



OUR FOOD IS TOO GOOD TO WASTE

ASHLEY ZANOLLI - U.S. EPA, REGION 10

ON TEMPORARY ASSIGNMENT TO OREGON DEQ

In one month, a family of 4 wastes ...



Bill Marsh and Kari Haskell/The New York Times; Photograph by Tony Cenicola/The New York Times

The True Cost of Food Waste

**Visible
costs**

**Disposal
costs**

**Invisible
costs**

Lost
materials

Energy cost

Natural
resources

Liabilities and
risks

Lost
labor

Nutrients

Other
costs

On average, the true cost of wasted materials is about 10 times the cost of disposal

(Hall, PLOS 2009)

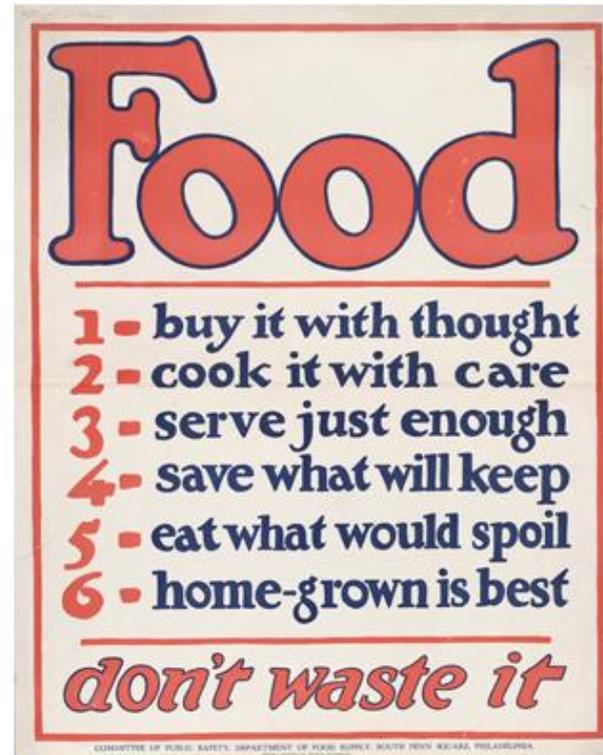
EPA Sustainable Food Management



By Keeping Good Food from Going to Waste ...

We can:

- Toss less
- Eat well
- Simplify our lives
- Save money



National Agricultural Library, Special Collections, State poster, Pennsylvania, 1917

Food: Too Good To Waste Toolkit

Strategy: Develop and test scalable model featuring a Community-based Social Marketing (CBSM) approach to foster food consumption behaviors that reduce wasted food

- **Get Smart:** See how much food (& money) you're throwing away
- **Smart Shopping:** Buy what you need
- **Smart Saving:** Eat what you buy
- **Smart Storage:** Keep fruits and vegetables fresh
- **Smart Prep:** Prep now, eat later



Food: Too Good to Waste Toolkit

Access the Food: Too Good To Waste Toolkit:

<https://www.epa.gov/sustainable-management-food/food-too-good-waste-implementation-guide-and-toolkit>

Access the Food: Too Good to Waste Evaluation:

http://westcoastclimateforum.com/sites/westcoastclimateforum/files/related_documents/FTGTW_FinalReport%204_26_16.pdf