

Investigative Journalistic Perspectives: Emerging Trends in the Circular Economy

BioCYCLE

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September 15, 2026



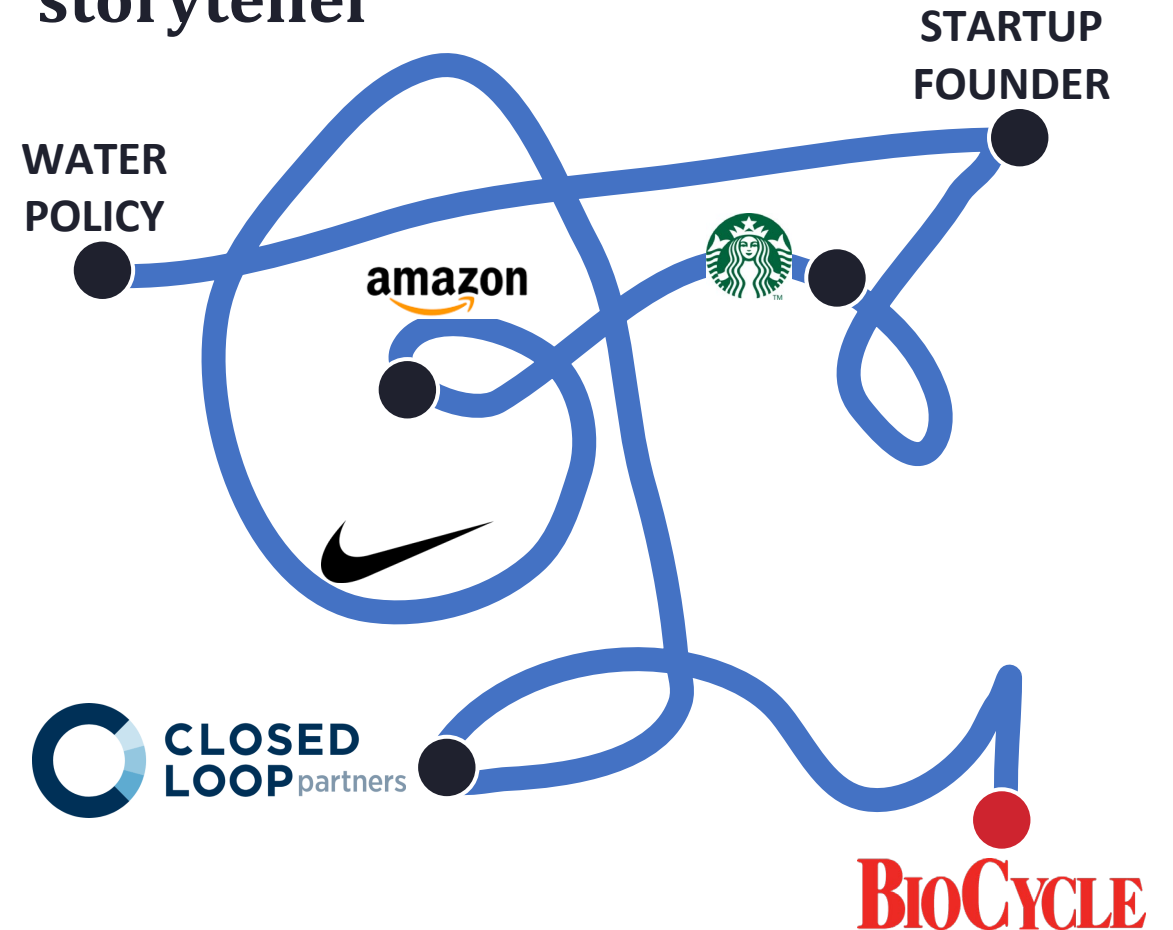
WHO IS BIOCYCLE

The Organics Recycling Authority Since 1960

- BioCycle and its leaders has played a critical role in establishing the organics recycling infrastructure that exists today.
- Read and trusted as the quantitative-oriented publication of record on composting, anaerobic digestion, and food waste.
- There's a great deal that I'm inheriting – from readers' trust to editorial strategy – that I'm working to protect and make my own.

WHO I AM

Advocate, turned investor, turned storyteller



WHY I DO THIS WORK

The Stats That Keep Me Here

5% of America's food waste is composted, while another

5% goes to anaerobic digestion to produce biogas.

These are the numbers that keep me in this work.

How the BioCycle sausage is made (i.e. how we approach storytelling):

- What needs to be true
- What's been learned
- What's scalable
- What capital made it happen

PAIN POINTS

What Doesn't Get Learned

1

Nuance gets flattened

Nuanced challenges — and even more nuanced solutions — get flattened into a single story.

2

Wins get rewarded, lessons don't

Conferences and sponsored content function as marketing. Vulnerability — admitting what didn't work — gets replaced by positioning and PR.

3

Lessons don't transfer across sectors

What plastics recycling learned rarely makes it to organics; what organics has learned rarely reaches reuse and repair. We operate vertically, in silos, instead of learning across sectors.

Three Things I'd Tell Any Source

1

Be a source, not just a subject

Media relationships are built over time, and journalists are always hunting for information to turn into storytelling. If you create clear, well-told content yourself, you become someone we want to call.

2

Show your work

When you report a number, tell us what went into it. That context is what lets us report it with confidence.

3

It's okay to pause — and okay to offer more

If someone wants to see your quotes before publication, you can always say “let me get back to you.” And you can always ask: “Is there anything here you'd like me to break down, or add background on, so you've got the fuller context?” We don't always know what to ask — that invitation goes a long way.



PITCH ME, SAY HI, BUY ME A COFFEE :-)

BioCycle would love to learn what you're learning and seeing in:

**Compost
Manufacturing**

**Anaerobic Digestion &
Biogas**

Organics Collection

Food Waste Recycling

**Facility Financing &
Management**

Climate



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