



# Save The Food

Results and Local Examples of Nationwide Public Service Campaign to Reduce Wasted Food

JUNE 2017



# TODAY'S AGENDA

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## **The Issue of Food Waste**

JoAnne Berkenkamp, NRDC

## **Results of Save The Food Campaign**

Hilary Landa + Rachelle Reeder, The Ad Council

## **NRDC's Work with Partners**

JoAnne Berkenkamp, NRDC

## **Local Example: Dakota County, MN**

Jenny Kedward, Dakota County

## **Local Example: San Diego County, CA**

Barbara Hamilton, San Diego Food System Alliance





## **THE ISSUE**

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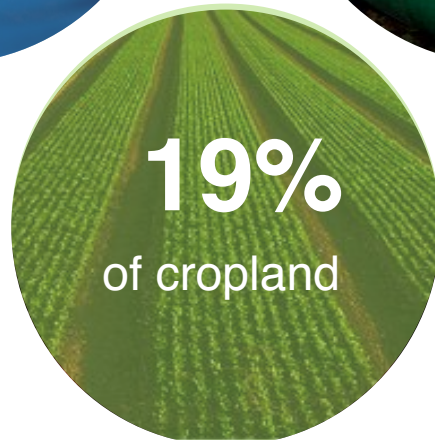
**Up to 40% of food is wasted.**

**Consumers account for 40% of all food waste.**

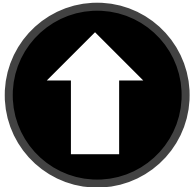
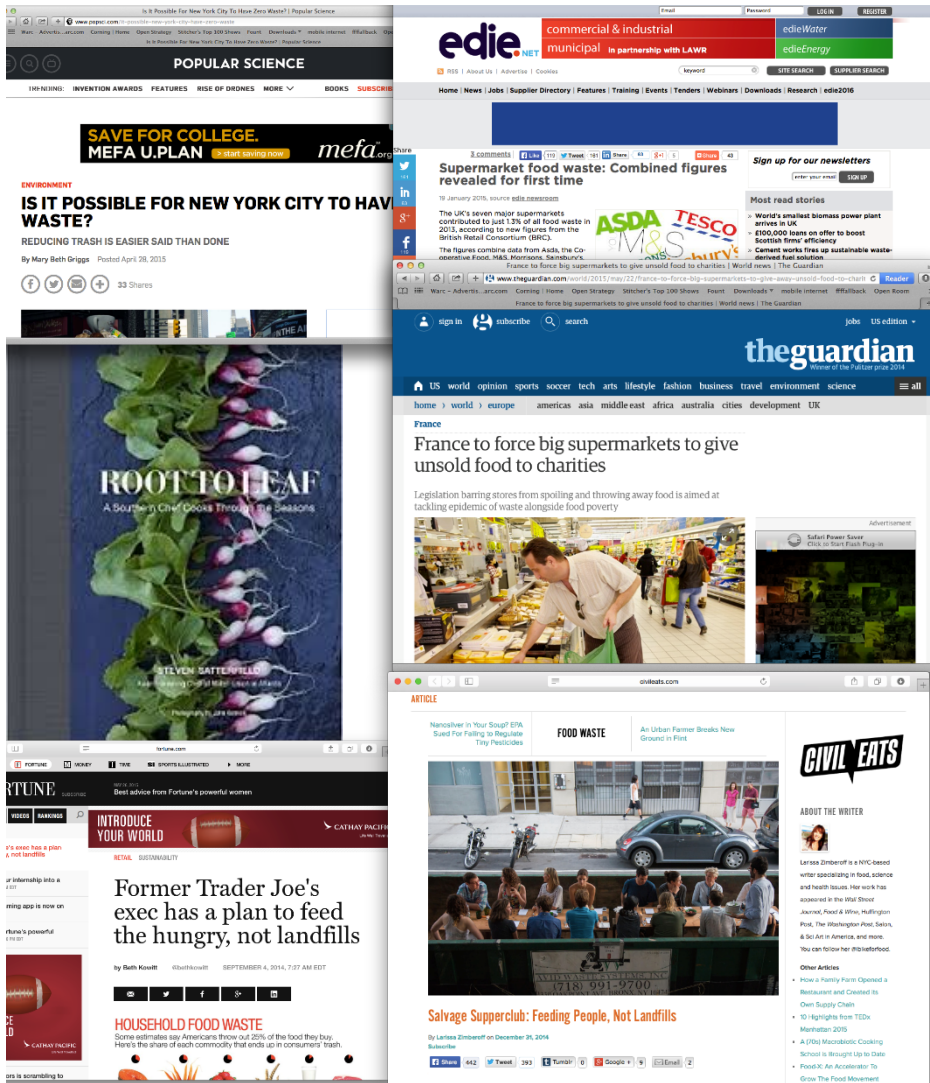
The average American family of four spends **\$1,500 on food** that goes uneaten each year.

Each individual **tosses about 20 pounds** of food per month.

# THIS HAS SERIOUS RESOURCE IMPACTS







Even though food waste is trending up, it's still a little known issue.

Most people believe they don't waste much food...

How can we change this reality?



## **GRAPPLING WITH GOOD INTENTIONS**

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Our aspirations to be good caretakers, generous hosts, healthy and adventurous eaters lead to wasted food.



