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SPECIAL FEATURE: TRENTON 2030

CONCEPT & CONTRIBUTIONS COURTESY OF DR. KAREN BECKER AND HER MARKETING & PUBLIC POLICY STUDENTS

HOW YOU CAN HELP

TCNJ AGENDA
2030 SGD ACTION

A TCNJ STUDENT'S GUIDE TO SAVE THE WORLD

- SDG 1 No Poverty - donate to local initiatives, pennies add up
- SDG 2 Zero hunger - do not take food and throw it away
- SDG 3 Good Health and Well-being - walk the long way to class and stop drinking soda
- SDG 4 Quality Education - vote for politicians who support funding for higher education, volunteer with Boys and Girls Club, serve as a mentor for local kids
- SDG 5 Gender Equality - support initiatives for women; go to a WILL event
- SDG 6 Clean Water and Sanitation - recycle everything in the right places and bins
- SDG 7 Affordable and Clean Energy - don't print, unplug your phone charger.
- SDG 8 Decent work and Economic Growth - support initiatives for local small businesses
- SDG 9 Industry, Innovation and Infrastructure - take the bus, participate in the Mayo Business Plan competition
- SDG 10 Reduced Inequalities - report cases of prejudice or bullying, volunteer at Trenton Soup Kitchen
- SDG 11 Sustainable Cities and Communities - shop locally, reduce driving, donate rugs and other items at end of semester to Habitat Reuse
- SDG 12 Responsible Consumption and Production - buy recyclable products; don't ship every small item from Amazon
- SDG 13 Climate Action - turn off the lights, air dry your jeans and hair, eat less meat
- SDG 14 Life Below Water - make sure your seafood is sustainable
- SDG 15 Life on Land - enjoy the trees, plant some flowers, grow a small garden
- SDG 16 Peace, Justice and Strong Institutions - get involved with TCNJ leadership opportunities
- SDG 17 Partnerships for the Goals - reach out and volunteer with local non-profits

THE GLOBAL GOALS For Sustainable Development



DOWNLOAD THE SGD APP!

The United Nations' Sustainable Development Goals: What They Are, and Why They Matter to TCNJ

By PAUL MULHOLLAND

The United Nations' 2030 Agenda for Sustainable Development is an updated version of the UN's Millennium Development Goals, set in 2000 and culminating in 2015, to eradicate poverty. Many of the Millennium goals were reached early, in large part due to fast growth in Asian nations. The 2030 Agenda expands the number of goals from eight to seventeen, with 169 specific targets, and has a new focus on sustainable development while maintaining its emphasis on the goals associated with poverty.

The agenda is not being applied officially to the city of Trenton, but the following articles demonstrate that Trenton and Mercer County could benefit significantly if they implemented it. Of the 17 goals, students from **Dr. Karen Becker's MKT370 Marketing and Public Policy class** have singled out

those dealing with justice and state institutions, gender equality, food waste, and clean water as especially relating to issues which Trenton and Mercer County face.

Some articles will challenge TCNJ students to live more sustainably. Among the worst food wasters in Mercer County are its colleges; and TCNJ alone wasted approximately 465 tons of food in the past five years. Others will make readers aware of critical imperfections plaguing Trenton. High school graduation rates in the city are troublingly low, as is the supply of guaranteed clean water. While the UN had developing countries in mind when designing its 2030 Agenda, many of the issues they identified apply to developed countries and their communities, like Trenton, as well. ♦

GRAPHIC COURTESY OF ALLY FIFER

FOOD WASTE: MERCER COUNTY COLLEGES CENTRAL TO BOTH ISSUE & 2030 EFFORTS

By Shannon Cestero, Emily Dockrill, & Gab Timus

According to the most recent comprehensive study from the United States Department of Agriculture's Economic Research Service, 34 million tons of food waste were produced in the United States during 2010. For perspective, that amount is equivalent in weight to approximately 42 Golden Gate Bridges. Of the 34 million tons, 1,372,827 tons were produced in New Jersey alone, per the New Jersey Department of Environmental Protection. Mercer County was responsible for 55,325 tons of the food waste in 2010; and from 2011 to 2017, TCNJ produced 465 tons by itself. Of all of the institutions within Mercer County, the biggest food wasters are correctional

facilities and colleges.

