Before the Workshop:
• Add presenter’s name and affiliation; date of workshop; and logos of pilot partners to slide 1.
• Print handouts for attendees (Suggest three slides to a page in black/white for taking notes and printing double sided.)

Opening the Workshop and Overview of the Pilot: 2 minutes

Welcome people and thank them for coming.

The Food Too Good to Waste Campaign is a collaborative effort of [your organization], [the EPA], and [other organizations] concerned about the impacts of wasted food. Our role is to engage households in efforts to reduce wasted food through workshops such as this one. We do this in part by utilizing the tools available to us in the Food: Too Good To Waste Toolkit.
The information contained in this *FTGTW Implementation Guide and Toolkit* is intended to inform the public and does not establish or affect legal rights or obligations. Links to non-EPA sites do not imply any official EPA endorsement of, or responsibility for, the opinions, ideas, data or products presented at those sites, or guarantee the validity of the information provided.
Less than 1 minute

Today we will be discussing the issue of wasted food including ...

Workshop Purpose

Examine the problem of wasted food including:

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

The premise behind the FTGTW campaign is that by making small changes in our food management behaviors, we can have a large impact, both for ourselves and for the environment and our communities.
15 to 20 minutes

Depending on whether you have a small or larger number of people attending the workshop, there are two options for introductions.

8 people or less:
Let everyone introduce themselves to the group as a whole. Keep introductions to 2 minutes or less.

8 or more:
Have people pair off to introduce themselves to each other. Give each person 2 to 3 minutes each. After they finish, have a few people share their stories with the group as a whole.
Less than 1 minute

Let’s start by looking at how much food is wasted.

In the United States, 31 percent—or 133 billion pounds—of the 430 billion pounds of the available food supply at the retail and consumer levels in 2010 went uneaten.

The estimated total value of food loss at the retail and consumer levels in the United States was $161.6 billion in 2010. The top three food groups in terms of share of total value of food loss were meat, poultry, and fish (30 percent, $48 billion); vegetables (19 percent, $30 billion); and dairy products (17 percent, $27 billion).
Currently, in the United States it is estimated that more than 30% of edible food goes to waste.

In 2013, 37 million tons of food waste were generated, of which only 1.84 million tons (5%) was recovered, resulting in 35 million tons going into the nation’s landfills and incinerators. Food is the largest stream of municipal solid waste (MSW) materials going to discard, accounting for 21% of the American waste stream.

Wasted Food occurs all along the food value chain - from farm to fork.
• For example, food is sometimes left in the fields because it costs more to harvest than what it could be sold for.
• Food that travels long distances is more likely to perish in route.
• At the retail level, food is wasted when grocery stores or restaurants buy more of a perishable food item than they can sell.

In this workshop, we will focus on wasted food in the household.

Sources:


Less than 1 min

Next we look at ...
2 minutes

Looking at the amount of wasted food by household:
The photo shows a depiction of a family of 4’s monthly share of wasted food in eight food groups.

Estimates for the various food types from a 1997 USDA article are shown in this picture. This includes both retail- and consumer-level losses and is equivalent to about a # per person per day.

Fresh fruit and vegetables account for the largest percentage of household waste by weight. Meat is the most expensive portion.

Some experts estimate that this wasted food costs a family of four $1600 a year.

Sources:

PHOTO: http://www.nytimes.com/imagepages/2008/05/18/weekinreview/18martin-popup.html

Hall et al, 2009, The Progressive Increase of Food Waste in America and Its Environmental Impact, Plos ONE


3 minutes

Previous research done in the U.K. shows that:
• preventable food waste (that portion of waste that could have eaten at one time) is about 64% of all consumer-level waste
• And the rest was split between non-edibles such as bones, egg shells, carrot tops and possible edibles (food that is sometimes not eaten but could be with the right preparation, for example, beet greens).

Of the 64% that is preventable food waste:
• Just over 40% was attributed to having cooked or served too much (think of the waste left on kids’ plates). This also includes food that was burnt or otherwise spoilt during preparation.
• But most of it was food that was not used in time. Of this, the largest percentage was vegetables and salad.

Of the food not use in time, the UK researchers also found that much of the food not used in time had never been opened.

Additional Notes
• Other category constitutes things like fruit that won’t ripen or losses during cooking.
• What people think of as edible can vary a great deal

Source: Quested and Johnson, 2009, Household Food and Drink Waste in the U.K., WRAP Report
The mystery is why we waste so much especially since recent brain research shows that we really dislike waste, especially when it is something that we consider ours. There is even a term for it: loss aversion. Essentially, we are wired to hate losing the resources we have in hand.

The good news here is that we have an in-built motivation to waste less.

Explanation of loss aversion: Losses are more powerful behavioral motivators than gains. Owning something increases its value. Losing $100 worth of food has a greater impact on how satisfied you are than saving $100 on food.

Still, there must be other things at play. One is we often act automatically instead of reflecting on what we are doing.

For example, you are likely to serve yourself more if your plate is bigger or if the color contrast between the plate and the food is low. In this picture, the green plate has more beans than the orange plate. Serving more food can lead to not finishing what’s on our plates and plate waste.

Our brains are often on automatic when we do routine tasks such as shopping and clean-up after meals, so we might forget what leftovers we have in the refrigerator or that we still have tomatoes in the refrigerator from the last time we went to the store.

Source: Cornell University Food and Brand Lab
Another big culprit in wasted food is our dynamic lifestyles.

