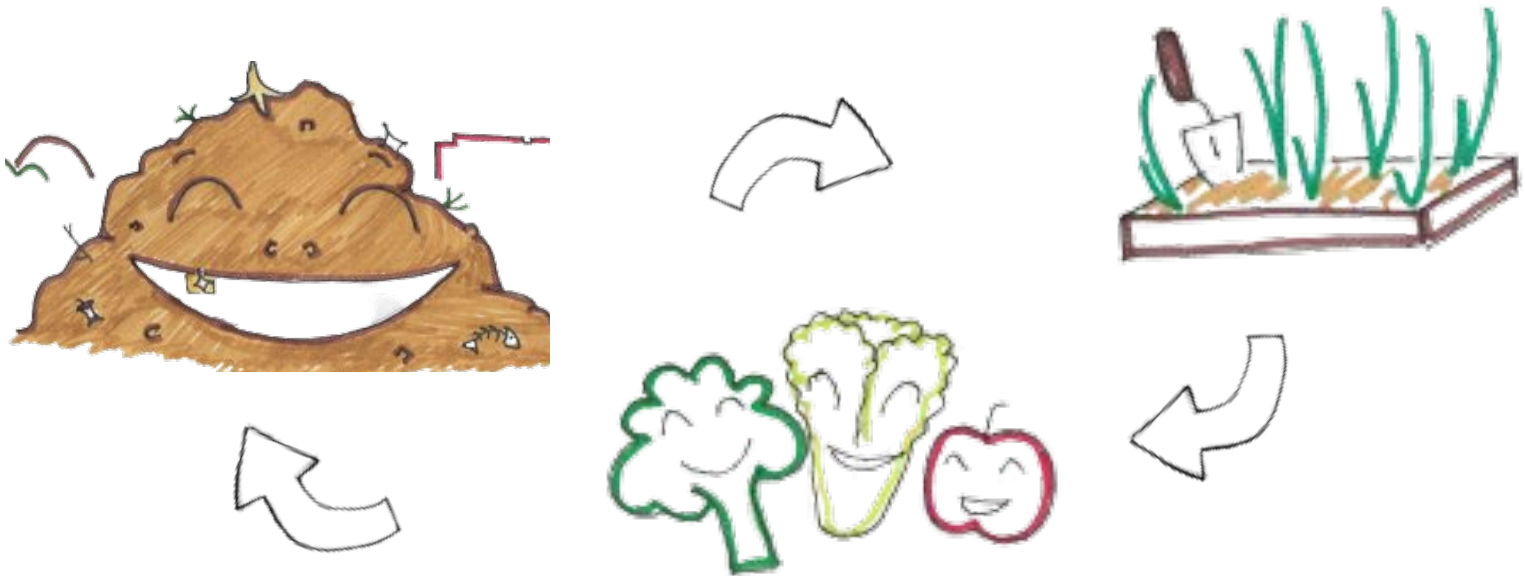
Nothing is wasted, the city is clean and its people are happy, healthy and prospering.



1840

Our transition to zero waste wasn't easy, we went through many ups and downs.

Before 1840, people appreciated us. We were being used to fertilize gardens and produce edible fruits and vegetables.



1840

In the year 1840, Justus von Liebig, a German scientist, introduced artificial fertilizers and our lives were forever changed.



People turned to chemical solutions to help their plants grow.

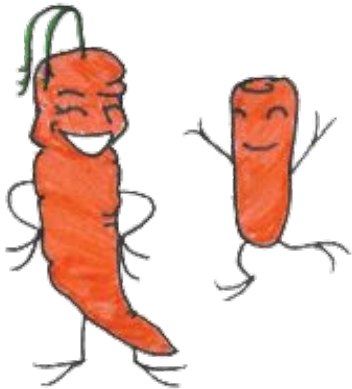
We were not as attractive as a sleek, clean and odorless bag of chemical fertilizer.