Sustainable consumption and production involves promoting resource efficiency and energy, and providing access to basic services and jobs. The ultimate goal in achieving sustainable consumption and production patterns, is to create a better quality of life for all and to ensure that resources are used efficiently. More specifically, by 2030, Sustainable Development Goal 12 calls for halving per capita global food waste at the retail and consumer levels and reducing food losses along production and supply chains, including post-harvest losses. Given the high levels of waste, this should be attainable.

The importance of sustainable and responsible consumption is demonstrated by our own community, Mercer County. Although overall the United States produced over 34 million tons of food waste in 2010 alone, creating a national policy that promotes better consumption is nearly impossible. Education, for example, is a standardized practice that filters every student through similar curriculum year after year. Responsible food consumption cannot be standardized due to things like the variability of food preference and quantity consumed per person. Places like restaurants, college campuses, school districts, and hospitals have the added responsibility of predicting how many individuals will eat and then effectively producing enough to satisfy that predicted need. Under-producing food could be a detriment to the success of any business; therefore, it only seems logical to over-produce. The ease of overcompensating is what has created this overproduction dilemma.

By focusing on the smaller picture and attempting to implement plans for a more sustainable approach to food at a local level, breaking down the food barrier will be easier. TCNJ is an example of a subsection that could potentially make a very large overall impact. Five colleges are responsible for 282 annual tons of total food waste and are the highest producers in Mercer County. TCNJ already has many clubs dedicated to the environment and other sustainable



SUSTAINABLE DEVELOPMENT GOAL 12: RESPONSIBLE CONSUMPTION



Dishes in TCNJ's Eickhoff Hall

practices, which makes it an effective place to originate a program in support of the responsible food consumption SDG. The Environmental Club conducts an energy saving competition called "TCNJ Unplugged" every year during Earth Week. This competition involves all of the dorms on campus competing against one another to see who saved the most electrical energy by the end of the week. The hope is that these acts will eventually become habitual.

Many TCNJ students live in houses in Ewing, and creating a system to monitor and reward students who compost in off-campus homes would promote more responsible food-waste disposal. Additionally, TCNJ already has an on-campus garden run by Bonner students, located between Metzger Drive and Green Lane. Potentially expanding this garden and incorporating a compost system utilizing a percentage of food waste produced at Eickhoff Hall every night would not only reduce waste, but if promoted properly, influence other students to make more responsible waste disposal as well.

Community involvement is a top priority at TCNJ, and the college often times will work close with other establishments to promote service and community inclusion. A popular destination for many student volunteers is the Trenton Soup Kitchen. To incorporate another Sustainable Development Goal, SDG 2: Zero Hunger (**See Page B2**), into a plan of action, hunger does impact our surrounding community, and food waste directly contradicts its reconciliation. If the dining hall staff could reserve any left-over trays of food from dinner service, those trays could be donated, which would assist in reducing untouched food from going to waste while also feeding those who cannot afford to purchase nutritious options.

There are several groups and organizations actively working on achieving sustainability and food waste reduction in Mercer County. One of these groups, specifically based in Trenton, is called the Trenton Green Team.

See Food Waste, Page B2

ECONOMIC REPERCUSSIONS

THERE ARE CURRENTLY COUNTRIES WITH LITTLE TO NO DRINKABLE WATER, YET FOOD WASTE DISPOSAL USES A VOLUME OF WATER EQUIVALENT TO THE FLOW OF RUSSIA'S VOLGA RIVER, ACCORDING TO THE FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS).

