

WHY MEASUREMENT MATTERS

Preparing for a Food Waste Assessment

Thursday, January 29, 10:00 am PT // EPA Region 9 Webinar

Andrew Shakman // President & CEO, LeanPath

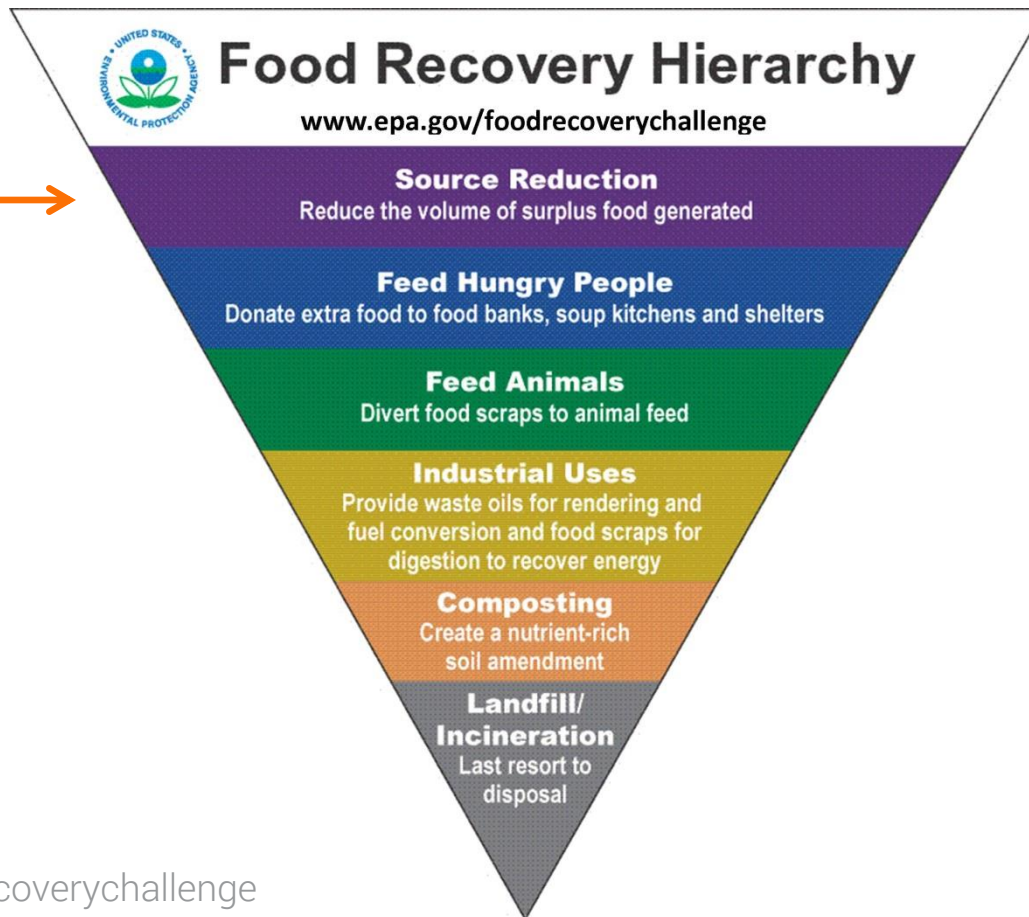




Food Waste

in the foodservice industry

Source Reduction/Prevention



www.epa.gov/foodrecoverychallenge

SO WHY SHOULD WE CARE ABOUT FOOD WASTE?

Because It's a Huge Problem...

HOW MUCH OF THIS PROBLEM STEMS FROM U.S. FOODSERVICE OPERATIONS?