Early 20th Century

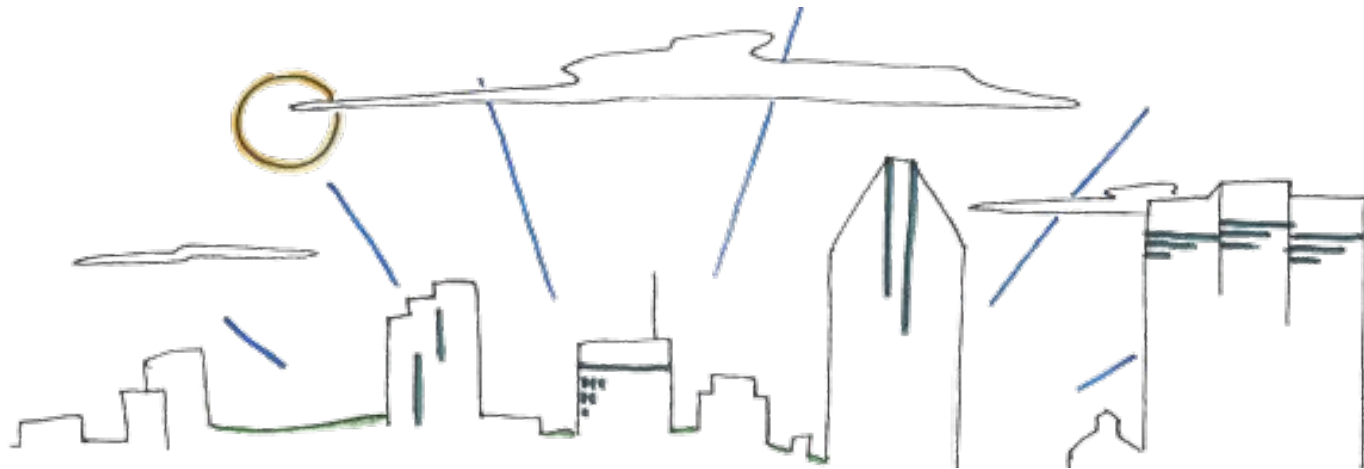
Cities around the world, including Montreal, stopped using us to produce wonderful compost.

Thankfully, change came in 1905 when Sir Albert Howard started experimenting with and developing organic gardening techniques.



When he published his book in 1943 "An Agriculture Testament" it reignited the interest in organic methods of agriculture.

As the years went on and more people moved to big cities like Montreal, people's lives got busier and they forgot about us. We were simply tossed into the garbage.

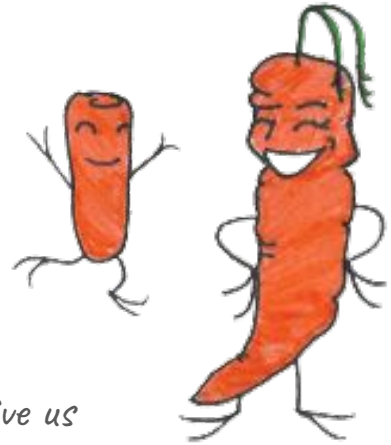


The future for us in Montreal was looking bleak.

*Early
21st
Century*

Thankfully a glimmer of hope rose from the darkness.

In 2007, Compost Montreal was founded in the borough of Saint-Henri where they collected us and provided support to residents, community groups, businesses and institutions on the Island of Montreal.



In 2008, the Department of Parks and Horticulture of the South West borough invited Compost Montreal to bring us to their compost site to give us a second life.

2010s

Before 2015, we weren't appreciated for our full value in the city and were simply discarded to landfills along with the other trash.

Even then, only a small percentage of the area's residential organic waste was being responsibly processed.

There were huge gaps in knowledge, lifestyle, infrastructure and regulation.

Like you, the system was in its infancy and had much developing to do.