## INFORM & INSPIRE

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A wake up call to **disrupt their habits.**

And a call to action to **create new habits.**



SAVE THE FOOD.COM





# Save The Food Campaign Update

## Dual Campaign Target



### MOMS:

*The food gate-keeper*

They are always trying to do better, but the reality of picky kids, hectic schedules and time pressure often get in the way.



### MILLENNIALS:

*The socially minded*

Engaged, idealistic, eager to help if we give them content, but busy with social lives which can get in the way of their meal plans.

SAVETHEFOOD.COM

Drive consumers to SaveTheFood.com to learn how to reduce food waste through:

- Better meal planning
- Smarter food storage
- Innovative recipes

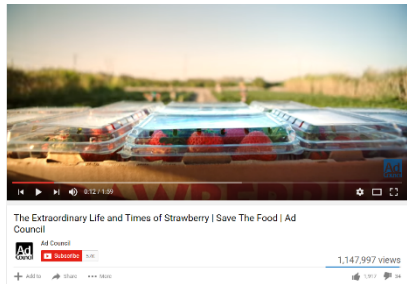




YouTube Link: <https://www.youtube.com/watch?v=NjcwFF31cDo&t=1s>



## TV/Online Video



## Print/Outdoor



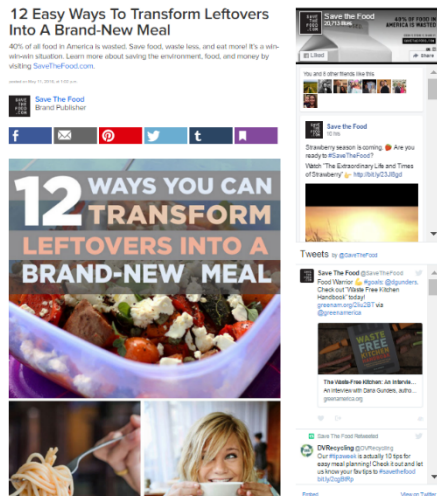
## Radio



## Web and Mobile Banners



## BuzzFeed Article



## In-Store Placements



## Food Network Partnership



## Vice Partnership







**TRASHING ONE EGG WASTES  
55 GALLONS OF WATER**

COOK IT, STORE IT, SHARE IT.  
**SAVETHEFOOD.COM**



**40% OF FOOD IN  
AMERICA IS WASTED**

COOK IT, STORE IT, SHARE IT.  
**SAVETHEFOOD.COM**



**A FAMILY OF FOUR SPENDS \$1500  
A YEAR ON FOOD THEY DON'T EAT**

COOK IT, STORE IT, SHARE IT.  
**SAVETHEFOOD.COM**



**EVERY AMERICAN WASTES  
290 POUNDS OF FOOD A YEAR**

COOK IT, STORE IT, SHARE IT.  
**SAVETHEFOOD.COM**



## Press Coverage at Launch

Top 10 press hits reaching over 31M

**Social media influencer support:** Joey Graceffa (3.2M), Mario Batali (1.5M), Tom Colicchio (650K), Fast Company (2.1M)

**MNR generated 220 placements, 33K views, 90M impressions**

Interviews at Feeding the 5K event reached over 4M people

The collage features several key elements:

- Top Left:** A purple banner for a PSA titled "This Cute PSA Tells The Story Of Food Waste Through The Life Of A Strawberry". Below it is a photo of a woman in a grocery store.
- Top Center:** A screenshot of "The PLATE" website, a food discussion platform, with a featured article titled "EVERY AMERICAN WASTES 280 POUNDS OF FOOD A YEAR".
- Top Right:** An advertisement for "ADWEEK" and "ADFREAK" with the headline "Follow a Strawberry From Birth to Grave in This Oddly Emotional Ad About Food Waste".
- Middle Left:** A tweet from Joey Graceffa (@JoeyGraceffa) stating: "DAMN! Wasted food is 40% of food in the United States is wasted. We can all do our part to prevent food waste. — #SaveTheFood! savethe @AdCouncil".
- Middle Center:** A photo of a refrigerator filled with fresh produce, including strawberries.
- Middle Right:** A close-up photo of several bright red strawberries.
- Bottom Left:** A blue banner for the "2016 foodtank SUMMIT".
- Bottom Center:** A screenshot of an article titled "The economics of wasting food" by Annie Baxter, featuring a photo of a basket of fresh vegetables.
- Bottom Right:** A screenshot of an article by Tom Colicchio titled "6 Tips to Enjoy More Food and Waste Less of It", featuring a photo of Tom Colicchio smiling.

**NINETY  
PERCENT**

OF US THROW AWAY  
FOOD TOO SOON.

Digital & Media Partnerships



Completed Partnership: 2016

5.72M

Impressions

3.8M

Reach

115K

Clicks to site

**Save The Food**  
Sponsored

40% of food in America is wasted. Here are some ways you can start saving food.

**SHOPPING GUIDELINES**

A little preparation can help save a lot.  
savethefood.com

**10 EASY STEPS FOR MEAL PLANNING**

Plan meals in advance to save food.  
savethefood.com

8 Likes 2 Comments 3 Shares  
Like Comment Share

**Save The Food**  
Sponsored

40% of food in America is wasted. Here are some ways you can start saving food.

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Learn what expiration dates really mean.  
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**Save The Food**  
Sponsored

40% of food in America is wasted. Here are some ways you can start saving food.

