

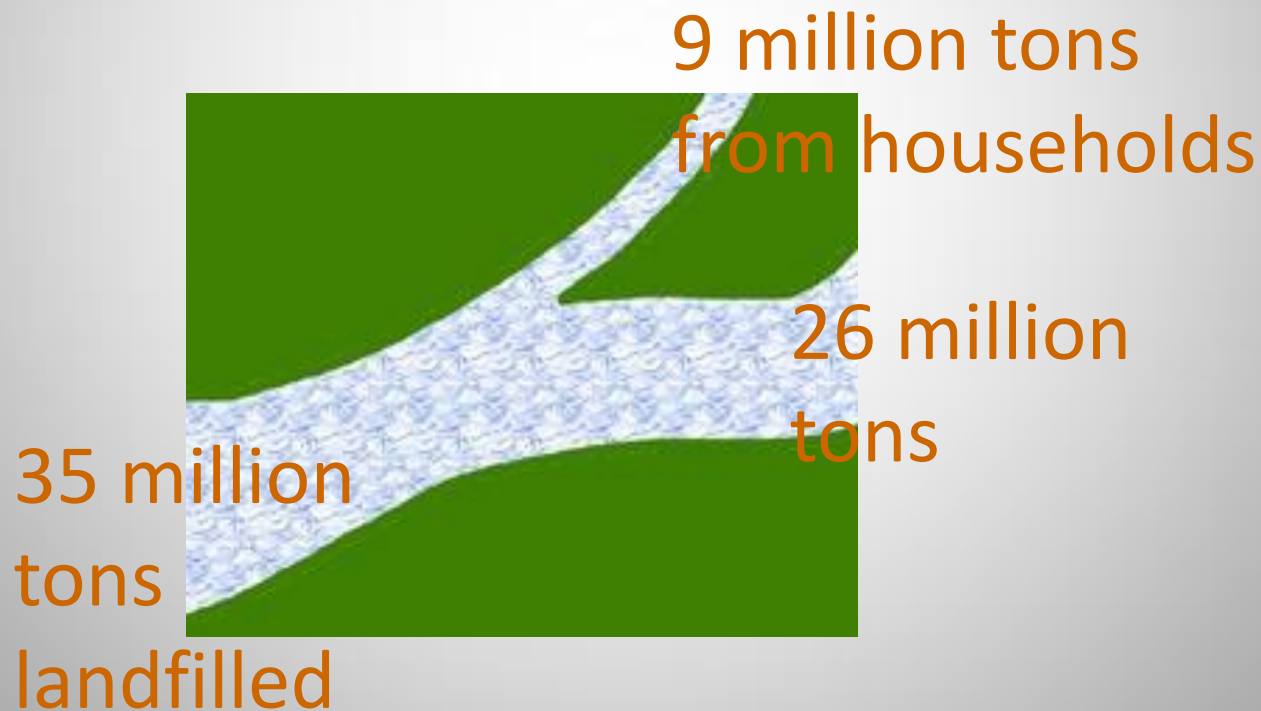
REDUCING HOUSEHOLD FOOD WASTE

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



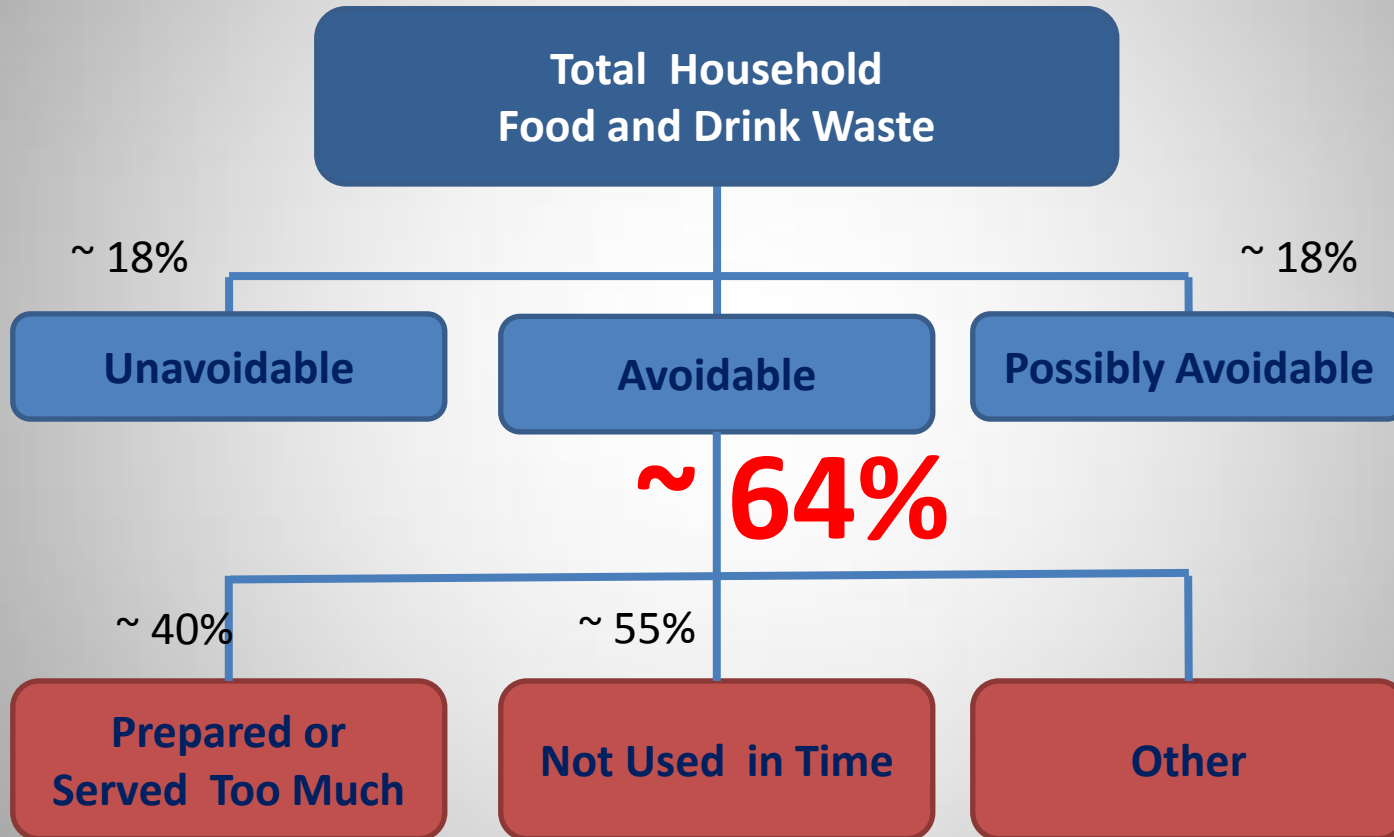
Importance of small numbers with big multipliers



