Food is Simply Too Good to Waste!

In the US....
- Costs $165 billion annually
- 42% of US GHG emissions relate to the food system
- 1 in 7 American Households are food insecure
- Single largest & least recovered MSW stream

(Sources: USDA, EPA. Photo Credit: Jonathan Bloom)

Prevention is the Key:
Cost Savings and Environmental Impacts

Every food item we throw away results in a large amount of invisible embedded energy and other resources being wasted.
Our largest waste stream is the least recycled waste stream.


Solutions: Reducing Wasted Food

LAST WEEK!
USDA and EPA Join with Private Sector, Charitable Organizations to Set Nation’s First Food Waste Reduction Goals

- 50% reduction by 2030
- new partnerships
- improve food security; conserve natural resources

SOLUTIONS: Free TOOLS

- Food Recovery Challenge
- Food: Too Good To Waste Guide
- Toolkit for Reducing Wasted Food & Packaging
Solutions: The Food Recovery Challenge
Challenges Organizations to:
- reduce amount of food sent to landfills
- Cost Savings
- Feeding Hungry People
- Reducing Environmental Harm

Take A Bite Out of Food Waste...

EPA’s Food Recovery Challenge
Five Easy Steps!
1. Assess it!
2. Commit to it!
3. Do it!
4. Track it!
5. Earn it!

Solutions: Good Samaritans (Who is this man?)

BENEFITS (thumbs up) for Solid Waste Management Providers
Join as Endorser and provide your customers:
1. EPA – Associated Program
2. Potential Recognition
3. Potential Cost Savings
4. Free Technical Assistance
5. Community Leadership
6. Bench Scales
7. Media Opportunities
8. Climate Profile (Env Benefits)
9. Newsletter
SOLUTIONS: A Toolkit for Households

Simple messages around 5 key behaviors

- **Get Smart:** See how much food (& money) you’re throwing away
- **Smart Shopping:** Buy what you need
- **Smart Storage:** Keep fruits and vegetables fresh
- **Smart Prep:** Prep now, eat later
- **Smart Saving:** Eat what you buy

Saves a family of four about $1500 per year!

Implementing Partners

Implementing Partners (2011-2014)

- King County (WA)
- San Benito County (CA)
- Seattle (WA) – baseline
- Honolulu (HI)
- Iowa City (IA)
- Oakland (CA)
- Chula Vista (CA)
- Gresham and OR Metro (OR)
- King County scale-up (WA)
- Thurston County (WA)
- Oak Park (IL)
- Alameda County (CA)
- MN Pollution Control Authority
- RI Food Policy Council
- State of Vermont
- Sustainable Jersey City (NJ)

**RESULTS!**

Initial data indicate that pilot implementation could influence a 25% decrease in household food waste.
What if we framed long-term economic, social and environmental resilience from the concept of: Preventing WASTED FOOD... 

Accept the challenge and customize your vision!
The following slides have great info you may be able to use in your communities...

Gases, Water, and Resources... Oh My!
Food + Landfills = Methane

To grow WASTED FOOD:
We waste water, oil, labor, money, land, and calories

Links to RESOURCES
(Click on a Topic to go to Webpage)

- Food: Too Good To Waste
- EPA Food Waste Assessment Tools
- Current Food Recovery Challenge Members
- Sign Up Directions for Food Recovery Challenge
Region 8 Implementing Partner: City of Aurora, CO City Employees

- **Timeframe:** 6 weeks (start Nov 2, end Dec 13 2014)
- **Audience:** City Employee Households
- **# Participants:** 72 initially, 36 thereafter
- **# Households Completing Measurement:** 28
- **# Surveys Returned:** 34 Pre, 21 Post

Measurement: City of Aurora

“Get Smart”
Measurement raises household awareness!

Fruit and Vegetable Storage Guide
Region 8 Implementing Partner:
City of Aurora, CO City Employees

Lessons Learned: Messaging

A-Z Food Storage Tips

Arugula
You can store arugula in the fridge for up to 4 days. Make sure to keep the leaves fresh and separated from the stems.

Beans, green
Beans can be stored in the fridge for up to 7 days. Make sure to wash them before using.

Avocados
Avocados should be stored at room temperature for up to 1 week. Once they are ripe, they can be stored in the fridge for up to 2 days.

Beans
Beans can be stored in the fridge for up to 7 days. Make sure to wash them before using.

Lessons Learned:

Food Storage Resources

http://makedirtnotwaste.org/at-home/food-storage-tips
http://www.stilltasty.com/

“Smart Prep”

SMART PREP: PREP NOW, EAT LATER

Prepare perishable foods soon after shopping. It will be easier to whip up meals later in the week, saving time, effort, and money.