ENVIRONMENTAL REPERCUSSIONS

THE FAO ESTIMATES 3.3 BILLION TONS OF GREENHOUSE GASES WERE EMITTED INTO THE ATMOSPHERE BY FOOD WASTE. ALMOST \$750 BILLION IS WASTED ON UNCONSUMED FOOD, BECAUSE CONSUMERS OVER-REACT TO SELL-BY DATES AND FAIL TO PLAN CONSUMPTION AHEAD. RETAILERS HAVE BEEN KNOWN TO REJECT LARGE AMOUNTS OF EDIBLE FOOD BASED ON AESTHETIC AND QUALITY STANDARDS.

CAMPUS POLICY

FIVE COLLEGES ARE RESPONSIBLE FOR 282 ANNUAL TONS OF FOOD WASTE, THE MOST OUT OF ANY INDUSTRY IN MERCER COUNTY. K-CUP BOXES HAVE BEEN PLACED IN TCNJ RESIDENTIAL BUILDINGS TO PROMOTE RECYCLING OF COMMONLY USED ITEMS BY COLLEGE KIDS.

MERCER COUNTY POLICY

THE TRENTON GREEN TEAM SUPPORTS COMMUNITY PARTICIPATION IN EFFICIENT FOOD PRODUCTION AND BUY-LOCAL PROGRAMS. IN ADDITION, THE MERCER COUNTY IMPROVEMENT AUTHORITY HELPS TO IMPLEMENT PROGRAMS AND SERVICES TO ASSIST THE COUNTY'S MUNICIPALITIES, SCHOOL AND FIRE DISTRICTS, AND NON-PROFITS WITH THE FINANCING, PROJECT MANAGEMENT, AND REDEVELOPMENT OF SOLID WASTE AND RECYCLING INITIATIVES.

GLOBAL POLICY

IN MAY, AUSTRALIA WAS THE FIRST COUNTRY TO SET A TARGET TO REDUCE THE AMOUNT OF FOOD WASTE IT GENERATES BY 50% BY INVESTING \$1.2 MILLION OVER TWO YEARS IN SUPPORT OF FOOD RESCUE ORGANIZATIONS. NORWEGIAN SUPERMARKETS HAVE DISCOUNTED FOOD NEAR ITS SELL-BY DATE, AND ARE BAKING SMALLER LOAVES OF BREAD TO PREVENT OVERBUYING. ADDITIONALLY, IN SOUTH KOREA, A POLICY REQUIRES THAT EACH HOUSEHOLD BE BILLED FOR AMOUNT OF FOOD IT WASTES.

TRENTON URBAN DEVELOPMENT

Special thanks to *The BB&L's* economic development reporter, Jared Kofsky, for this custom edition of "New Jersey, New Business."

Jared Kofsky:

CHANGES IN THE CAPITAL: More Development Proposed for Trenton

Like Newark and Elizabeth, New Jersey's capital city is continuing to see proposals for new buildings, but the impact that they will have is still unclear.

Trenton currently has the fewest number of residents living within its city limits in over a century. However, decades after deindustrialization limited economic opportunities and spurred a movement out of Trenton, new residential developments are being planned. Further, the departure of institutions like TCNJ and Rider University magnified the negative impact on the city and created suburban sprawl in Ewing and Hamilton. Yet what impact will these projects have on existing residents? Here are some of the latest economic development-related headlines affecting New Jersey's capital.

HHG

Construction was completed last year on the Roebing Lofts, the first phase of the new Roebing Center project at the edge of Trenton's Chambersburg neighborhood. Now, developers are preparing to move forward on the remaining parts of this new community. **HHG Development Associates** of Mill Hill is in the process of constructing new structures and adaptively reusing the existing historic buildings that make up the former John A. Roebing's Sons Company complex on Clark Street in order to create a major mixed-use development. The entire facility is designed to be a transit-oriented development since the property is adjacent to the Hamilton Avenue River Line Light Rail Station. When completed, the complex will include five buildings with 109,000 square feet of office space, along with restaurants, retail space, an 888-car parking garage, and 52 apartments. In addition, an outdoor public plaza called 'The Railyard' will offer movie screenings and live programming. However, rents at the new Roebing Lofts are among the highest in the city, leading to concerns from some residents over not being able to afford to take advantage of the new development in their neighborhood. Whether the upcoming buildings will include affordable housing has yet to be announced.