**DECIPHERING DATES ON PRODUCTS**

Learn what expiration dates really mean.  
savethefood.com

Let's end food waste.  
savethefood.com

8 Likes 2 Comments 3 Shares  
Like Comment Share

**Save The Food**  
Sponsored

Make produce last by using it even after its freshest point. Here's how.

**Leafy Greens**

If wilted, soak in ice water 5-10 mins.  
savethefood.com

**Banana**

Brown ones are great for baking bread.  
savethefood.com

8 Likes 2 Comments 3 Shares  
Like Comment Share

**Save The Food**  
Sponsored

Make produce last by using it even after its freshest point. Here's how.

**Banana**

Brown ones are great for baking bread.  
savethefood.com

**Strawberry**

Sprinkle with sugar. Wait 15 mins.  
savethefood.com

8 Likes 2 Comments 3 Shares  
Like Comment Share

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savethefood.com

8 Likes 2 Comments 3 Shares  
Like Comment Share





## Completed Partnership: April 2017

- Integrated campaign messaging into Chopped Jr. episode focused on creatively repurposing leftovers
- Created a :30 PSA featuring Ted Allen and Sam Kass
- Published “Easy Ways to Reduce Food Waste” article on FoodNetwork.com
- Created 4 co-branded social videos
- Promoted the episode, PSA, social videos, and article across their social platforms and newsletters
- Total Donated Media: \$787K

**Put Food Waste on the Chopping Block**

Ad Council

Food Network with Save the Food.  
Yesterday at 9:15am · Paid ·

Save food with these 3 easy tips!

**SAVE YOUR FOOD with these 3 EASY TIPS**

274K Views

Like Comment Share

2.9K Top Comments

1,095 shares

Write a comment...

Jillian Lojeck Remember, you can freeze almost anything. Those berries? Freeze them for use in smoothies. Those veggies? Freeze them and grind them up for the next time you make tomato sauce (extra body, almost no added calories, and you won't taste them through the ... See More

Like Reply Yesterday at 12:01pm

Audrey Wilkins Turo I was taught this as a child. But I have to admit I throw out too much! I've been trying to buy less. I used to shop once a week and do the warehouse shopping once a month. I'm less than 5 minutes from the bot stores! There's absolutely no reason to buy ahead! 😊

Shows Chefs Recipes Restaurants Vide

Home / How To

**Easy Ways to Reduce Food Waste (and Save Money Too)**

We throw out a staggering 40 percent of our food in America, which is not only taxing on the planet...but on our wallets too. These easy tips can help you save them both.

PINTEREST FACEBOOK TWITTER EMAIL

By: Elizabeth Brownfield

Shop Smarter and Waste Less | Food Network | Save the...

**YOU WASTE?**

Attention people who love food, the planet and saving money (i.e. everyone)! The stats about food waste can be staggering: a whopping 40 percent of all food in America goes to waste, which translates to \$162 billion dollars in unnecessary water, energy and production costs.

Ad  
Council

***Just Don't Waste It!***

YouTube Link: <https://www.youtube.com/watch?v=DjyGLUBuPHQ>

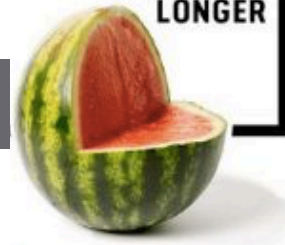




Completed Partnership: 4/3/17 – 6/3/17

- Worked with The Pin Factory to develop unique creative for Pinterest: 9 regular pins and 2 cinematic pins
- These pins were promoted using \$100K in media donated by Pinterest
- Results:
  - 8.5M Impressions
  - 800K Engagements
  - 15K Clicks to Site

### QUICK TRICKS TO KEEP FOOD BETTER, LONGER



- HERBS**  
Store with stems in a glass of water
- AVOCADOS**  
Place ripe avocados in the fridge
- FLOUR**  
Keep flour fresh by freezing it
- CHEESE**  
Wrap cheese loosely in wax paper, not plastic
- BROWN SUGAR**  
Use a slice of bread to soften brown sugar

SAVETHEFOOD.COM

Keep your food fresher for longer simply by learning how to store it. Visit SaveTheFood.com to learn how to prep, meal plan, and cook, store and reuse food to make the most of it you buy.

### DON'T WASTE IT, COOK IT!



BLACK BANANAS

### STALE BREAD AND PITA PIZZAS.

Think double duty and Save the Food.

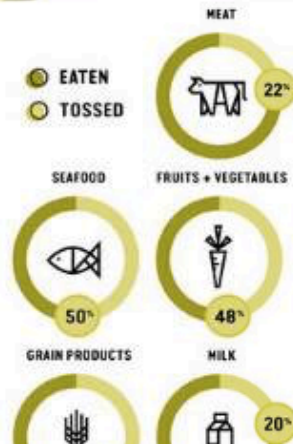
SAVETHEFOOD.COM

#### Pita Chips

It's time to employ that use-it-up mindset. Packaged goods often come in larger quantities than we need. Think of new ways to use extra ingredients. Visit SaveTheFood.com for this Pita Chip recipe and more to help inspire the use of the random assortment of ingredients in your fridge.



