



Food: Too Good to Waste

An evaluation of three years of pilots

Rachel Chaput
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www.westcoastclimateforum.com

Community Based Social Marketing

1. Identify the desired behavioral changes
2. Identify barriers and benefits of desired behaviors
3. Design pilot program with behavior change strategies and messaging
4. Implement pilot program
5. Evaluate pilot program
6. Replicate and scale up successful pilot strategies

Toolkit Components

- **Main message:** *Food is too essential to throw away.*
- **Implementation guide**
- **Message map**
- **Behavior change tools, including:**
 - fruit and vegetable storage guide
 - shopping list template with meals in mind
 - refrigerator prompt to “eat what you buy”
- **Outreach Tools, including:**
 - infographic/poster
 - factoids across the supply chain
 - workshop presentation for community participants

Measurement Bag

“Get Smart”
Challenge

Measurement raises
household
awareness!



Fruit and Vegetable Storage Guide

FRUIT AND VEGETABLE STORAGE GUIDE



INSIDE THE FRIDGE

- Apples, berries, and cherries
- Grapes, kiwi, lemons, and oranges
- Melons, nectarines, apricots, peaches, and plums (after ripening at room temperature)
- Avocados, pears, tomatoes (after ripening at room temperature)
- Almost all vegetables and herbs

OUTSIDE THE FRIDGE

- Bananas, mangos, papayas, and pineapples: store in a cool place
- Potatoes / onions: store in a cool, dark place
- Basil and winter squashes: store at room temperature—once cut, store squashes in fridge

MORE STORAGE TIPS

- If you like your fruit at room temperature, take what you will eat for the day out of the fridge in the morning.
- Many fruits give off natural gases that hasten the spoilage of other nearby produce. Store bananas, apples, and tomatoes by themselves and store fruits and vegetables in different bins.
- Consider storage bags and containers designed to help extend the life of your produce.
- To prevent mold, wash berries just before eating.

FOR MORE TIPS VISIT: <http://makedirtnotwaste.org/prevent-wasted-food>
LEARN HOW TO STORE WITHOUT PLASTIC: <http://ecologycenter.org/factsheets/veggie-storage.pdf>

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 |
| | | |
| | | |
| | | |
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| | | |

“Eat Me First” Prompt



Infographic/Poster and Presentation



Workshop Purpose

Examine the problem of food waste including:

- How much goes to waste
- Why waste happens
- Why waste matters
- Strategies to reduce waste



LESSONS LEARNED

- Households gave high marks to FTGTW strategies and tools, finding them useful and easy to use
- Consistent with CBSM research, strategies that have tools are considered more useful than those without
- The FTGTW Challenge served a dual purpose as both a measurement and behavior change tool
- Volumetric measurements are easier but weight measurements are far more accurate
- Measurement of preventable portion of food waste may be better in some ways

LESSONS LEARNED

- Less than six weeks, including two weeks of baseline measurement, is too short a period to see impact
- Self audit appears to be an effective mechanism for determine how much food is being wasted
- Strong evidence for the effectiveness of the messaging
- Outreach and engagement tools that leverage social networks and create social norms are more effective
- One-on-one and peer-to-peer recruitment more effective than emails and flyers

LESSONS LEARNED

- Campaigns that targeted households early and often had higher recruitment and retention
- The pilots show a potential for reductions of food waste of 50% and greater for high-waste households. This cannot be extrapolated to community level interventions however
- Costs: huge range from several thousand \$ to over \$100,000 for broad scale campaigns

Questions?



Chaput.rachel@epa.gov

(212) 637-4116

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www.westcoastclimateforum.com