

# Case Study

## JIMBO'S... NATURALLY!



## JIMBO'S ...Naturally!

### GROCER

4S Ranch Location

40 Staff Members

6000+ Weekly Customers

Jimbo's...Naturally! opened its first store in North Park in 1984 and has since grown to five locations throughout San Diego, including a store at 4S Ranch, a community in unincorporated San Diego County.

Social and environmental responsibility are part of the Jimbo's values. These values, combined with a desire from company management to handle waste as resourcefully as possible, led to a waste diversion and composting program at Jimbo's 4S Ranch store.



## Practices Implemented

- ➔ Food scrap composting at an off-site location
- ➔ Food donation
- ➔ Improved recycling
- ➔ Increased employee education and training

Prior to 2014, Jimbo's 4S Ranch store focused its waste reduction efforts on recycling of traditional recyclables, such as cardboard and plastic. The store was also donating easily-recoverable edible food to a local food bank.

In late 2014, under direction from management, Jimbo's enhanced its waste reduction efforts through participation in a food scrap composting program. They requested a dumpster from their hauling company and received training from the compost program specialists on proper food waste separation and collection. This process increased interest within the managerial team to identify additional opportunities for waste reduction.

The store increased the number of recycling bins within each department. Trash bins were paired with recycling bins encouraging employee participation. The store also began separating and baling an estimated 500 to 700 pounds of film plastic each month.

With the new food waste separation program, Jimbo's was able to more easily identify additional food for donation, which is now frozen and delivered to a local food bank.



| Challenge  | Practice Implemented   |
|--|--|
| High hauling costs associated with large amounts of food waste in trash            | Participation in a food waste composting program to increase diversion   |
| Implementation of composting and recycling protocols store-wide                    | Clear and visible signage coupled with staff training from diversion experts<br><br>Increased number of recycling bins throughout the store to encourage participation |
| Occasional employee error regarding food waste separation practices for composting | Managerial checks of bins to ensure no contamination, coupled with reminders to staff when contamination does occur  |
| Identification and separation of food suitable for donation prior to disposal      | Implementation of streamlined food waste separation protocols that facilitate the food donation process  |

## The Bottom Line

- ➔ 35,328 pounds of food waste composted annually
- ➔ 7,200 pounds of shrink wrap and packaging materials recycled annually
- ➔ 2,000 pounds of food donated annually
- ➔ Reduction of trash-related hauling expenses

“Through composting we've become more mindful of our disposal practices overall. Not only have we optimized our trash and recycling disposal practices, but we have also increased the amount of edible food we donate. We're also seeing significant savings in hauling costs!”

**Marc Magaña,**  
Store Manager, Jimbo's 4S Ranch



The County of San Diego conducts free on-site visits to help businesses comply with the State's mandatory commercial recycling and organics recycling requirements. Contact County staff or your solid waste hauler to request assistance. Email: [Recycle@sdcounty.ca.gov](mailto:Recycle@sdcounty.ca.gov) or visit: [www.R1earth.org](http://www.R1earth.org)



The County also maintains a recycling database available online and toll-free hotline. Visit [www.WasteFreeSD.org](http://www.WasteFreeSD.org) or call 1-877-R-1-EARTH (1-877-713-2784)