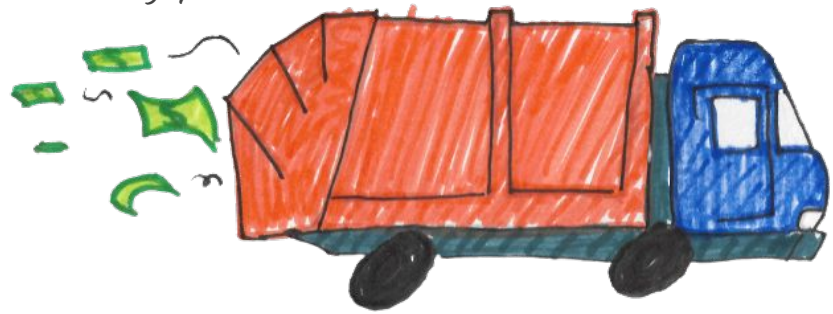
2010s

-2020s

Even in 2021, the government offered no composting services for restaurants and businesses.

Their only option to compost their food waste was to hire private contractors,

costing them unnecessary financial losses every year!



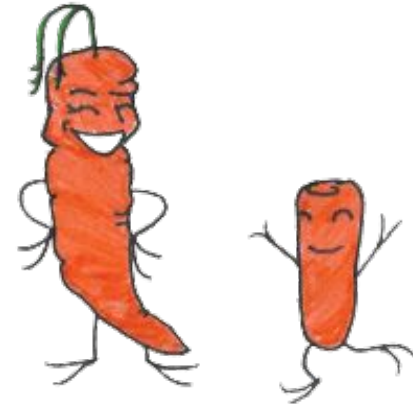
The city, its people and businesses simply didn't have the physical means and habits to execute an efficient and beneficial food waste management system on a larger scale at the time.

Like us carrots, the road to positive change can be bumpy.

Zero food waste policy implementation was scary at first for people and businesses fearing inconvenience or financial loss.

And then the Coronavirus outbreak happened, delaying or complicating public consultations due to stay at home orders.

Much of Montreal's plans to install new infrastructure and implement new policies was put on hold.

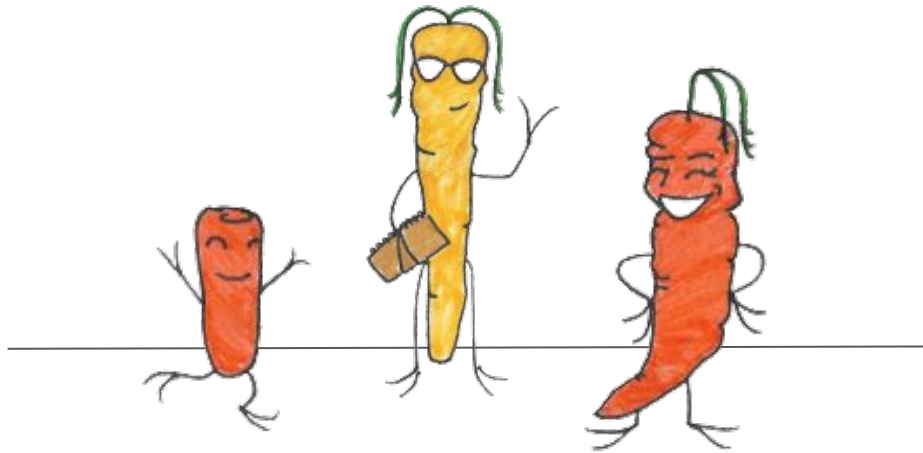


2010s

As Montreal struggled to change its food waste system, we looked to other cities for inspiration.

VAN

In Vancouver, the city imposed an organic waste ban in 2015 and, a few years later, they launched a campaign called Love Food Hate Waste!



