REDUCING HOUSEHOLD FOOD WASTE

Food Too Good To Waste Program

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Prevent Household Food Waste

A better use for the $115 billion lost to household food waste

35 million tons landfilled

9 million tons from households

26 million tons
Importance of small numbers with big multipliers

Households throw out 21 tomatoes per person each year valued at $2.3 billion
Research shows that...

Total Household Food and Drink Waste

- Unavoidable: ~18%
- Avoidable: ~18%
- Possibly Avoidable: ~18%

- Prepared or Served Too Much: ~40%
- Not Used in Time: ~55%
- Other: ~64%
Eat What Is Prepared
Before any Food Goes Bad

• Food Too Good To Waste then is a Community-based social marketing approach
  – Pinpoint the behavior that needs to change
  – Provide desired, alternative behaviors that are easy to use
Food Waste Source Reduction Toolkit

Excel spreadsheet tool for measuring food wastes

Helps identify:

- why food is wasted
- how to reduce waste
- how to recover waste
- how to calculate cost savings

Also, message map, implementation guide & behavior change and outreach tools
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; Eat me First

Saves a family of four about $1600 per year!
Example - Shopping List Template

SMART STRATEGY:
Make a Shopping List with Meals in Mind

- Think about how many meals you'll eat at home this week and how long before your next shopping trip.
- Next to fresh items on the list, note the quantity you need or number of meals you're buying for.
- Shop your kitchen first and note items you already have.

<table>
<thead>
<tr>
<th>FOOD ITEM</th>
<th>AMOUNT NEEDED</th>
<th>ALREADY HAVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salad greens</td>
<td>Lunch for a week</td>
<td>Enough for one lunch</td>
</tr>
<tr>
<td>2% milk</td>
<td>Gallon</td>
<td>None</td>
</tr>
</tbody>
</table>

EPA United States Environmental Protection Agency
Implementing Partners

**Original Implementing Partners:**
- King County (WA)
- San Benito County (CA)
- Boulder County (CO)
- Seattle (WA) – baseline

**Current Implementing Communities:**
- Honolulu (HI)
- Santa Monica (CA)
- Oakland (CA)
- Chula Vista (CA)
- Gresham and OR Metro (OR)
- King County scale-up (WA)
- Thurston County (WA)
- Oak Park (IL)
- Iowa City (IA)
- Minnesota Pollution Control Authority
- Rhode Island Food Policy Council
- University of Denver (CO)
- State of Vermont
- Sustainable Jersey City (NJ)

**Results:**
Initial data indicates that implementation could influence a **15-25% decrease** in household food waste.
Example of a one year study

- Baseline study with 10 “Friendlies”
- Pilot studies with:
  - RI FPC interested listserve contacts
  - Upscale apartment cohort
  - Housing Authority cohort
Each Group met three times

1. **Orientation** include cooking demonstration,
   - Given a code number
   - Given a scale, container and their own code number

Scale and Container was initially priced at $29.99
Team found an online 20% discount with free shipping
2. **Workshop** three weeks later
   - Slide show to introduce the tools
   - Sharing experiences
   - Open ended questions

3. **Debrief** 2 week later
   - Sharing pre-post pilot results
   - Social event with lots of fun and stories
   - Take home messages
Some Anecdotal Results

1. Most popular tools
   - Prep now, eat later
   - Eat me First
   - Smart Shopping

2. People were “awakened” to environmental impacts and concerned about landfills. They also networked about FTGTW tools among friends, tools were translated into Spanish
Average Reduction for All Groups = 60%
Upscale Apartments Average Reduction = 55%
Housing Authority Average % Reduction = 48%
King County (WA) – 2012 Baseline Year

• 110 families - child in 4\textsuperscript{th} grade
• Partnered with school & marketing firm
• 5 weeks
• Intro 5 waste prevention behaviors
• Tools:
  – Fruit & vegetable guide
  – shopping list
  – Info sheets
  – Blogs
  – Daily tips given by teachers
Results King County (WA) – 2012

• First week waste = baseline
• Average 28% reduction
  – (families that participated all 5 weeks)
• Families had to measure and report waste but a lot of people did not follow through; long pilot
• Involving children spreads message to parents
Not sure of Impact? Here’s why:

- Social media & website campaign
- Wonderful website but few recorded data!
- It was too soon for this approach?

