WHY MEASUREMENT MATTERS

Preparing for a Food Waste Assessment

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Food Waste in the foodservice industry
Source Reduction/Prevention

Food Recovery Hierarchy

www.epa.gov/foodrecoverychallenge

Source Reduction
Reduce the volume of surplus food generated

Feed Hungry People
Donate extra food to food banks, soup kitchens and shelters

Feed Animals
Divert food scraps to animal feed

Industrial Uses
Provide waste oils for rendering and fuel conversion and food scraps for digestion to recover energy

Composting
Create a nutrient-rich soil amendment

Landfill/Incineration
Last resort to disposal
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

The True Cost of Food Waste

1+1+1=0
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
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
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
First, Decide How You Are Going to Track...

- EPA Food & Packaging Waste Prevention Tool
- Automated Food Waste Monitoring Systems
- Paper Logs
...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

Information

Review Data
Set Goals
Identify Improvements

Action

Changes to:
Production
Purchasing
Menus
Behavior

Outcome

Waste Reduction
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
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