DEC Food Scraps

Social Media Post Copy

Video

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Please use “Date” version until July; and the “NoDate” Version after July

Copy:

Vermonters everywhere are working to reduce food waste and keep it out of our landfills. Be part of the solution.

Eat what you buy. Compost the scraps.



Static

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Farm Copy:

Vermont is about to make a change for good. Starting July 1, 2020, we are keeping food waste out of landfills.

Compost your food scraps. Don’t trash them.

Bird Copy:

Here’s something to chew on: keeping food scraps out of landfills today means less greenhouse gases tomorrow. Get smart tips on how you can help.

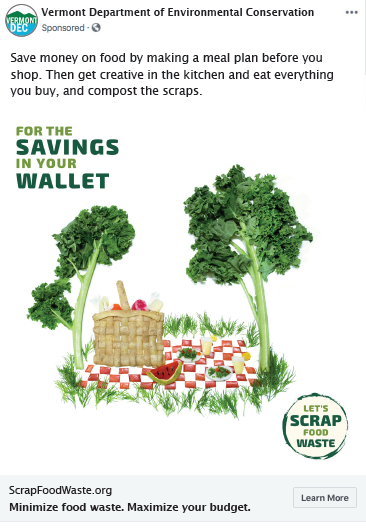
Eat what you buy. Compost the scraps.



Picnic Copy:

Save money on food by making a meal plan before you shop. Then get creative in the kitchen and eat everything you buy, and compost the scraps.

Minimize food waste. Maximize your budget.



Animation

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Copy:

Keeping food out of landfills is important for a healthy environment. And starting July 1, 2020, it’s the law. Don’t worry, we’ve got tips that can help you.

Eat what you buy. Compost the scraps.

