

# FoCo Trash Mob – Brand Audit Report 2021

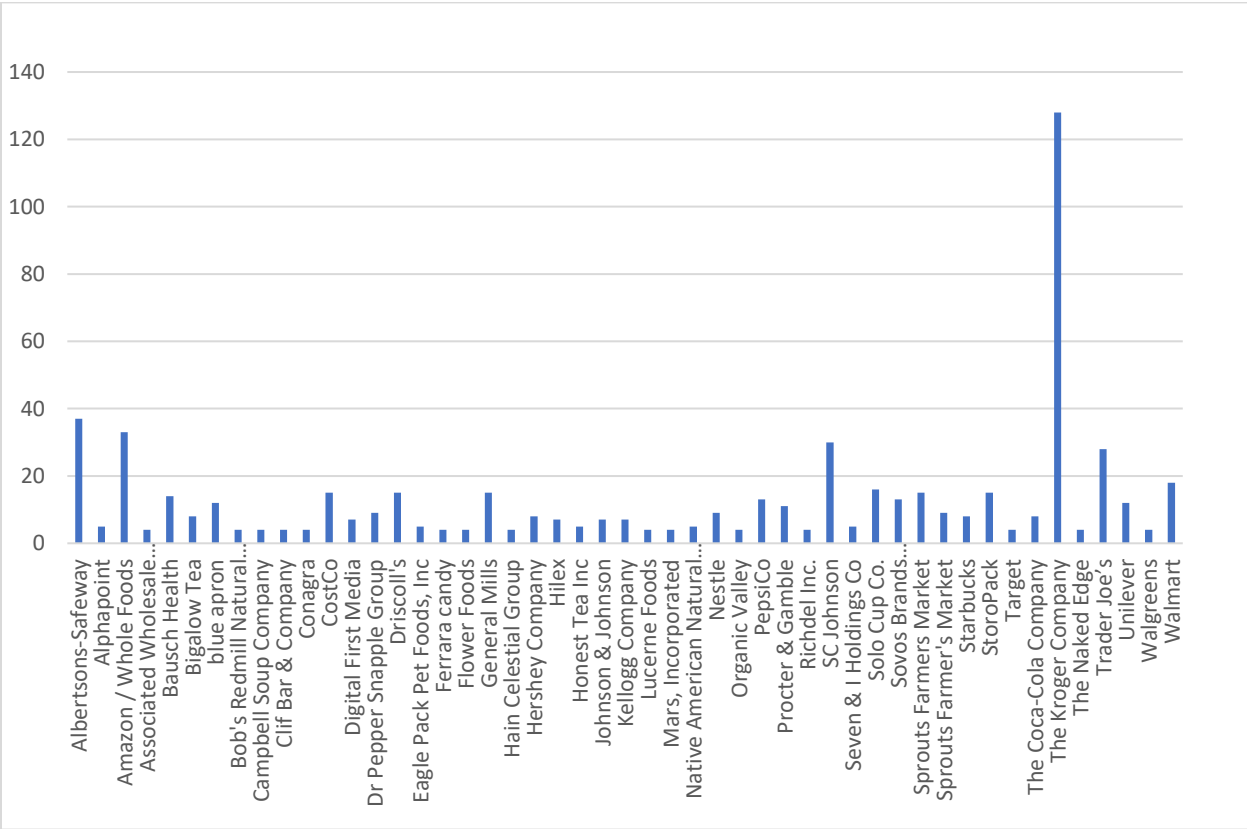
FoCo Trash Mob conducted its first brand audit for Fort Collins, as part of the [Break Free From Plastic's global audits](#).

## Summary of the results

- A total of **30** households in Colorado participated
- A total of **1361** items were collected
- The items collected were produced by 50 unique parent companies

Detailed results are as follows

## Parent company



Parent Company	# of Items	Rank
The Kroger Company	128	1
Albertsons-Safeway	37	2
Amazon / Whole Foods	33	3
SC Johnson	30	4
Trader Joe's	28	5

The top five offenders, the number of items they produced, and their corresponding rank order are listed in the table. Interestingly The top offender in FoCo was **'The Kroger Company,'** which owns the King Soopers stores. The Kroger company made up about 9.4% of the total number of items collected.

## Material type

Of the 1361 items that were collected, only 33% of items were recyclable.

Material type	Number in chasing arrow	Recyclable in Fort Collins?	Sum of Total Count
O	7	No	644
LDPE	4	Yes, but not economical	222
PET	1	Yes	206
PP	5	Yes	166
HDPE	2	Yes	72
PS	6	No	47
PVC	3	No	4

## Item type

The most common product type was food packaging which made up almost 69% of the total items.

Type of Product	Sum of Total Count
Food Packaging	934
Packing materials	119
Household Products	111
Other	110
Personal care	86
Smoking Materials	1

## Top Items

The top three items are listed below

Row Labels	Sum of Total Count	Rank
bag	39	1
bottle	37	2
tub	31	3