MNCC Organics Recycling Toolkit

Toolkit launch
Thursday, November 6, 2025

mncompostingcouncil.org

MNCC Mission

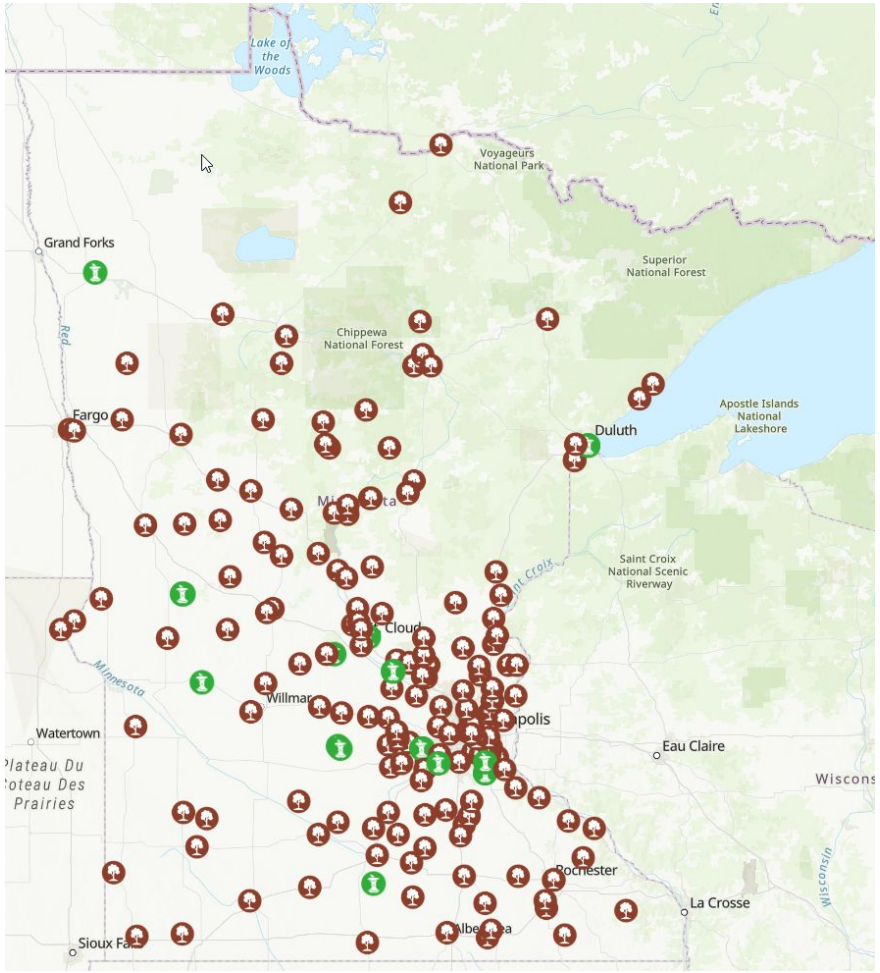
MNCC is dedicated to the development, expansion and promotion of the composting industry based upon sound science, principles of sustainability, and economic viability.

The organization achieves its mission by:

- Encouraging and guiding research
- Promoting best management practices
- Establishing standards
- Educating professionals and the public
- Enhancing product quality and markets

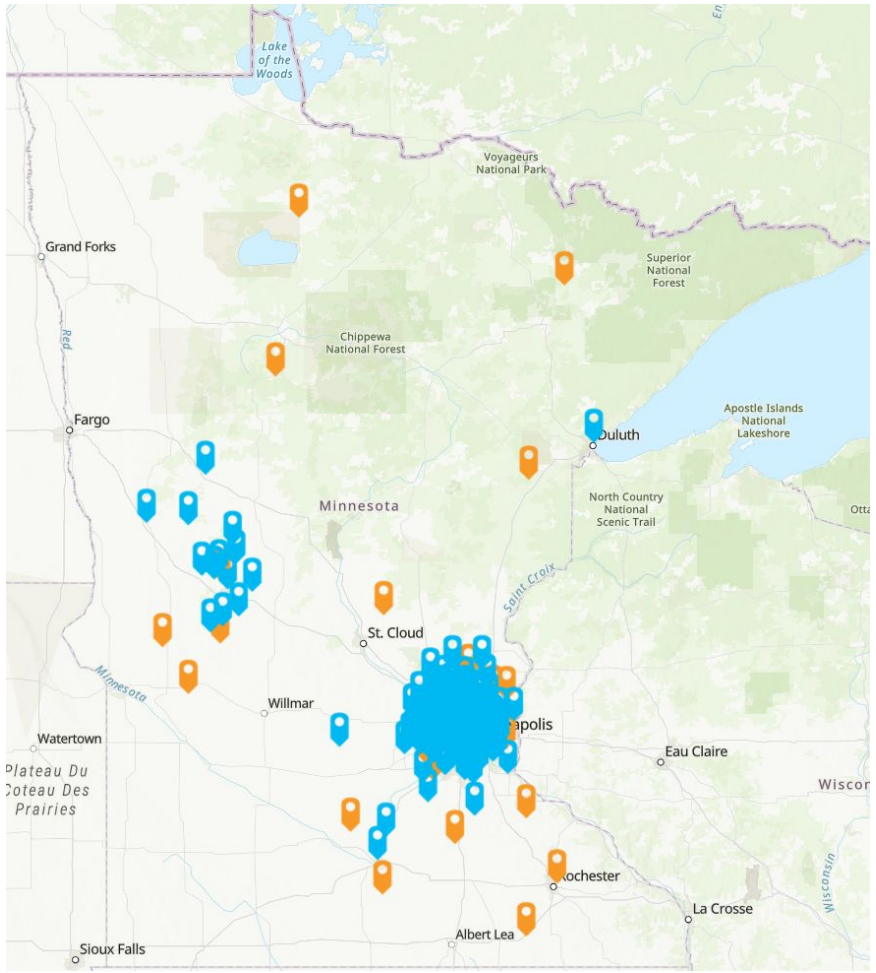
Minnesota composting landscape

Compost facilities
(13 permitted to take SSCM; not all active)