Households
throw out
21
tomatoes
per person
each year
valued at
\$2.3 billion

Creative Commons image

Research shows that...



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



**TOO GOOD
TO WASTE**

- 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.

FOOD ITEM	AMOUNT NEEDED	ALREADY HAVE
Salad greens	Lunch for a week	Enough for one lunch
2% milk	Gallon	None
.....
.....
.....
.....
.....
.....

Implementing Partners

Original Implementing Partners:

- King County (WA)
- San Benito County (CA)
- Boulder County (CO)
- Seattle (WA) – baseline

Results:

Initial data indicates that implementation could influence a **15- 25% decrease** in household food waste.

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)

Rhode Island Food Policy Council - 2014



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

Rhode Island Food Policy Council - 2014

- 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



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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

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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

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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 4th 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

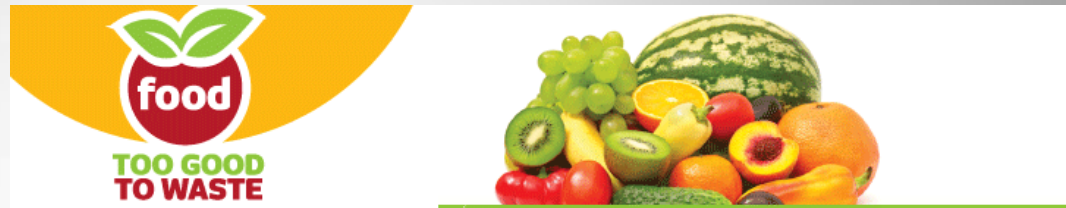
Results King County (WA) – 2012

- 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

Results King County (WA) – 2013

Not sure of Impact?
Here's why:

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



Food: Too Good To Waste



Think you don't waste much food at home? Take the [Food: Too Good To Waste Challenge](#) to find out how much food you're tossing.

Whether it's moldy cheese, limp celery or those long lost leftovers in the back of the fridge, chances are you've [wasted food](#) ([PDF](#), 270 K) this week. And you're not alone. Americans waste about 25 percent of all food and drinks we buy, adding up to more than \$1,600 each year.

It's a growing problem with profound [financial and environmental impacts](#) ([PDF](#), 100 K). When we throw away food, we also waste all the water and energy used to produce, package and transport food from the farm to our plates. Uneaten food accounts for 23 percent of all methane emissions in the U.S. – a potent [climate change](#) contributor.

Watch the following videos for tips on how to waste less food, then visit [Smart Shopping](#), [Smart Prep](#), [Smart Storage](#), [Smart Saving](#) and [Recipe Resource](#) to learn more.

[King County website link](#)

2014 Recruitment - Tabling at Farmers Markets



TOO GOOD TO WASTE

King County (WA) – 2014

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

Year	2012	2014
Waste Fraction Measured	Total	Edible/Preventable
# of people participating	13	36
Average Household Size	4.5	2.8
Per Capita Reduction in Waste	30%	39%

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

Labor Support:

Labor Category	Labor Hours	Hourly Rate	Price
Network Coordinator	14	\$42.50	\$595.00
Outreach Coordinator	17	\$40.00	\$680.00
FTGTW Project Coordinator	69	\$25.00	\$1,725.00
Total			\$3,000.00

Materials and Supplies Support:

Printing of CBSM Tools for 40 participants:	Each	Qty.	Total
Food storage guide (2-sided)	\$0.50	80	\$40.00
Shopping list (2-sided)	\$0.50	80	\$40.00
Stickers for hard containers	\$2.00	40	\$80.00
Weigh to reduce instructions (1-sided)	\$0.50	40	\$20.00
Tracking sheet bag instructions (1-sided)	\$0.50	40	\$20.00
Printing sub-total			\$200.00
Incentives for 4 cohorts of 10			
Measurement containers	\$5.00	40	\$200.00
Scales	\$30	40	\$1,200
Gift cards (only for 3 cohorts, not pre-pilot)	\$25	40	\$1,000
Food for kick-off & wrap up workshops	\$50	8	\$400
Incentives sub-total			\$2,800
Total:			\$3,000.00