Across town, residents of the East Trenton community could soon see improvements at their neighborhood park. The Hetzel Field Park sits in the shadow of an abandoned industrial tower along the Assunpink Creek at 190 North Olden Avenue. Home to the annual East Trenton Reunion, the 10.4 acre park contains a swimming pool that has been closed for several summers, a baseball field, a walking path, a vacant pool house, and a parking lot that has largely not been maintained. However, the **City of Trenton** is now planning several improvements for the premises. Legal notices from City Hall show that the City is seeking landscape architectural and engineering services as part of a plan to revitalize the park. When completed, Hetzel Field is expected to include a renovated pool house, a "landscaped plaza" along North Olden Avenue, new lighting and fencing, a new swimming pool and splash pads and more. A timeline for the project has not yet been released.

EdgeUD

A few miles away, downtown Trenton could soon see a mixture of existing buildings being converted into residential developments and new apartment buildings being constructed. For instance, the Delaware Building at 329 West State Street used to be a State office building that contained agencies such as the Department of Community Affairs' Bureau of State and Regional Planning, the New Jersey State Clearinghouse, and the New Jersey Commission on Science and

Technology; but it will likely soon be home to dozens of residents. Legal notices from the City show that **The Delaware Edge, LLC** of Lakewood bought the property last year for \$379,000 and is now planning to convert the building into 35 apartments. The structure is set to consist of one-bedroom and two-bedroom units, with 36 parking spaces provided on the premises. The entire interior of the building would be gutted and replaced, and new lighting, windows, doors, and a bike rack would be installed. The developer has already gone before the Trenton Planning Board and the Trenton Landmarks Commission for Historic Preservation.



Although Trenton is one of the largest cities in Central New Jersey, the City operates only one public library. The **Trenton Free Public Library** (TFPL) on Academy Street is within walking distance of Downtown Trenton and surrounding blocks, but is quite far from the city's outer wards. However, there used to be four library branches spread out throughout Trenton's neighborhoods until they were shut down nearly a decade ago after officials said they could no longer afford to keep them in operation. Today, although the library signs remain in front, the Briggs, Cadwalader, East Trenton, and Skelton Libraries remain vacant with no sign of being reopened as branches of the TFPL. Despite this, the East Trenton Branch could possibly see new use. The branch is situated within the historic Samuel Dickinson House, a structure that organizations such as the East Trenton Collaborative and New Jersey Community Capital are looking to revitalize at some point. Although it would not be a traditional library, the building could become similar to a community center with books possibly available for local residents. ♦

11 SUSTAINABLE CITIES AND COMMUNITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



SUSTAINABLE DEVELOPMENT GOAL 11: SUSTAINABLE CITIES & COMMUNITIES

A Sustainable Future for Trenton, New Jersey

- » **11.1** By 2030, ensure access for all to adequate, safe, and affordable housing and basic services and upgrade slums

Local Context:

- » Currently, Trenton has inadequate housing and subpar housing standards for its residents
 - ♦ Trenton homelessness is increasing by 13% per year
 - ♦ Yet there are 4,457 vacant houses in Trenton
 - ♦ Approximately, 2/3 of Trenton residents rent
 - ♦ 1/2 are paying 35-50% of their monthly income on housing expenses
 - ♦ Out of the homeless Trentonians:
 - ♦ 27% have mental health issues
 - ♦ 22% have medical disabilities
 - ♦ 18% have substance abuse
 - ♦ 25% are families with children



Existing Policies:

- » Trenton Housing Authority helps people apply for housing; but waitlists are long & placement isn't guaranteed
- » High-rise apartment complexes expose residents to gang activity, drug traffic, bedbugs, & lead poisoning
- » Federal government has given Trenton a grant of \$3.8 million dollars to help infrastructure
- » The Rescue Mission of Trenton helps the homeless; only in cold weather and for the displaced during a disaster
- » The U.S. Department of Housing and Urban Development's (HUD) allows no more than 30 days in emergency shelter and transitional housing

