

Food Waste Prevention Week

Presented By: Suk Chong

March 15, 2018





Table of Contents

1. Background
2. Overview of Food Waste Prevention Week
 - Activities Across California
 - County of Los Angeles Activities
 - Board Motion
 - Social Media Outreach
3. Food Donation and Recovery Outreach Program (Food DROP)
4. Next Steps



Background

- Los Angeles residents and businesses throw away approximately 3.7 B pounds (1.8 M tons) of food each year.
- Over half a million of its residents are food insecure.
- Last week (March 5th – March 9th) was Food Waste Prevention Week.
- A statewide initiative spearheaded by several non-profits and organizations, in coordination with the Governor's Office of Planning and Research.
- Planning partners included:
 - *Public Health Alliance of Southern California*
 - *California Department of Food & Agriculture*
 - *Other non-profit organizations and agencies*
 - *California Department of Education*
 - *CalRecycle*



Activities Across California

- 15 cities across California participated in raising public awareness via social media campaign.
- Local proclamations by Los Angeles County, San Diego County, and the cities of Del Mar, San Marcos and Chula Vista.
- Public Health Public Awareness Campaign:
 - Santa Barbara County released a video by Dr. Van Do-Reynoso
 - Riverside County Public released an awareness video from Dr. Cameron Kaiser
- Private sector, non-profit and educational partners also participated.
- Significant social media presence:
 - Twitter, Facebook and Instagram: just under 800 mentions of **Food Waste Prevention Week**.
 - Cision: captured 341 mentions of **#SavetheFoodCA** from public social media accounts, blogs and websites.
 - These platforms reach over 888,000 unique viewers per month.
- Media coverage varied included [CBS San Diego](#) and USC's student news [Annenberg Media](#).



County of Los Angeles Activities

- Board Motion
 - On March 6th, the Board of Supervisors passed a motion declaring March 5 – 9, 2018 “Food Waste Prevention Week.”
- Social Media
 - Public Health and Public Works tweeted and retweeted various messages regarding ways to prevent food waste.



Board Motion

- The Board motion reads, in part:

During the Food Waste Prevention Week, all residents, public officials and County employees, as well as community groups, clubs, and organizations are encouraged to **join in activities and take action to reduce food waste**. Easy ways to reduce food waste include tracking waste, implementing tray-less dining, serving smaller sizes, and using “imperfect-looking” produce. **All businesses in the unincorporated areas are also encouraged to participate in Food DROP**. Finally, schools, grocery stores, hotels, hospitals, universities, farmers, manufacturers, and restaurants are urged to donate wholesome surplus food directly to individuals and 501(c)(3) nonprofit organizations that serve our most food insecure residents.



Board Motion

The Board adopted the following:

1. Proclaim March 5-9, 2018 as “Food Waste Prevention Week” in the County of Los Angeles and urge all residents, public officials and County employees, as well as community groups, clubs, and organizations to join in activities and take action to reduce food waste;
2. Encourage businesses in the County Unincorporated Communities to work with local charities and offer food facility operators a food donation option through the County’s Food Donation Recovery and Outreach Program (Food DROP); and
3. Encourage organizations to help support food recovery facilities, such as food banks, that help families and individuals obtain access to quality nutritious meals.



Tweets

*Did you know up to 40% of food is wasted from farm, to fork, to landfill? Visit **@SaveTheFood** to see how you can help. Together we can **#SaveTheFood** **#FoodWastePrevention** **#FeedPeopleNotLandfills***

*Preventing food from becoming trash protects the environment! Food is the single largest contributor to US landfills, rotting and releasing methane which contributes to climate change. Visit **@SaveTheFood** for great sustainability tips. **#FeedPeopleNotLandfills** **#FoodWastePrevention***

*Californians throw away nearly 12 billion pounds of food, **#LACounty** let's do our part to change that! Visit **@SaveTheFood** to see what you can do. **#SaveTheFoodCA** **#FoodWastePrevention***

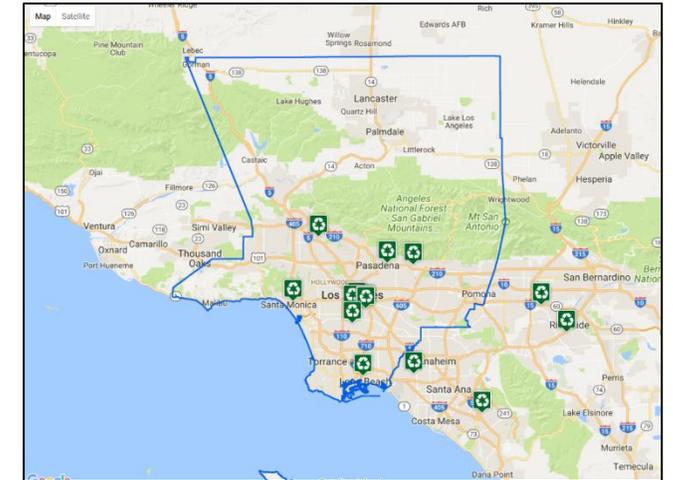
***#SaveTheFood** by learning to decode date labels and stop throwing away wholesome food too soon. Visit [savethefood.com](https://www.savethefood.com) to begin <https://www.savethefood.com/tips/deciphering-dates-on-products>*



- County's Food Donation and Recovery Outreach Program
- Resources to help businesses operating in the Unincorporated County areas (UCAs):
 - Safely donate their excess food and reduce food waste
 - Comply with SB 1383
- Surveyed over 230 non-profits that accept and distribute food
 - Identified 39 non-profits interested in partnering with us.
 - Partnering involves reporting what they collect/receive from businesses, and if they can provide transportation (pickup) of food from businesses.



- Developed a website (www.FoodDROPLA.com) that includes toolkit, consisting of:
 - Search tool to find/locate non-profits closest to businesses
 - Map of where each non-profit is located
 - Type of food each non-profit accepts, including prepared food
 - If non-profit provides transportation/pickup service
 - Contact information, hours of operation, and links to websites
 - Brochure regarding Food DROP program
 - Factsheet regarding food donation and recovery
 - Public Health’s Guidelines for Food Donation
 - Food Donation Tracking Form
 - Information regarding Federal and State Good Samaritan Food Donation laws
 - Place for interested non-profit organizations to sign up for the program





Next Steps

- Reach out to food service establishments in the UCAs
 - Mail out factsheet and brochure
 - Meet with restaurants and grocers groups/associations
 - Conduct site visits
- Develop a grant program to help non-profits with equipment



Questions?

THANK YOU!