

JACQUELYN OTTMAN

Jacquelyn Ottman is a native New Yorker and an advocate for zero food waste. Her focus: using global food cuisines to help inspire home and professional cooks to discover the joy in reinventing leftovers. A scratch cook since childhood, and the fifth-generation daughter of a family that supplied NYC's best restaurants with the finest quality meats since 1859, she is currently writing (working title), *“Using Them Up: How the World Transforms Leftovers into Something New.”*

She is the author of three self-published books on her personal culinary history: *Family Gatherings: Family Recipe from Five Generations* (2000); *Ottman & Company: Meatpacking District Pioneers* (KDP 2022), the story of her family's 150-year old NYC meat purveying firm, and *Connecting from a Quarantine Kitchen: My Shelter Island Pandemic Story* (KDP 2020). She is a member of the Culinary Historians Society of New York and the Authors Guild.



In her past life, starting in 1989, she pioneered the field of green marketing. She is the author of several books on the subject, including *The New Rules of Green Marketing* (Berrett-Koehler, 2012), considered the definitive text on the subject. Used in college and graduate schools, it has been translated into five languages.

She is immediate past chair, Manhattan Solid Waste Advisory Board, and principal author of *“Creating a Culture of Recycling and Reuse in Your NYC Multifamily Building”* and *“Engaging Residents of NYC Multifamily Building in Organics Collection.”* Both of these free guides, developed as a public service are available as a download from the ManhattanSWAB website: <https://www.manhattanswab.org/>

Ottman is also the founder and editor of WeHateToWaste.com. It is home to 140 curated posts highlighting positive zero waste stories submitted by enthusiasts from around the world. It contains numerous resources on New York City's zero waste efforts, food waste and the Sharing Economy.

Books by Jacquelyn A. Ottman

Environmental Consumerism: What Every Marketer Needs to Know, with Eric Miller (Alert Publishing, 1991)

Green Marketing: Challenges and Opportunities for the New Marketing Age (1st edition)

(NTC Business Books, 1993) Named the definitive text on green marketing. This book and two subsequent editions have been translated into Spanish, Portuguese, Italian and Chinese.

Green Marketing: Opportunity for Innovation (McGraw-Hill, 1998) (2nd edition)

[*The New Rules of Green Marketing: Strategies, Tools and Inspiration for Sustainable Branding*](#) (Berrett-Koehler, 2011) Named one of the top 40 Sustainability Books of the Year by Cambridge University, UK.

[*How to Make Credible Green Marketing Claims: What the Updated FTC Green Guides Means for Marketers*](#), with David Mallen (Advertising Age, 2012)

[*Family Gatherings: Five Recipes from Five Generations*](#) (KDP 2000)

[*If Trash Could Talk: Poems, Stories and Musings*](#) (KDP 2018)

[*Creating a Culture of Recycling and Reuse in Your NYC Multifamily Building*](#) (MSWAB 2018)

[*Engaging Residents of NYC Multifamily Buildings in Organics Collection*](#) (MSWAB 2018)

[*Connecting from a Quarantine Kitchen: My Shelter Island Pandemic Story*](#) (KDP 2020)

[*Ottman & Company: Meatpacking District Pioneers*](#) (KDP 2022)

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