Suggestions:

- » Counseling with qualified professionals for the impoverished who have mental disabilities and need professional help to improve their health and day-to-day life
- » Rebuild broken-down/non-habitable housing, which is a cheaper alternative to renovating
- » Year-round homeless shelters, not just ones for cold weather or people displaced by disasters
- » Healthier, safer buildings will lead to more people who will strive to live in these homes

GRAPHIC COURTESY OF ARIANA BERBERABE

TRENTON 2030

Societal Sustainability Goals

Trenton Municipal Institutions Can Be Better Supported, More Supportive

Recourse on violent crime resources could better serve city safety & security

By Surbhi Chawla, Justin DeVany, Jaila Maldonado, & Bryan Santana

Peace, justice, and strong institutions are the foundation of strong societies, and arguably should be a right for all members of society, regardless of socioeconomic status or wealth. As Trenton suffers from a lack of sustainable development and effective programming, its citizenship suffers from institutional injustices that no community should be subject to. According to the 2011 Economic Development Summit Survey results, the top disadvantages in Trenton lie in violent crimes, property taxes, and low quality of schools from K-12.

The capital of New Jersey faces high crime rates and low socioeconomic status across all of its demographic segments, which contribute to a more dangerous environment and lack of opportunity for its citizens. The majority of citizens in Trenton are non-white; and Trenton has 34.9% of its black population and 29.3% of its Hispanic population living under the poverty line. Only 50% of children who enroll in high school end up graduating. The majority of individuals in low-income jobs, such as food service, administration, and cleaning operations, are disproportionately non-white and without formal educations. In turn, these jobs don't result in living wages; and studies show that children raised in lower socioeconomic environments are more likely to be involved in perpetuating significant physical, mental, and emotional damages.

It is our opinion that societal injustices can be attenuated by promoting programs that significantly reduce violent crimes in Trenton, which extend to the abuse, exploitation, and trafficking of children. As of the Trenton City Profile Report in 2014, nonviolent crimes had significantly dropped over the prior ten years; but aggravated assaults and homicides had not. With the changes detailed below, Trenton's crime index, which currently sits at a score of 562 (32nd worst in the United States) can move closer to the national average of 280. When people feel safer walking around where they live, this is a key step for communities to progress and institutional development to prosper. Reformation in all or some of areas of crime will increase peace and justice in other community dimensions.

Educational programs centered on attaining peaceful conflict-resolution, including training which focuses on saying "no," establishing consent, and setting personal boundaries should be implemented. These programs will start during elementary school, and their content and language will be expanded moving up through the grades. The hope is that children will bring what they learn into their homes, and these peaceful resolutions will be spread throughout the community over time. By partnering with the leaders of TCNJ's Anti-Violence Initiatives and Community Engaged Learning programs, costs and needs for resources can be reduced. TCNJ students can receive the benefit of class credit, real-world application, and the honor in improving the overall health of a neighboring community.

Improving both access and efficiency for policies such as Trenton My Block, which grants anonymity

to Trenton citizens that report crimes, and IMPAACT (Initiating Multiple Police Actions Against Criminal Targets), which mobilizes special police units to secure an area in which a violent crime just occurred, should be a priority. As educational programs also spread knowledge to children and families about how city officials are trying to help them, it is essential that these programs are maintained and developed.

Modifying police involvement with minority groups will help citizens feel safer and be less likely to get into altercations with enforcement officers. Enforcement officers must be aware of how they are perceived by the people they are policing, thus we advocate for community-based policing and di-

JUMP IN JUSTICE

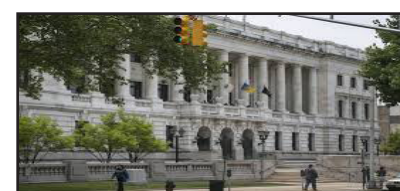
If Trenton's crime index, which currently sits at a score of 562, can move closer to the national average of 280, this change perhaps offers the greatest potential for Trenton communities to progress.