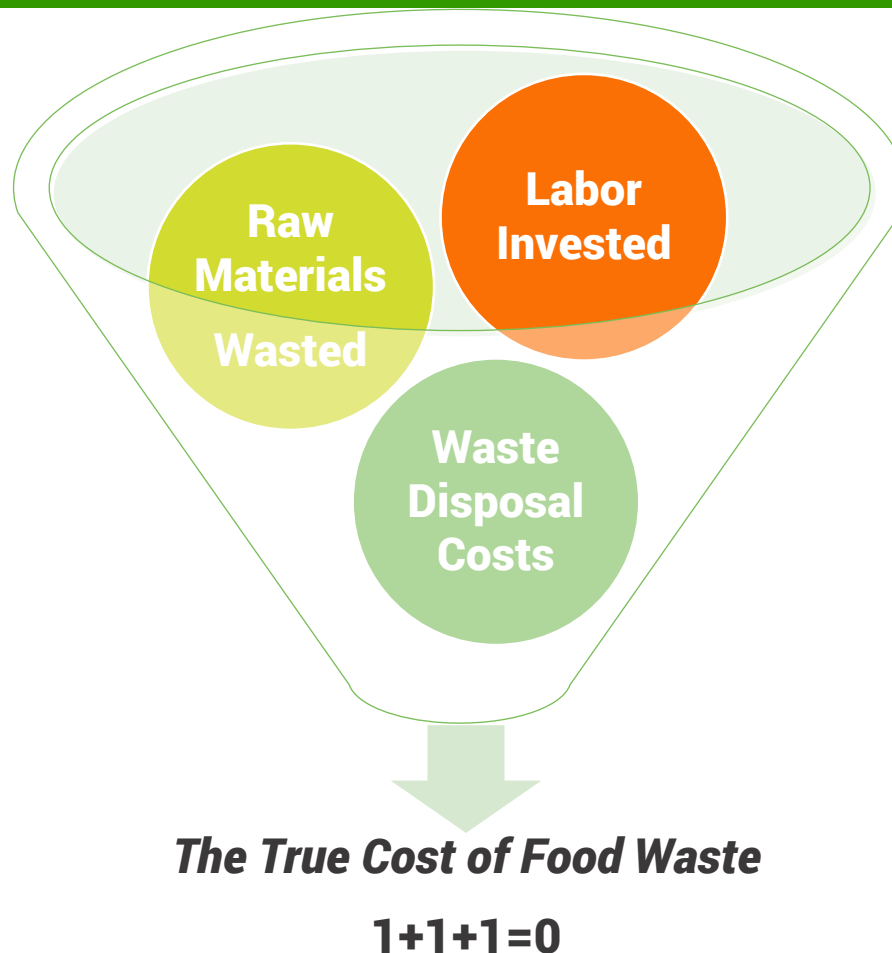
4-10% of food purchased is **THROWN OUT** before reaching a plate.



\$8-20 BILLION of pre-consumer waste generated by the U.S. out-of-home restaurant and foodservice industry every year.

Pre-consumer waste is the kitchen waste that occurs before the food even reaches a guest, from **OVERPRODUCTION, SPOILAGE, EXPIRATION** and **TRIMMINGS**. It's within the control of the foodservice operator and can be prevented!

...And We're Losing Money 3X



Because Resources are Precious

IT'S COSTING A LOT OF MONEY... AND A LOT OF RESOURCES.



25% OF ALL FRESHWATER
and **300 MILLION BARRELS** of oil
are used to produce food that is wasted.



\$250 BILLION
lost globally every year

IT'S
FILLING UP
LANDFILLS AND TAKING A
HUGE
TOLL ON THE ENVIRONMENT.

FOOD WASTE
is the single largest
component sent to
American **LANDFILLS**.



It's a significant source of
METHANE — a potent greenhouse gas with
21 TIMES THE
GLOBAL WARMING potential of carbon dioxide.



Because Laws are Emerging



Image: BioCycle.net



Because Customers Care

#3

Environmental sustainability

#9

Food waste reduction/management

What's HOT

2015 CULINARY FORECAST

TOP 10 FOOD TRENDS

1. Locally sourced meat and seafood
2. Locally grown produce
3. Environmental sustainability
4. Healthful kids' meals
5. Natural ingredients/minimally processed food
6. New cuts of meat
7. Hyper-local sourcing
8. Sustainable seafood
9. Food waste reduction/management
10. Farm/estate branded items



NATIONAL
RESTAURANT
ASSOCIATION

Triple Bottom Line Effect of Prevention

The Positive Impact of Food Waste Prevention

1. FINANCIAL

Enables you to cut down food costs, reduce disposal costs and save on labor.