Planning is one thing and following through on plans is another. We want to eat nearby or have work commitments. Both of these may take precedence over going home to cook that meal you planned on.

A study by the Cornell University Food and Brand Lab found that 93 percent of respondents acknowledged buying foods they never used.
While researchers can point to some general behaviors leading to wasting food, for different families there will be different barriers to reducing food waste. Feeding a household is a complex series of activities. There’s meal planning, shopping, storing, preparing and cooking food as well as choosing what to eat at any given moment. Some of the barriers to making changes in how we carry out these activities are: not having enough information to make a change, a lack of time, and food preferences. Children especially can favor one type of food over another and though you try to get them to eat food that is good for them, it seems that just as often its still on the plate at the end of the meal.
Less than 1 min

Notwithstanding these barriers to reducing wasted food, there are significant benefits to be gained.
As this WWII poster suggests, the benefits of keeping good food from going to waste include saving money. As mentioned earlier in the presentation, some experts estimate the cost of wasted food for a family of 4 to be $1600/year.


Other benefits include:

Keeping fruit and vegetables fresh for longer periods of time may help to increase their consumption.

By trying different ways to buy and prep food, we can simplify our lives.

And there is the basic satisfaction that comes from wasting less.
What it costs us in $

The estimated total value of food loss at the retail and consumer levels in United States:

• $161.6 BILLION in 2010

Sources:
Buzby, Hyman and Wells; The Estimated Amount, Value, and Calories of Postharvest Food Losses at the Retail and Consumer Levels in the United States, (2014)
Wasted Food = Wasted Resources

U.S. food production accounts for:
- 50% of land use
- 80% of water use
- 10% of total energy use

2 minutes

But that’s not all it costs us! U.S. food production accounts for ...

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Source:


2 minutes

It should also be noted that when food is landfilled, it generates methane, a gas 25 times more powerful than carbon dioxide. By contrast, properly managed composting is not a major source of methane.

Sources:
Discussion

What would keeping food from going to waste:
• Do for you?
• Do for the environment?
• Do for your community?

12 minutes

Have workshop participants group in pairs and give each 4 minutes to share the discussion questions.

After everyone has had a chance to discuss, reconvene the group and ask for a few people to share their insights from the discussion.
In developing the pilot, a workgroup of researchers and practitioners evaluated different strategies to prevent wasted food. The next slides present the top strategies in terms of the workgroup’s evaluation criteria.

The strategies cover the range of activities we undertake as households to feed ourselves from planning meals, to buying, storing, prepping and making choices about what to eat when.

Choosing all the presented strategies to focus on is not to say that there are not other great strategies. One of the efforts in the [small or large-scale campaign] is to test how effective these strategies are.
The first of the four strategies is making a food shopping list with meals in mind. This strategy is a little simpler than all-out meal planning and it leaves flexibility for buying what is local and seasonal, say if you go to the farmers market and find an abundance of summer squash.

The object in making a shopping list with meals in mind is both to check what you already have on hand, what we call “shopping your kitchen first” but also to consider how many meals you will be likely to eat at home before you next go shopping and buy accordingly.

By making a list with meals in mind, you will waste less, eat better, and save time and money.

This strategy also focuses on buying only the quantities you need until your next shopping trip. The effort here is to be aware when you are shopping how much you are putting in your cart rather than being on autopilot when shopping. By buying no more than what you expect to use, you will be more likely to use it up and keep it fresh.
The second strategy is perhaps the easiest of all – storing fruits and vegetables for maximum freshness, especially knowing which fruits and vegetables last longer inside or outside the fridge. We’ve developed a storage guide to help out with this strategy.

By storing fruits and vegetables for maximum freshness, they will taste better and last longer, helping you eat more of them.
The third strategy is to prep your perishables as soon as possible and, if possible, when you return from your grocery shopping trip. This strategy helps with busy lifestyles, those times when you get home and only have a half hour or so to fix that dinner with fresh vegetables. By preparing perishable foods post-shopping, you’ll make it easier to whip up meals later in the week, saving time, effort and money. Many people also prepare meals in batch up front.
1 minute

The final strategy is to eat what needs eating first. By being mindful of old ingredients and leftovers you need to use up, you’ll waste less and may even find a new favorite dish in the process.

One way to do this is to move food that’s likely to spoil soon to the front of the shelf or a designated “eat now” area. Another is to learn flexible recipes. Casseroles, frittatas, soups and smoothies are great ways to use leftovers, and odds and ends.
10 minutes

Solicit other strategies from group as a whole.
Less than 1 minute

One way to succeed in making these shifts is to make a record of what you are doing. The workgroup developed a challenge to engage households in reducing wasted food by raising awareness on how much food is going to waste.

A second purpose of the challenge collect data that will help in the design of future programs to reduce wasted food.
Take the Challenge

Record the amount of household wasted food before and after adopting one (or more) of the four strategies.

3 minutes

Record the amount of household food going to waste before and after trying one of the suggested strategies. This strategy takes place over four weeks. In Week 1, you will be measuring how much food currently goes to waste in your household. Weeks 2 and 3 are for trying out a strategy to prevent waste. In Week 4, you will measure the impact of the strategies.
Take the Food: Too Good to Waste Challenge

I would like to take the Challenge!

Name: ______________________
Email: ______________________
Today’s date: ________________

Distribute challenge cards and thank people for coming.