SUSTAINABLE DEVELOPMENT GOAL 16: PEACE, JUSTICE, & STRONG INSTITUTIONS

versity initiatives in hiring. *The Wall Street Journal* reported in 2016 that only 17% of the Trenton police force was black, while over half of the city's population are black.

Lastly, establishing a committee to study the connection between socioeconomic status and violence is critical for documenting and monitoring trends in



Trenton City Hall on East State Street

Trenton. This data will help us continue to modify and sustain our programs to fit the needs of the citizens, and determine which crimes in which neighborhoods relate to impediments of peace and justice. ♦

FEMALE REPRESENTATION: TRENTON CAN BE AN EXAMPLE FOR ITSELF, OTHER GOVERNMENTS

By CHRISTINE BORTON, ALLY FIFER, & SONIYA REDDY

The United Nations' Sustainable Development Goal 5 sets out "to achieve gender equality and empower all women and girls." Specifically, Section 5 of the goal is to "ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life." Equal representation of women in all levels of government, in Trenton and around the world, is important, because it is crucial to foster open dialogues that are representative of all people.

There are challenges that women still have to overcome to reach this equality in representation. The Equal Protection Clause in the Fourteenth Amendment guarantees equal rights for all citizens regardless of gender. While this protects the right for women to hold a presence in governmental offices, it does not necessarily encourage such activity. Therefore, improving educational movements and advocacy agencies is a great way to further female political participation. Especially, workshops with daycares available could be particularly effective programs in Trenton, because the city has a large number of single-mother families.

In reality, the Trenton City Council has a relatively high female representation, wherein three out of the seven members are women. However, this is not representative of the country as a whole. As of January 2018, the 115th Congress had only 22 women serving in the Senate and 84 serving in the House of Representatives. These figures amount to only 19.8% of the 535 seats in Congress, falling even below the international average of 21.9% of women making up national legislatures. Out of the 189 governments with elected officials, the U.S. ranks 75th in the world for female representation in its parliamentary body.

Furthermore, Section 1 of SDG 5 was developed with the goal of ending gender discrimination among public citi-



SUSTAINABLE DEVELOPMENT GOAL 5: GENDER EQUALITY

zens. While ending all discrimination is too much to achieve, ending salary discrimination is possible. In the U.S., a woman makes eighty cents for every dollar that a man makes, on average. The pay gap widens in impoverished areas. In Trenton, more than half of the population is African American; and in Trenton, African American women make sixty cents for every dollar that a white male makes.

On a national level, preliminary steps were taken to close this gap, but they have since been halted. The Obama administration established an executive rule requiring corporations to report salary breakdowns by race and gender. However, President Trump's head of the White House Office of Information and Regulatory Affairs stated last year that the stipulation was not practical, that it would be burdensome for major corporations, and that it would violate privacy and confidentiality rights. If this is truly the case, then Congress should pass legislation that slightly increases the workload of the SEC by having

GENDER GAP

Out of the 189 governments with elected officials, the U.S. ranks 75th in the world for female representation in its parliamentary body.

regulators document pay differences between workers in every public company. While the SEC already verifies that everything else that a corporation does conforms to appropriate standards, it will not be a stretch to check an additional box that men and women are being paid the same.

On the state level, new action is being taken. The day he was elected last November, Governor Phil Murphy signed an executive order that supported equal pay in state government jobs.

Currently, New Jersey and its capital city have had successes in promoting equality among citizens and demonstrating fair representation among elected leaders. It's now up to Trenton and the Garden State to set the example for surrounding municipalities, states, and national and international governments on how progress towards gender equality and empowerment is being made. ♦

SUSTAINABLE DEVELOPMENT GOAL 2: ZERO HUNGER



STATS COURTESY OF PATRICK SHERIDAN

Food Waste, from Page A1

ACTION: RESEARCH NEW RECYCLING TECHNIQUES

ONE FORM OF FOOD WASTE RECYCLING THAT IS CURRENTLY BEING RESEARCHED RELATES TO ENERGY. THE ANAEROBIC DIGESTION OF FOOD WASTE BY BACTERIA CREATES METHANE GAS, WHICH CAN BE USED IN RENEWABLE ENERGY PROCESSES.