### HERE'S THE DIFFERENCE BETWEEN FOOD EATEN & FOOD TOSSED.



#### Save The Food

It's okay for veggies to wilt and so on. Really. It doesn't mean it's gone bad. Food lasts longer than we think. Visit SaveTheFood.com to learn how to store, freeze, and keep your favorite foods at their best longer. You'll also find helpful tips on ways to revive them into lots of delicious dishes.

### PANZANELLA



#### Use it up

Avoid tossing stale bread and leftover summer vegetables with this light and bright summer salad.

SAVETHEFOOD.COM

#### Panzanella

40% of the food in America never gets eaten. That's not just food in the trash, it's money too. See how much more you can save.

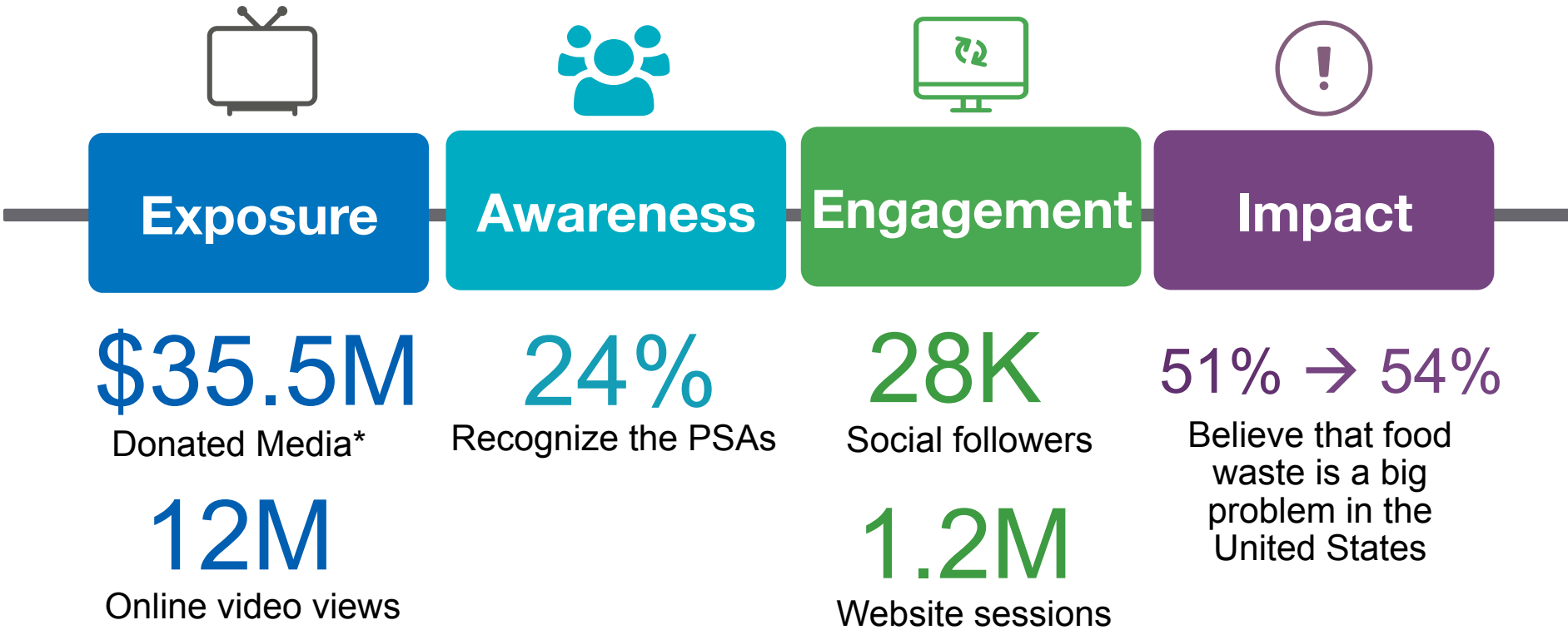
**FORTY  
PERCENT**

**OF FOOD IN AMERICA  
IS WASTED.**



**Campaign Results**

We've Seen Progress in Many Key Areas



\*Preliminary Data April 2016 – May 2017

Support By Medium



**\$18M**

OOH



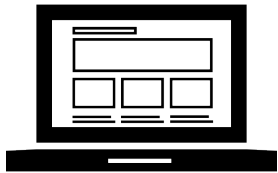
**\$14M**

TV



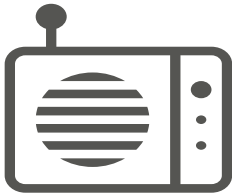
**\$370K**

Print



**\$1.5M**

Digital



**\$2M**

Radio



## Website Metrics (Apr 2016 - May 2017)

SaveTheFood.com

**1.8M**

Pageviews

**1.2M**

Sessions

**962K**

Users

**1:15**

Average session duration

**31.34%**

Bounce rate

## FOOD LASTS LONGER THAN WE THINK.

When we store food just right, it lasts longer.  
And luckily, we've got the tricks to help.



It's okay for  
veggies to wilt and  
soften. Really. It  
happens with time  
and doesn't mean  
they're bad.

## Website Key KPIs (Apr 2016 - May 2017)

SaveTheFood.com

**215K**

Visits to Store It page

**155K**

Visits to Tips page

**75K**

Visits to Cook It page

## SHOPPING WITH A PLAN HELPS YOUR WALLET.

A 4-person family loses \$1500 a year on wasted food.  
Saving that would basically be a raise.