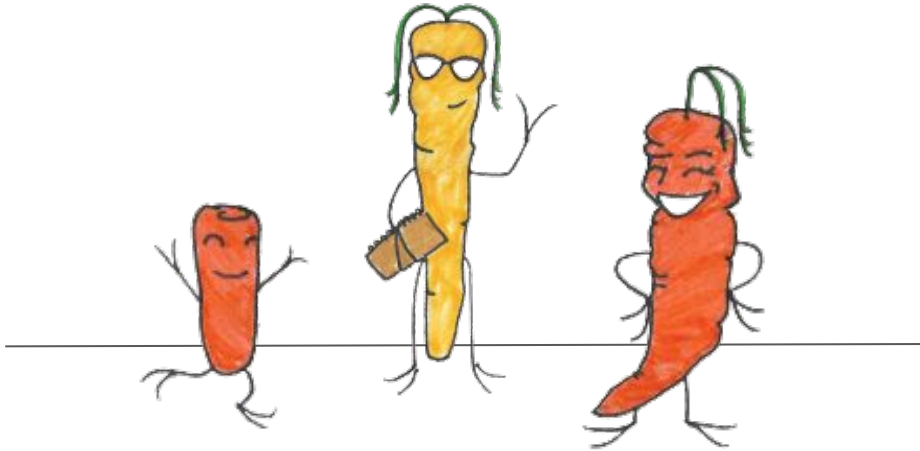
In Toronto, the city has established an online library with resources regarding food waste as well as an interactive map to help create connections between actors taking part in the fight against food waste.

TOR

2010s

NJ

In New York City, the city is aiming to be zero waste by 2020 and the mayor created a challenge for restaurants to participate in reducing their food waste!



In San Francisco, the city's zero waste goal is one of the most advanced in the world. In 2013, they were already diverting 80% of their organic waste from landfills! The organic waste is instead used in many wineries in the state of California!

SF

2020s

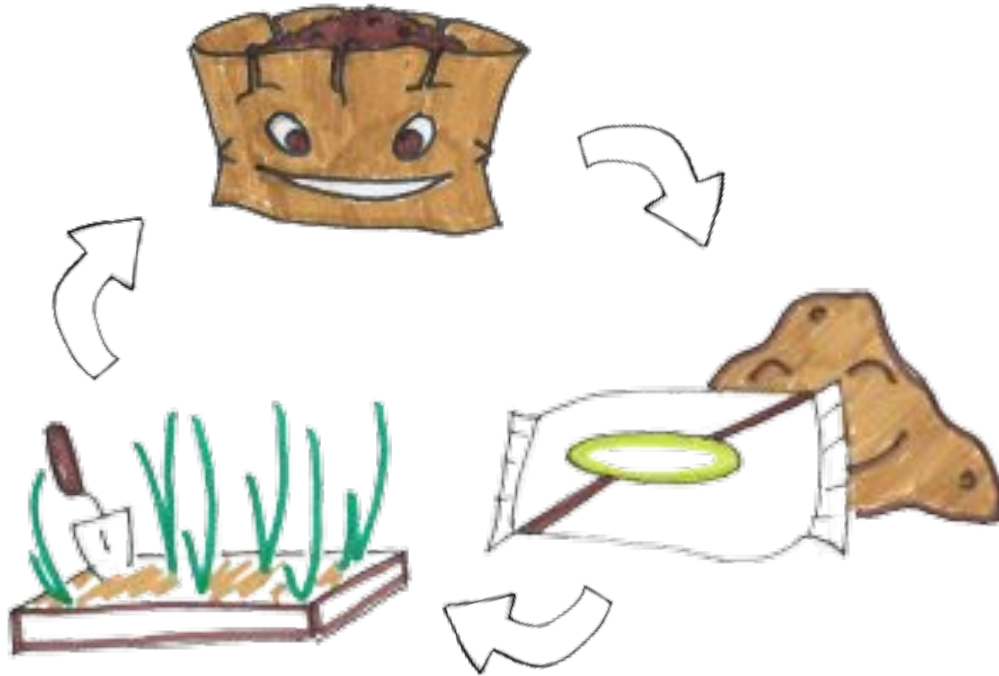
Finally, by 2020 our beloved city ambitiously committed to becoming the zero waste success that it is today.

Strategies were researched, infrastructure planned and policies implemented.