HELPFUL TIPS:
• When you get home from the store, take the time to wash, dry, chop, slice, and slice your fresh food items in order to reduce food waste.
• Remove any freezer bags and clear out the freezer. Use one or two per meal to make it easier to find and eat.
• Get your time in the kitchen by preparing and freezing meals ahead of time.
• Prepare and cook perishable items, then freeze them for use throughout the week. For example, stewed or baked vegetables, bread, or pasta dishes."
Lessons Learned: Pilot Intro & Structure
- Timing Important (season, holidays, vacation, illness)
- Must be Easy (to do, understand)
- Phased Approach is best (communication, materials)
- Offer Prizes/Incentives
- Set Aside More Time to Do Advanced Planning

Lessons Learned: Messaging & Tracking
- Multiple Methods and Short (blog, intranet)
- Set Up Easy Tracking Throughout
- Add In-Person Elements/Lead In Activities/Beyond the Kit
- More Instructional Graphics “Take the Challenge”

Lessons Learned: Overall
- Positive Feelings about Pilot
- Many reduced, some increased (may be due to holidays)
- Even Non-Participants now more aware of food waste
- Want to do Second Phase
- Choose ONE goal (Keep It Simple)

City of Aurora Contact (he said you can contact him!):
Nate Owens (Planner 1)
nowens@Auroragov.org

More info about FTGTW:
http://westcoastclimateforum.com/food
Scale-Up Next Steps

- Toolkit posted to [www.epa.gov/smm](http://www.epa.gov/smm) this Summer
- [Zero Food Waste Forum](http://www.epa.gov/smm) in Berkeley Oct. 16-17, 2014
- Social media campaigns in WA's Thurston and King Counties and Honolulu, HI
- Program evaluation and per capita waste reduction goals (January-March 2015)
- Coordination with USDA, and other organizations for scale-up to a national campaign
  – Beyond awareness, program delivery is critical!

Opportunities to Reduce Wasted Food

Businesses and Communities can consider:
1. Joining or endorsing EPA’s Food Recovery Challenge
2. Taking advantage of these toolkits:

   - Toolkit for reducing food waste and packaging (business practices)
   - Food: Too Good to Waste (Consumer awareness and behavior change)

Collaborating with NW Grocers

King County and PCC Natural Markets Videos:
- Shop Smart
- Store it Right
- Love your Leftovers

[www.recyclefood.com](http://www.recyclefood.com)

Community-Based Social Marketing

<table>
<thead>
<tr>
<th>Top 5 Strategies</th>
<th>Benefits</th>
<th>Barriers</th>
<th>Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get Smart – Measurement Matters</td>
<td>Waste aversion</td>
<td>Time</td>
<td>Measurement tool instructions</td>
</tr>
<tr>
<td>Smart Shopping</td>
<td>No waste aversion</td>
<td>Dynamic lifestyle</td>
<td>Shopping list template</td>
</tr>
<tr>
<td>Smart Storage</td>
<td>Waste aversion</td>
<td>Time</td>
<td>Storage guide</td>
</tr>
<tr>
<td>Smart Prep</td>
<td>Convenience</td>
<td>Skills</td>
<td>Website tips</td>
</tr>
<tr>
<td>Smart Saving</td>
<td>No waste aversion</td>
<td>Refriderator prompt</td>
<td>Links to recipes</td>
</tr>
</tbody>
</table>

Audience: Families with young children, young full-time workers
Measurement: Research Needs

**Impact**
Implement community-scale measurement methodology with a robust sampling strategy to determine the campaign's impact on reducing wasted food.

Develop a methodology for estimating environmental benefits at community-scale.

**Reach**
Assess influence of engagement through social groups and networks in creating new social norms. Test effectiveness of train-the-trainers outreach methods.

**Awareness**
Assess influence of creating awareness through measuring/feedback/benchmarks on reducing food waste. Develop and test awareness tool or app.

Opportunities to Get Involved

You can ‘Take the Challenge’ with your Office or Neighbors!

**State and Local Governments**
- Promote Food: Too Good to Waste as a state wide campaign aligned with our 2015 national launch.

**Colleges, universities, and K-12 Schools**
- Integrate information to support sustainability programs aimed at the young adult demographic. Additional opportunities with K-12.

**Community groups or non-profits**
- Link with recovery effort. Outreach through social networks or with a community challenge.

**Grocers, Restaurants, Haulers and other businesses**
- Assist with outreach and provide incentives

---

**Community Based Social Marketing**

**CBSM vs Traditional Marketing Overview Examples**

<table>
<thead>
<tr>
<th>CBSM</th>
<th>Traditional Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Community</strong></td>
<td>Educations/Event</td>
</tr>
<tr>
<td><strong>Typical</strong></td>
<td>TV, radio, print</td>
</tr>
<tr>
<td><strong>Audience</strong></td>
<td>General, mass appeal</td>
</tr>
<tr>
<td><strong>Media</strong></td>
<td>Television, print, online, social media</td>
</tr>
<tr>
<td><strong>Belief</strong></td>
<td>Removes low barrier to change</td>
</tr>
<tr>
<td><strong>Implementation</strong></td>
<td>Information is distributed, difficult to measure impact</td>
</tr>
</tbody>
</table>

*Examples not inclusive of all strategies/aims.