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### **NHL GREEN**

With the help of the most respected environmental organizations in the world, the NHL is targeting cost-efficient environmental initiatives that engage and encourage Employees, Fans, Partners and Vendors to join in sustainable efforts.



## The NHL Food Recovery Program

In October 2010, the NHL became the first and only sports league to have all Member Clubs committed to a food recovery initiative. The League partnered with Rock and Wrap It Up! to fight hunger and prevent waste across North America.

- Executive Buy-in: The initiative was unanimously approved by the League's Board of Governors in the summer of 2010.
- Over the course of the 2010-11 NHL season, the 30 Clubs combined to divert 105 tons of food waste from landfill, which is the equivalent of 163,000 meals.
- According to estimates provided by the U.S. EPA, the League reduced the
  equivalent of 79 Metric Tons of Carbon Dioxide (MTCO2) from the environment
  through this initiative.
- In December, NHL Green won Beyond Sport's 2011 Sport for the Environment Award for this initiative.
- In 2011, the EPA celebrated nine NHL Clubs for their work in the area of food waste recovery and prevention (Regions 1, 2, 5).

## How to Begin

#### 1. Talk to your concessionaire. Get them on-board.

- a) Most concessionaires are receptive to the idea. This initiative will require a "champion" someone to go beyond their job description.
- b) The concessionaire will be responsible for boxing and bagging all prepared but untouched meals following the event.
- c) NHL works with ARAMARK, Delaware North, Levy Restaurants, Centerplate and others all have been extremely cooperative.

#### 2. Connect with a local agency (food bank or shelter).

- a) This organization must have the staff available to make pick-ups, who are accessible (cell phones, e-mail), the vehicles for transportation and the proper equipment (including refrigeration systems) for food storage.
- b) Work with Rock and Wrap It Up!, if you need help locating an agency and want them vetted.

#### 3. Track your progress.

a) As with any initiative, keeping track of how the program is functioning keeps the lines of communication open (between Club, concessionaire and agency), and creates a storyline for public attention.

### Overview of the Process

- 1. The Club, concessionaire and agency exchange all contact information and determine a schedule.
  - a) Some agencies pick up the night of the game. Others request that Clubs refrigerate or deep freeze for pick ups the following day.
- 2. Day of event: concessionaire collects all prepared but untouched meals during close.
  - a) Collections from concessions stands, suites, kitchens, etc.
- 3. Local agency meets concessionaire at loading dock.
  - a) Food is transferred from the facility, into the agency's hands
- 4. Food is delivered to the needy. Agency (or concessionaire) tracks progress.
  - a) The NHL has asked that all partnering agencies be responsible for tracking food donations. These agencies typically already weigh donations, so it is less of a burden for the recipient. In some cases, the concessionaires have taken on this responsibility.

## Liabilities and Hurdles

Clubs may experience a number of concerns with the initiative - from liability (health and safety) to problems with their local agencies - none are insurmountable.

Liability: On October 1, 1996, President Clinton signed the *Good Samaritan Food Donation Act* to encourage the donation of food to non-profit organizations for distribution to needy individuals. (Canadian equivalent is the *Donation of Food Act*).

- Protects donors from civil and criminal liability should the product donated in good faith later cause harm to the needy recipient
- Standardizes donor liability exposure across all 50 states
- Sets a liability floor of "gross negligence" or intentional misconduct for persons who donate grocery products
- States that the provision of food close to recommended date of sale is, in and of itself, not grounds for finding gross negligence

Common hurdles: Quantity of food, miscommunication, pick-up times Maintenance: Tracking in timely manner, choosing new agencies

## **Data Tracking**

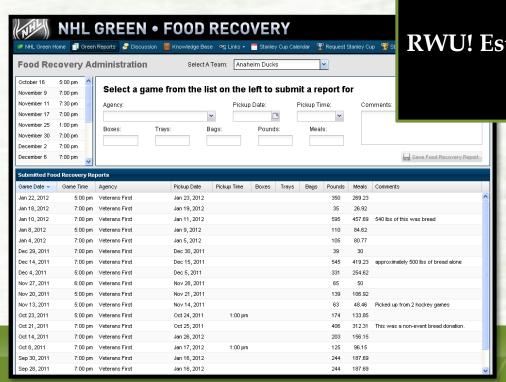
- 1. Start with Google Spreadsheets.
  - a) Ability to share data between all parties, with ability to view and edit.
  - b) Before the League was able to commit resources and launch an internal site, we used a platform everyone has access to - Google.
  - c) Submit your data to EPA WasteWise

1	National Hockey League & Rock and Wrap It Up			
2	Food Donation Totals: Toronto Maple Leafs			
3				
4	Second Harvest			
5				
6	Game Date	Pick-up (Y/N)	Pounds	
11	7-Oct	Υ	20	
12	9-Oct	N	0	
13	18-Oct	Υ	500	
14	21-Oct	Υ	25	
15	26-Oct	Υ	245	
16	30-Oct	Υ	40	
17	2-Nov	Υ	225	

According to the USDA: 1.3 Pounds = 1 Meal

RWU! Estimates: Tray = 1-30 = 15 lbs
Box = 30-50 items = 25 lbs
Bag = 50+ items = 35 lbs

- 2. Create your own internal, more sophisticated, system.
  - a) This season, the League built an entire online platform to track and store food donation data.





# Questions?

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