# Save The Food Social Channels

## Latest Results

**28K**  
Total Followers

**3.8M**  
Video Views on Facebook

**4.1M**  
Social Engagements

**45M**  
Total Social Impressions

**Save the Food**  
Published by Katy Parker · April 20 ·

Ever considered your food's journey from farm to fridge? It may make you think twice about wasting it. #SaveTheFood



**Save The Food**  
@SaveTheFood

Spread the word! @dgunders will be talking #foodwaste with @SamChampion tomorrow at 11pm ET on @23pt5. #SaveTheFood



**SAVE THE FOOD .COM** savethefood Follow

Save the Food A national public service campaign to combat food waste. Partnership between the Ad Council and NRDC. bit.ly/TUGM:32

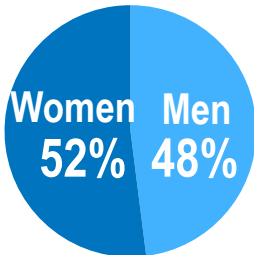
101 posts 1,038 followers 34 following



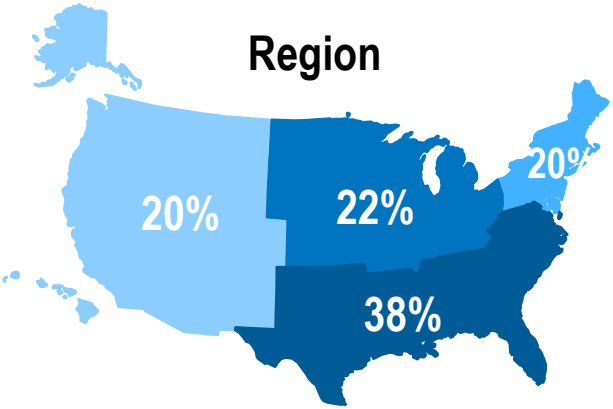
# The respondents in this study were...