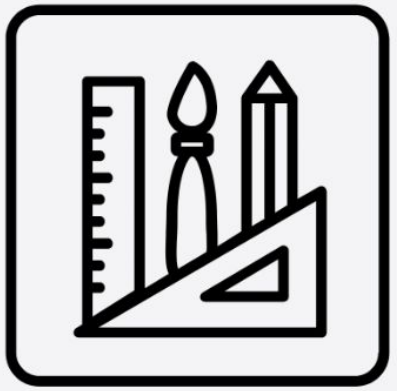
Source: MPCA permitted facilities directory

Organics Recycling Programs



Source: MNCC collective database (let us know if more!)

Organics Recycling Toolkit
Increasing Participation & Decreasing Contamination



- Grant award amount: **$934,947**
- Grant Start Date: May 28, 2024
- 3-year grant (through end of May 2027)

1 of 25 REO grants awarded in the country!

USEPA REO Grant overview

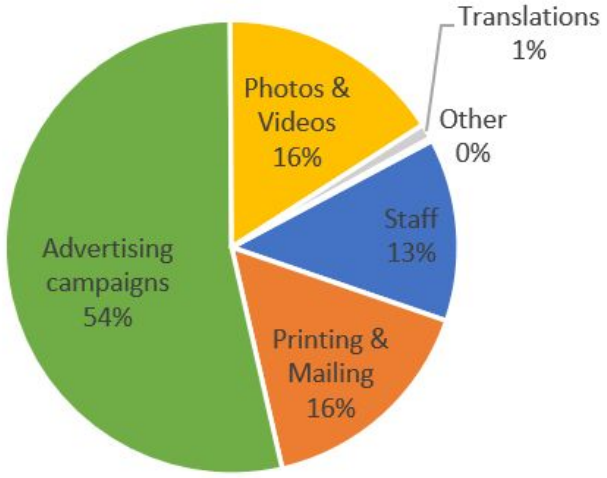
Toolkit pieces & grant budget

- Templates for brochures, mailers, bill inserts, newsletters, social media, educational tags
- BMP documents
  - Communities, Haulers, Composters
  - Contamination evaluations / sorts
  - Starting a drop-off site
  - Communications & Outreach
- Library of photos, videos of MN Composting facility operations

All toolkit pieces will be publicly available for free.

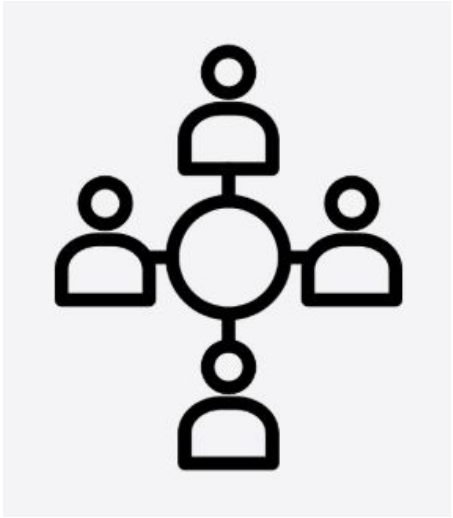
Approximately 70% grant budget spent using toolkit pieces on advertising campaigns to promote organics programs in Minnesota.

- Ad campaign + Printing/Mailing



Advisory teams

- Toolkit development
- Ad Campaigns
- Photo / Videos
- BMP documents



Advisory team members

- Cassandra Meuffels
- Dustin Montey
- Gabbie Batzko
- Ginny Black
- Jake Duame
- Jon Springman
- Kala Fisher
- Kellie Kish
- Kris Coperine
- Mary Cich
- Marcus Zbinden
- Nathan Reinbold
- Nick Vetsch
- Nick Reishaus

Advisory teams

Criteria for community selection

- New program or expanded capacity at composting facility
- EJ / Rural communities (not technically required anymore)
- Sign MOU with MNCC
  - MNCC uses grant funding to promote their program
  - Community provides data to MNCC (pre, post, 6 months after)
    - Sign-up / participation rates
    - Tonnage and contamination rates
    - Other metrics (website visits, postcards returned, etc.)

Communities selected

- Pilot area: Pope & Douglas Counties (Spring 2025, Fall 2025)
- Scott & Carver Counties (Fall 2025 & Spring 2026)
- Resource Renew (WLSSD) / City of Duluth (Spring 2026 & Fall 2026)
- **4th Community TBD** (Fall 2026 & Spring 2027)

Advertising committee selection

Thank you!

General Contact | Compostmn@gmail.com
Kellie Kish | Kellie.Kish@minneapolismn.gov

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mncompostingcouncil.org