

## 1. Fork It Over

**FORK IT OVER**

Turn Your Food Waste Into Nature's Fuel



Your City or County Logo

## 2. Table Scraps



**I SHOULDN'T GET ALL YOUR TABLE SCRAPS...**

...please feed them to your organics cart



Your City or County Logo

## 3. Green Routine



**MAKE GREEN YOUR ROUTINE**

You Can Help Reduce Food Waste



Your City or County Logo

## 4. Scrape Your Scraps

**SCRAPE YOUR SCRAPS**

Put Your Food Waste In The Green Bin, Not The Landfill



Your City or County Logo

## 5. Compost, California



**COMPOST, CALIFORNIA**

Green is great all across our state.

Your City or County Logo

## 6. Only You

**ONLY YOU CAN REDUCE ORGANIC WASTE**

Be Smart - Use The Cart



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## 7. Farm to Table

**FARM TO TABLE TO GREEN BIN**

Recycling turns organic waste into tomorrow's harvest.



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## 8. Composting is Cool



**COMPOSTING IS COOL**

From the city to the country, reducing organic waste is always the right move.



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## 9. Good Vibes



**THAT GREEN BIN GIVES GOOD VIBES**

You'll feel good when you recycle food waste... so will the planet.



Your City or County Logo



# The 2026 SB 1383 Organics Campaign

- To take part, choose your favorite ads (max three), let us know of any changes, and provide us with your logo and budget.
- CalRecycle logo will be added, if necessary.
- Placement of the ads will be on various digital and social media platforms, such as Facebook, Instagram, the Google Display Network (popular websites and apps), X, Pinterest, Nextdoor, and/or Reddit.
- Ads will be viewable only by your residents via the platforms' geotargeting features.
- Your webpage will serve as the landing ("click-to") page for your residents to learn more about your organics program.



**FOR MORE INFORMATION OR TO TAKE PART, PLEASE CONTACT:**



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