Total respondents: 9,800

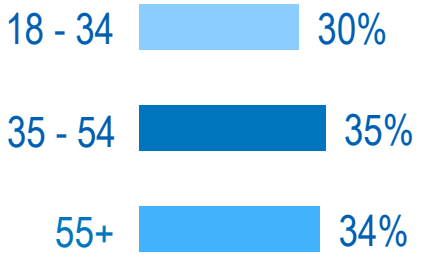
## Gender



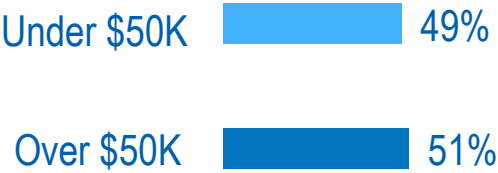
## Region



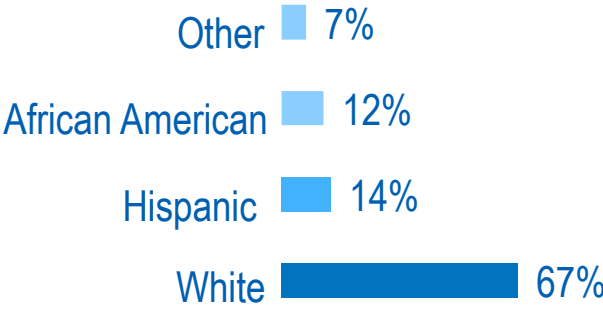
## Age



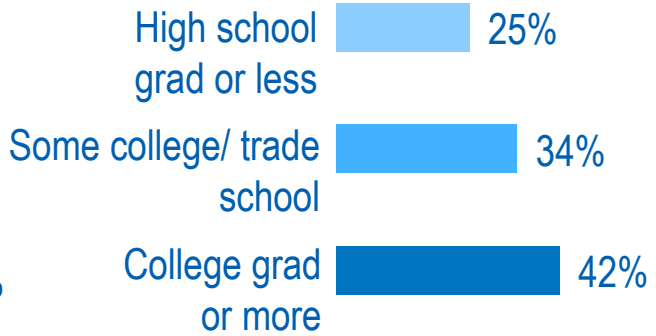
## Household Income



## Race/ethnicity

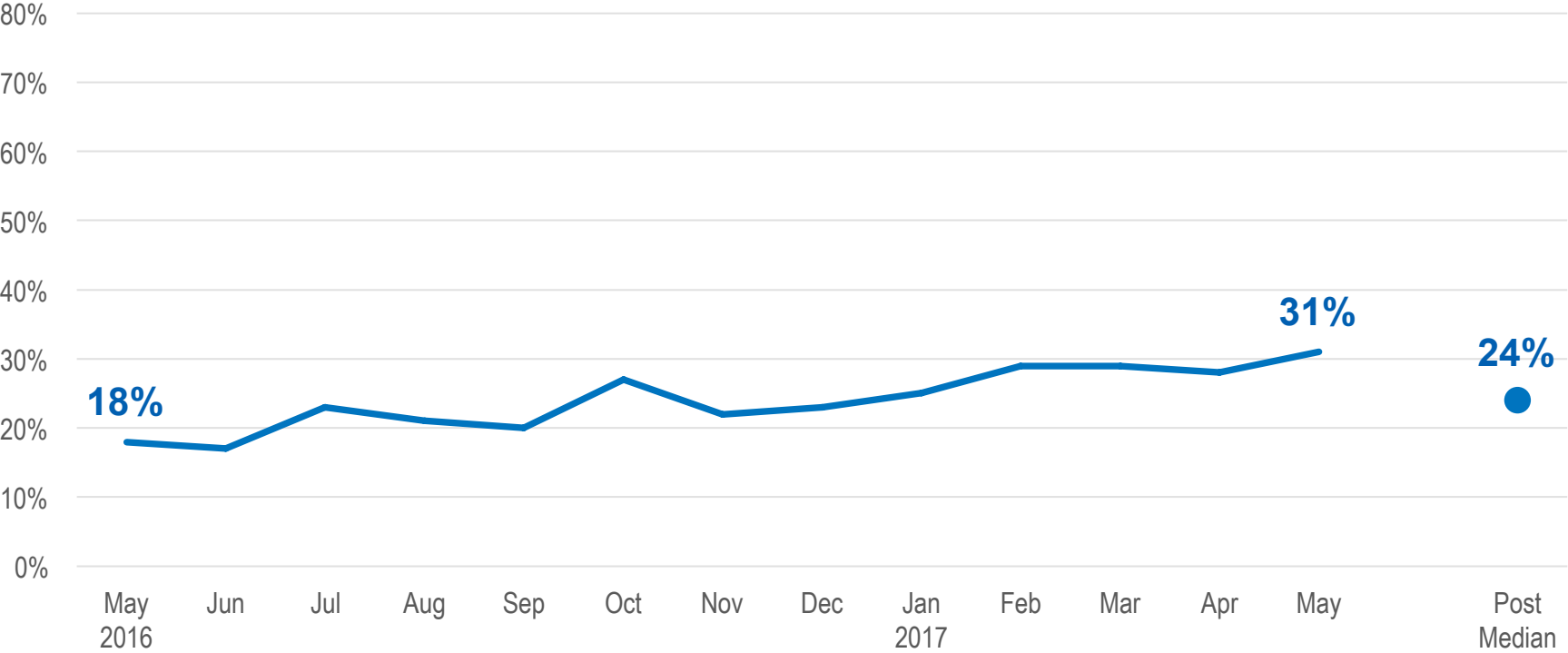


## Education



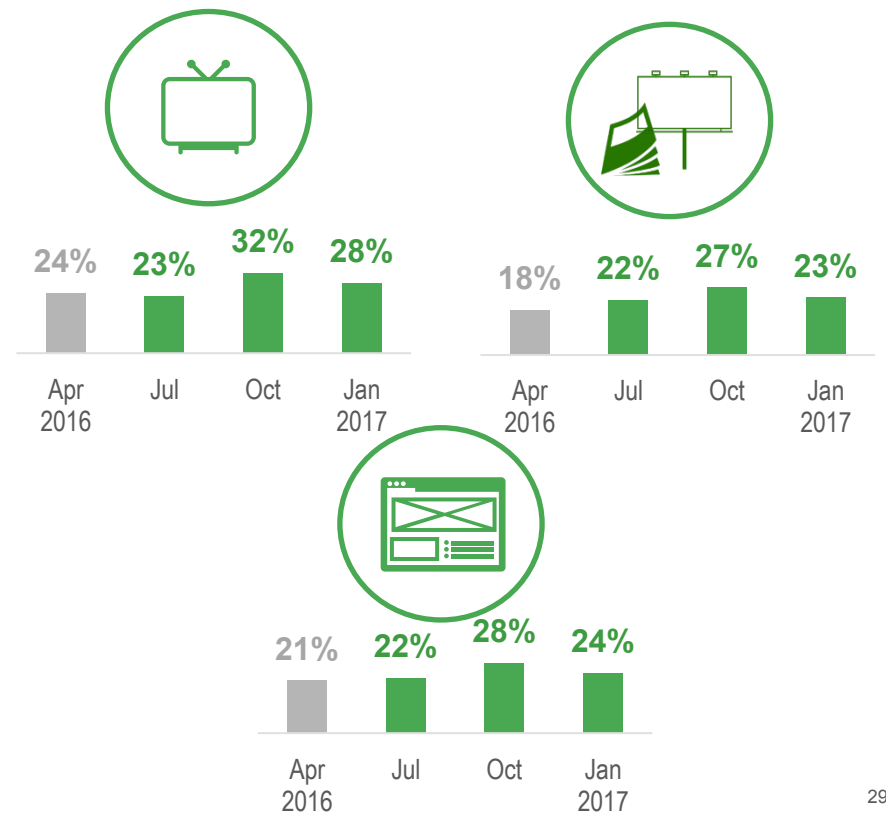
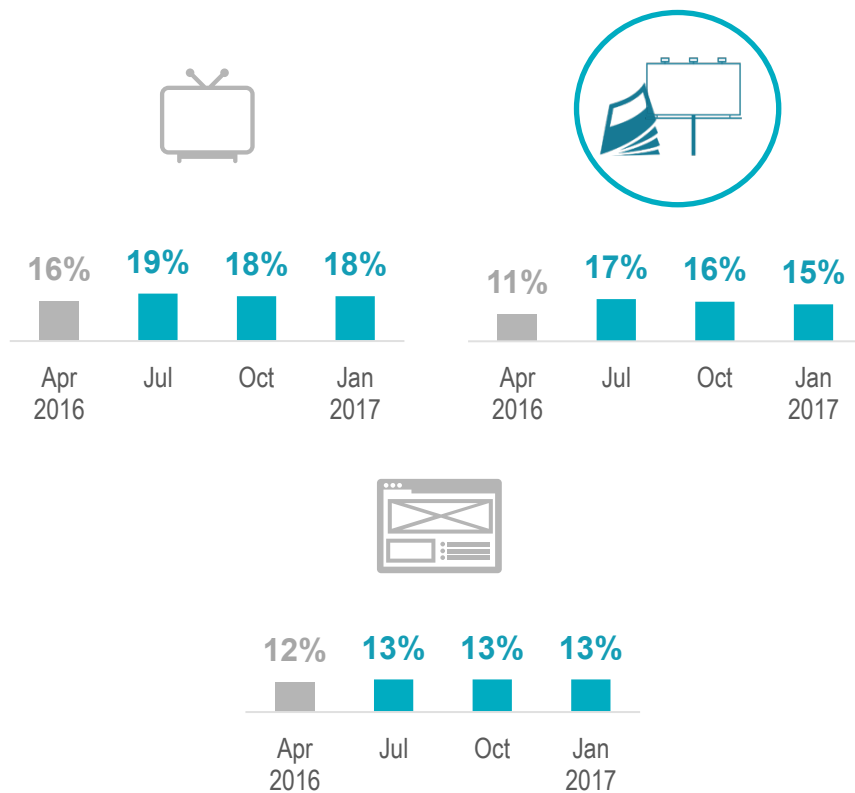
Net PSA Recognition among **General Market adults** grew significantly from 18% in May 2016 to a high of 31% in May 2017