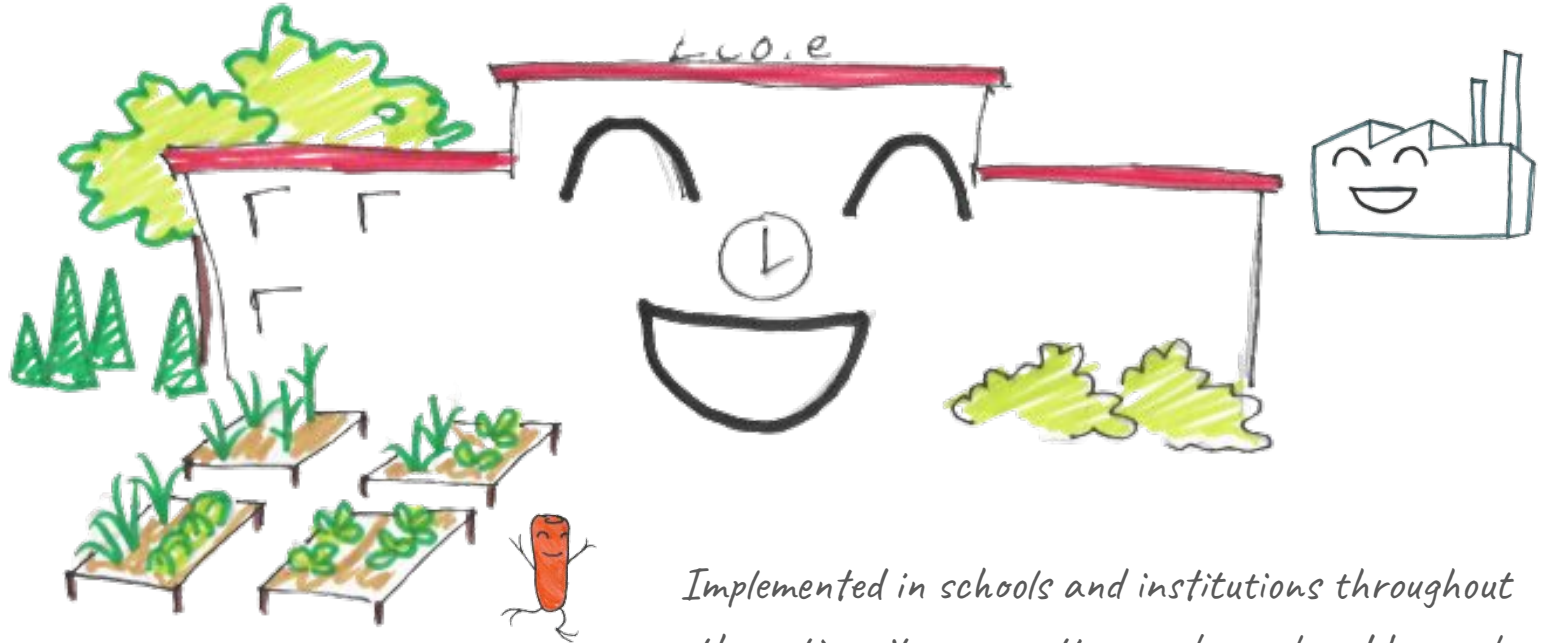
Some individuals reduced, diverted, reused and recycled us through food donations or discount sales applications and others implemented community composting initiatives or circular economic businesses.

2020s



2030s

Soon the city had all the policies, community networks, green friendly business initiatives and organic material treatment centers it needed for its current and future needs.



Implemented in schools and institutions throughout the entire city, generations embraced and learned how to waste responsibly.