King County website link
2014 Recruitment - Tabling at Farmers Markets
1. Reached 200-250 people per each farmers market
2. Winding down a 4 week pilot
3. Working with cohorts of 40 or so people
4. High retention rate
5. Maintained interest with:
   • Weekly emails
   • Short weekly surveys for prize drawings
   • Videos and links that are interesting
   • Morning talk shows on NPR affiliate
## Some King County, WA Results

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Waste Fraction Measured</strong></td>
<td>Total</td>
<td>Edible/Preventable</td>
</tr>
<tr>
<td><strong># of people participating</strong></td>
<td>13</td>
<td>36</td>
</tr>
<tr>
<td><strong>Average Household Size</strong></td>
<td>4.5</td>
<td>2.8</td>
</tr>
<tr>
<td><strong>Per Capita Reduction in Waste</strong></td>
<td>30%</td>
<td>39%</td>
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</tbody>
</table>
FTGTW - Some Overall Results

1. Works in all types of communities and groups
2. Personal interactions are important
3. Outcome is always positive but variable
4. Never any negative responses
5. Raises awareness of the environment
6. Easy to do
7. Toolkit posted to [Food Too Good To Waste Link](#)
8. Coordination with USDA, and other organizations for scale-up to a national campaign
Food Too Good To Waste

Additional Information

• Region 1 - beling.christine@epa.gov
• Region 2 - chaput.rachel@epa.gov
• Region 3 - odonnell.tom@epa.gov
• Other Regions - zanolli.ashley@epa.gov
### Additional Information

**One Pilot Budget Sample**

#### Food: To Good To Waste Pilot Budget

<table>
<thead>
<tr>
<th>Labor Support:</th>
<th>Labor Hours</th>
<th>Hourly Rate</th>
<th>Price</th>
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<tbody>
<tr>
<td>Network Coordinator</td>
<td>14</td>
<td>$42.50</td>
<td>$595.00</td>
</tr>
<tr>
<td>Outreach Coordinator</td>
<td>17</td>
<td>$40.00</td>
<td>$680.00</td>
</tr>
<tr>
<td>FTGTW Project Coordinator</td>
<td>69</td>
<td>$25.00</td>
<td>$1,725.00</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$3,000.00</strong></td>
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#### Materials and Supplies Support:

<table>
<thead>
<tr>
<th>Printing of CBSM Tools for 40 participants:</th>
<th>Each</th>
<th>Qty.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food storage guide (2-sided)</td>
<td>$0.50</td>
<td>80</td>
<td>$40.00</td>
</tr>
<tr>
<td>Shopping list (2-sided)</td>
<td>$0.50</td>
<td>80</td>
<td>$40.00</td>
</tr>
<tr>
<td>Stickers for hard containers</td>
<td>$2.00</td>
<td>40</td>
<td>$80.00</td>
</tr>
<tr>
<td>Weigh to reduce instructions (1-sided)</td>
<td>$0.50</td>
<td>40</td>
<td>$20.00</td>
</tr>
<tr>
<td>Tracking sheet bag instructions (1-sided)</td>
<td>$0.50</td>
<td>40</td>
<td>$20.00</td>
</tr>
<tr>
<td><strong>Printing sub-total</strong></td>
<td></td>
<td></td>
<td><strong>$200.00</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Incentives for 4 cohorts of 10</th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Measurement containers</td>
<td>$5.00</td>
<td>40</td>
<td>$200.00</td>
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<tr>
<td>Scales</td>
<td>$30</td>
<td>40</td>
<td>$1,200</td>
</tr>
<tr>
<td>Gift cards (only for 3 cohorts, not pre-pilot)</td>
<td>$25</td>
<td>40</td>
<td>$1,000</td>
</tr>
<tr>
<td>Food for kick-off &amp; wrap up workshops</td>
<td>$50</td>
<td>8</td>
<td>$400</td>
</tr>
<tr>
<td><strong>Incentives sub-total</strong></td>
<td></td>
<td></td>
<td><strong>$2,800</strong></td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td></td>
<td><strong>$3,000.00</strong></td>
</tr>
</tbody>
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[Image: EPA United States Environmental Protection Agency]