ACTION: UPDATE POLICY IN MERCER

MERCER COUNTY COULD IMPLEMENT A POLICY THAT REQUIRES THAT INSTITUTIONS, BUSINESSES, AND HOUSEHOLDS DONATE AND RECYCLE A CERTAIN PERCENTAGE OF TOTAL FOOD WASTE. COMMUNITY COMPOSTS CAN BE PLACED IN ACCESSIBLE PUBLIC AREAS ESPECIALLY BY DENSELY POPULATED AREAS AND COMMERCIAL AREAS. THE COUNTY COULD HIRE A CONSULTANT TO WORK WITH COLLEGES, RESTAURANTS AND CORRECTIONAL FACILITIES TO CREATE MENUS WITH CIRCULAR DESIGN AND REFORM THE CURRENT WASTEFUL HABITS.

This community service team is composed of a group of engaged Trenton residents and people who work or volunteer in Trenton. Some of their more prominent initiatives include efforts to create and contribute to community gardens and make farmers markets more accessible.

Food waste is not only detrimental to our environment, it also has a negative impact on economic growth. There are currently countries with little to no drinkable water, yet the disposal of food waste uses a volume of water that is equivalent to the flow of Russia's Volga River, according to the Food and Agriculture Organization of the United Nations (FAO). Additionally, the FAO estimates 3.3 billion tons of greenhouse gases were emitted into the atmosphere by food waste. Food waste is not cheap, either, and almost \$750 billion is lost on unconsumed food each year. Consumer habits have created this excessive waste of food. By over-reacting to sell-by dates and failing to plan their shopping and weekly menu consumers have created an environment of overbuying. However, consumers are not the only ones at fault. Retailers have been known to reject large amounts of edible food based on aesthetic and quality beliefs.

Three main steps must be taken in the fight to reduce food waste. We must improve farming practices and monitor

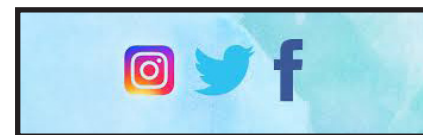
TRENTON HUNGER BY THE NUMBERS

- 17% of Trenton households regularly lack enough food to eat
- 26.4% of residents are enrolled in SNAP
- 29% of the city's food source is accounted for by bodegas
- 50% of Trenton children are obese or overweight
- 51% of the city's food source is accounted for by limited service restaurants
- 88.8% of percent of Trenton students receive free or reduced-price lunches

demand for products so that natural resources are not wasted on unnecessary food waste. Additionally, we need to incorporate circular design into the food industry. Even if the food waste is not fit for human consumption, it can still be utilized towards composting. Finally, we must recycle what we cannot reuse. Food waste in landfills is one of the highest emitters of Greenhouse Gases.

The highest priority should be given to reducing gross food loss. In order for this initiative to be successful, participation at every level -- from TCNJ to beyond -- is key. ♦

REVIEW



OPINION

SANITATION SOLUTION: SOCIAL MEDIA

How platforms like Facebook and Twitter can be the final straws for troubling Trenton drinking water

BY KYLE BOYLAND, CHRISTOPHER MITCHKO, & JACK PURCELL

The issue of water quality within the TCNJ community has become increasingly relevant as over 225,000 people drink the water coming from Trenton Water Works in 2018.

The largest problems at hand include the public not being alerted when there are boil water warnings, as well as Trenton Water Works and the government not properly executing the policies that have been legislated to prevent contaminated water. For example, between September 25, 2017, and November 2, 2017, the water filtration system at Trenton Water Works stopped functioning. The protocol for this issue clearly states that the public should be notified with a “boil water alert” as soon as the issue was known about. In this instance, however, the public was never notified, and over 200,000 citizens might have been drinking water that contained excessive levels of haloacetic acids, or by-products of water chlorination that can increase risks of cancer and pose health threats to the young, elderly, and pregnant.