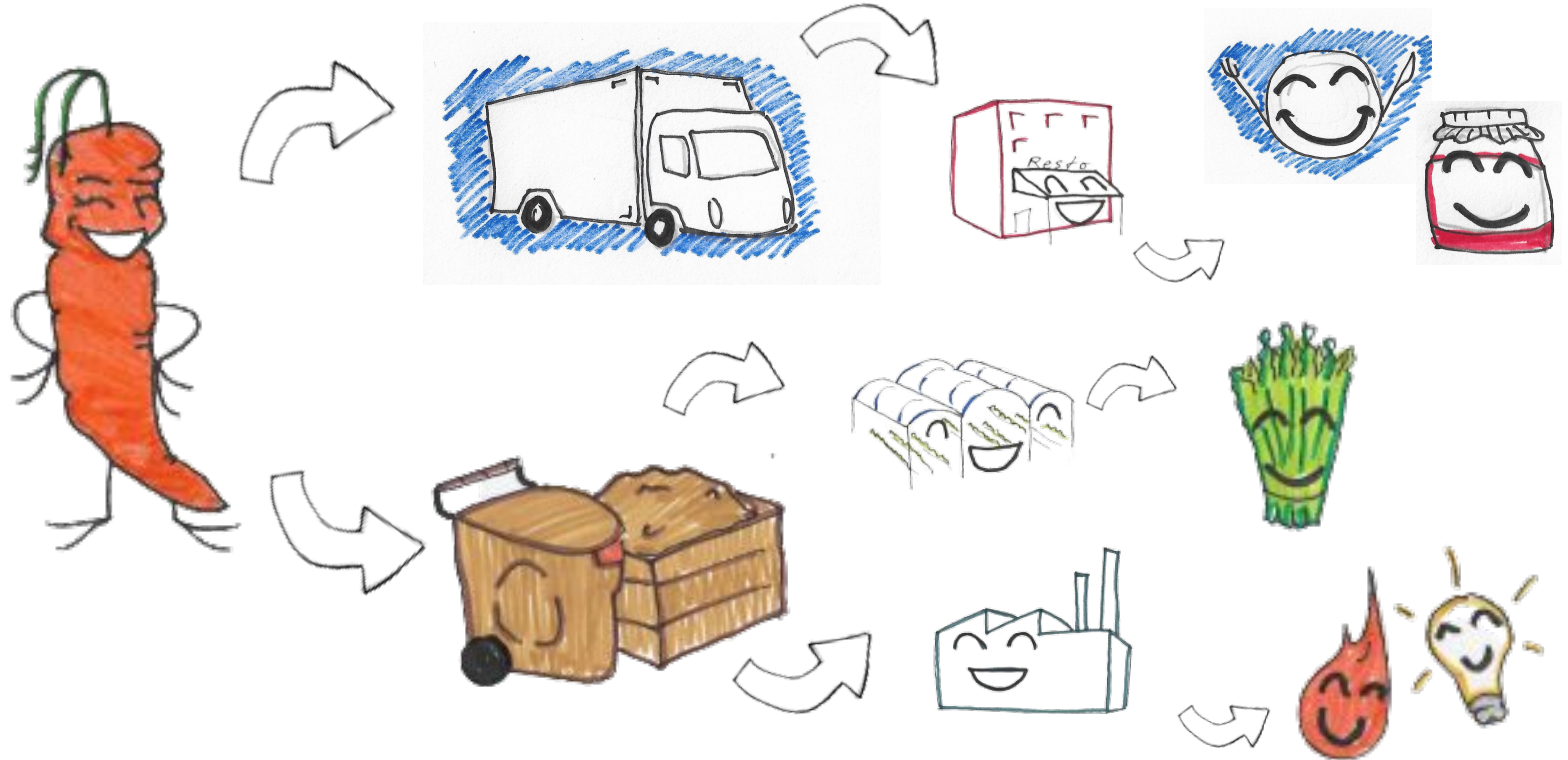
Sorting and composting centers were erected, biomethanization plants were running, bringing renewable agricultural resources and energy to the entire region.

Necessary data was gathered, standardized and streamlined to study and inform updates to our city and system.



2030s

Now I can retire and be happily reincarnated in a variety of ways!



This story is presented to you by Net Impact Montreal.

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