2. ENVIRONMENTAL

Helps you run a greener operation by reducing greenhouse gas emissions.

3. SOCIAL

Creates a positive team culture with open communication, awareness and empowerment.



***NOW, WHERE DO WE
START?***

Identify Root Causes: Why Do We Waste Food?

- It's a problem to **run out of food** *(so we make more than we need...creating waste)*
- We must serve **safe food** *(so we establish margins of error...creating waste)*
- Attractive merchandising and big portions may increase **customer satisfaction** and **sales** *(so we over-merchandise and over-portion....creating waste)*
- Large batch production helps control **labor costs** *(so we produce big batches even if they're less flexible...creating waste)*
- We provide convenient service and **wide choice** *(so we ensure our first and last customers experience the same options....creating waste)*
- Customers purchase **more than they need** *(so they feel they get plenty of value, sufficient product and plenty of choice...creating waste)*

What should we think about this?

- There are **multiple valid priorities** & high stakes
- But we can improve **operational efficiency** without failing to maintain **customer satisfaction**, safety, or choice
- This new balance will be achieved through **awareness, planning, and engagement by managers & staff**
- It will also require **customer communication** about the links between expectations and food waste consequences







Make Food Waste a Safe Topic

Break Down Food Waste Myths

Waste is not an indicator of poor performance.

Waste management is not something that one person should be expected to “have under control.”



Even the best operations have food waste!

Reset Your Culture

- Open, transparent & **positive**
- **Data**-driven
- Engaged and **inclusive**
- **Goal**-focused
- Fanatical about **value-added** activities for customers



TOP WASTE WATCHERS

**HOW CAN WE ENABLE
THIS CHANGE?**

Measurement is the Key



Find out what is being wasted and why, so teams can...

Understand & Improve

- Understand the waste
- Set goals
- Track improvement

Change Team Behavior

- Engage employees
- Raise awareness
- Celebrate progress

Put Food Waste on the Scoreboard

- The foodservice “scoreboard:”
 - Food Quality
 - Food Safety
 - Customer Satisfaction
 - Sanitation
 - **Food Waste/Sustainability**

Use Food Waste as a Critical Control Point

What Can you Learn From your Trash?

A whole lot!

Just like archeologists learn about our history from our ancestors' trash, your trash today can reveal how well your business is doing.



Some of the Most Commonly Wasted Foods

1. Vegetables
2. Fruits
3. Starches
4. Soup-Sauces
5. Proteins



TIPS FOR LAUNCHING YOUR TRACKING PROGRAM

...And How Often.

Auditing

- Point in Time
- Limited food detail

Tracking

- Continuous
- Detailed food waste data

Monitoring

- Real-Time
- Detailed food waste data

Next, Decide Which Waste to Track

Pre-Consumer

“Kitchen Waste”

- Due to overproduction, spoilage, expiration, trim waste, etc.
- **Controlled by kitchen staff**



Post-Consumer

“Plate Waste”

- Due to behaviors, portion sizes, self-service, etc.
- **Controlled largely by guests**



Engage Your Front-Line Teams

Training



Data Review



Set the Right Tone

- Adopt a positive, 100% blame-free approach
- Require full compliance
- Make information available to everyone



Talk About Food Waste Weekly

**During one pre-shift meeting,
do 3 things:**

1. Discuss trends/top wasted items
2. Review goals
3. Recognize/reward a staff member for participating in the program

Set Specific Items to Work On

- Set a goal based on what your data shows
- Do not focus on too much at once
- Make sure all staff are informed of the current goal