On average, around 24% recognized the campaign in the year after it launched



More **millennials** are aware of **all assets** – and their recognition levels are higher than average Ad Council recognition levels

Moms are more aware of **Print/OOH assets**



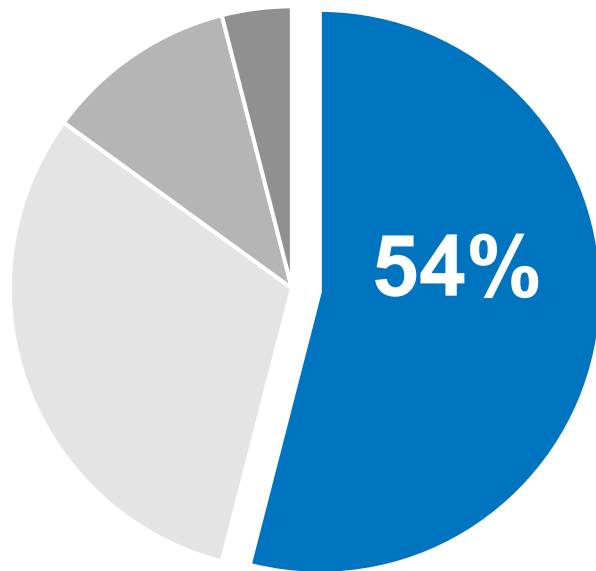




Objective:

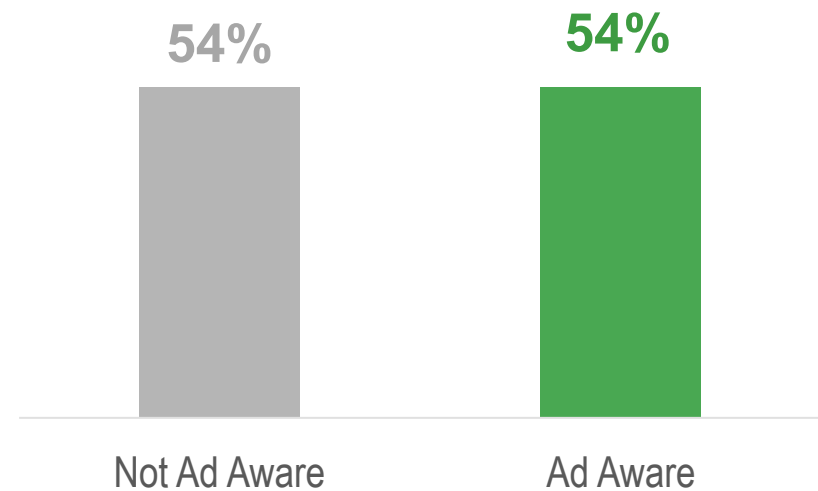
Raise awareness of food waste as a problem

Over half of General Market adults **strongly agree** that food waste is a big problem in the United States



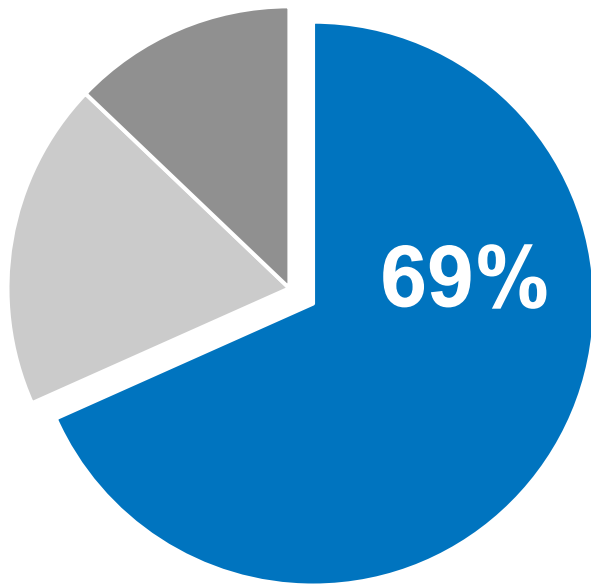
Data from Apr 2016 – May 2017

Those **aware of the ads** are equally as likely to agree food waste is a problem as those not aware of the ads