The government and elected officials have yet to intervene and stop tolerating the leniency with which water safety policies are followed. In a letter to Trenton Mayor Eric Jackson dated October 30, 2017, then-commissioner of the NJ Department of Environmental Protection Bob Martin outlined steps that the city needed to take in order to fix obvious conflicts at Trenton Water Works. This focused on issues of understaffing and lack of talented management. However, the letter was not received well by Jackson, and despite Martin writing a second letter, it was not until this past Thursday, March 1st, that the City Council agreed to contract a Detroit-based civil engineering firm to take over the management of the water department. Additionally, the Comprehensive Watershed Management Advocacy is another program focused on uniting neighboring municipalities to demand higher quality drinking water. The organization’s main contention is that Trenton Water Works would be more successful at eliminating contamination in the water supply if the aging filtration infrastructure at Trenton Water Works were refurbished (a total restoration estimated to cost \$2.3 billion). Other topics discussed by this organization include how to combine the efforts of community members in Trenton and in all neighboring municipalities to compel the Trenton government to act.

There is a platform that can help quickly meet the goal of public involvement. To this point, the Trenton public has not properly been informed about the hazards at Trenton Water Works, and therefore hasn’t had the opportunity to form a pronounced stance on the issues plaguing the utility. Our plan is to allow for the citizens affected by the water quality to step into the limelight and form an opinion on the topic by creating a social media campaign. On popular social media platforms, we believe that even individuals not looking to be involved will at least be informed of the negligence for which the Trenton Water Works operators and Trenton leadership have been responsible.

Social media platforms such as Facebook, Twitter, and Instagram allow the public free, easy access to a stage to gather and express opinions



SUSTAINABLE DEVELOPMENT GOAL 6: CLEAN WATER AND SANITATION

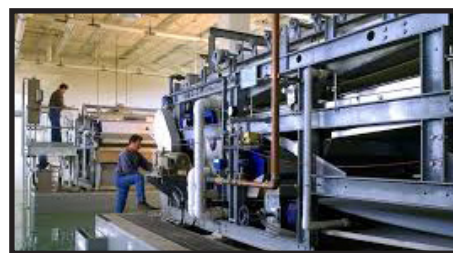
FLOWS OF COMMUNICATION

- Officials responsible for Trenton Water Works have ignored traditional forms of protest, including letters from the former DEP commissioner
- Trenton citizens are yet to be given a medium to rapidly be alerted to drinking water incidents
- Social media platforms allow for both democratic dialogues and quick community dispatches

and ideas. Facebook is a great platform for organizing a cause, as anyone can create a new business page, for which they can invite friends, family, and coworkers to “like” and support the cause, in a matter of minutes. Twitter is a great platform for initiating dialogue between average people and those in authority (a great

example of this would be people tweeting at Donald Trump for his actions – he can and occasionally has answered directly, and in writing). Instagram, like Facebook, can be used to create a shared, public platform for any organization, and provides imagery for the issue.

Outside of social media, there will still be Trentonians unaware of the dangers that could come from drinking their utility-provided water. Not everyone uses social media, so other means of outreach would be required. In other words, already established organizations such as the New Jersey Department of Environmental Protection, the Delaware River Basin Commission, and the Delaware Valley Regional Planning Commission must coordinate resources to create a positive public image for those who acknowledge and support the importance of water sanitation in Trenton. ♦



Historic New Jersey utilities

Index to Writers

BB&L staff featured in this edition:

Paul Mulholland, '18 A1
Political Science major; Economics, Philosophy, History minor
 Insights: trade economics, national policy, state legislation

Jared Kofsky, '20 B1
Communications major; Public Policy & Management minor
 Insights: NJ business, economic development, historic preservation

Thanks to the MKT370 students featured in this edition:

SDG 5: Gender Equality B2
 Christine Borton, '19 *Marketing major; International Studies minor*
 Allyson Fifer, '19 *Marketing major; Law, Politics, & Philosophy minor*
 Soniya Reddy, '18 *Finance Major*

SDG 6: Clean Water & Sanitation A2
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