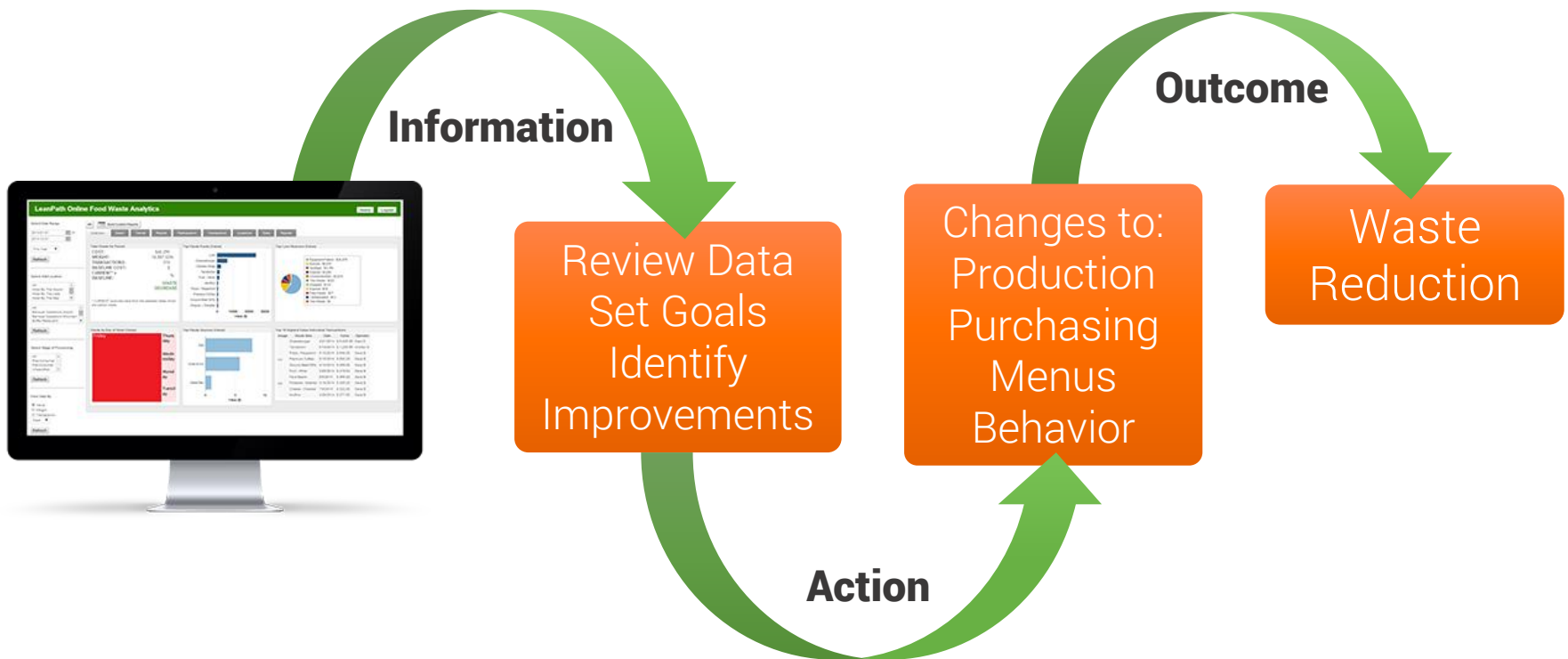
Goal Example

Reduce Vegetable overproduction by 50% in the next 2 weeks.

Review: Tips for Success

- ✓ Require 100% participation and encourage staff
- ✓ Track all waste that you've agreed to
- ✓ Post charts, monitor and discuss results every week
- ✓ Always be working toward a specific goal
- ✓ Don't try to do too much at once

This is a Continuous Process



The Measurable Benefits of Prevention

- **Reduce** the amount of food going to waste.
- **Save money** on food purchases.
- **Save on labor** by not preparing items that are wasted.
- **Save on waste disposal costs**, because you're throwing away less.
- **Protect the environment** from the harmful effects of food waste, which produces methane gas.
- **Improve employee satisfaction** and team engagement

TOP WASTE WATCHERS

CLOSING THOUGHTS

WE ALL PLAY A ROLE IN SOLVING THE FOOD WASTE CRISIS

“Measure what is measurable.
And make measurable what is not so.”
Galileo Galilei