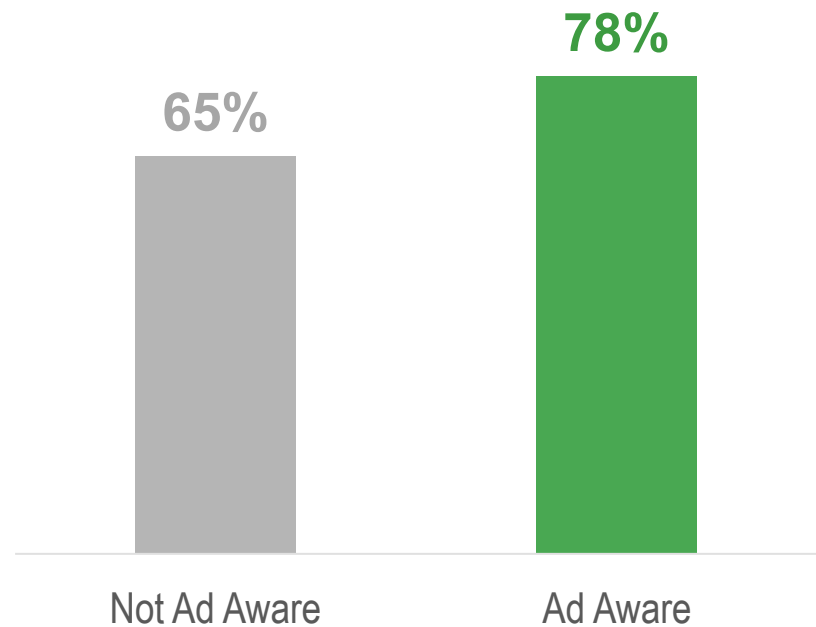
Data from Apr 2016 – Mar 2017

Almost 7 in 10 General Market adults agree that their individual actions can make a difference in reducing food waste



Data from Apr 2016 – May 2017

However, those aware of the ads more often agreed that their individual actions make a difference in reducing food waste



Data from Apr 2016 – Mar 2017

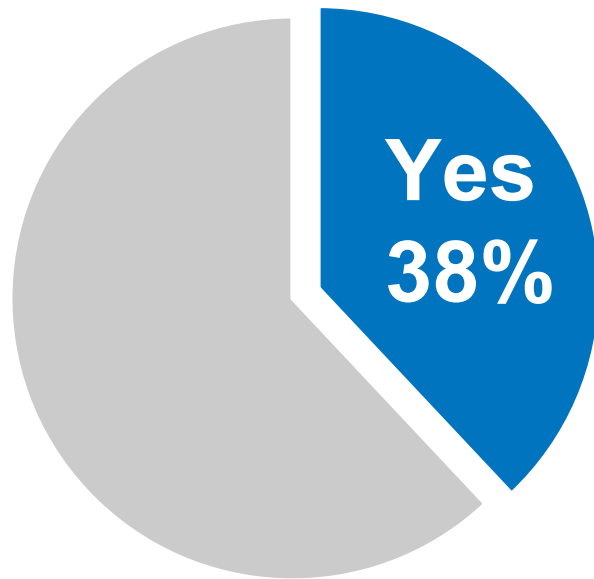


Objective:

Generate greater public  
conversation around food  
waste

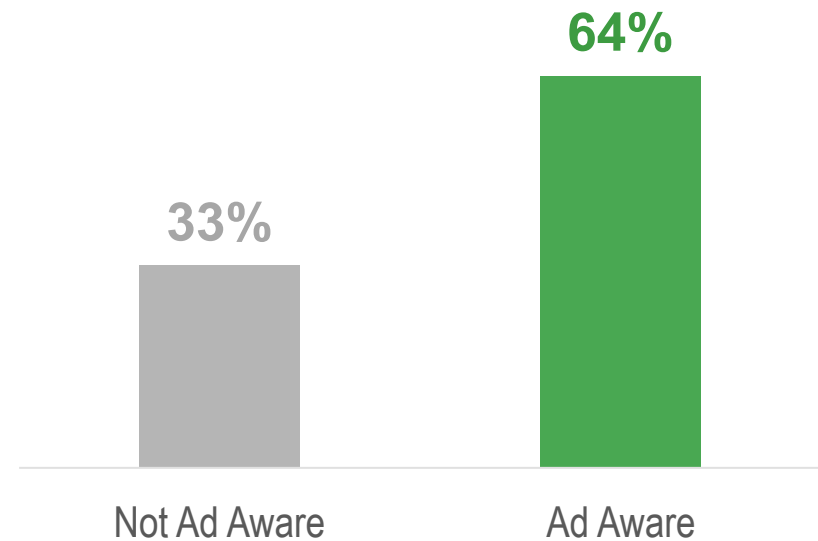


Nearly 4 in 10 General Market adults said that in the past year they have **discussed or shared info with friends/family about wasting less food**



Data from Apr 2016 – May 2017

However, significantly more respondents **aware of the ads** had these conversations



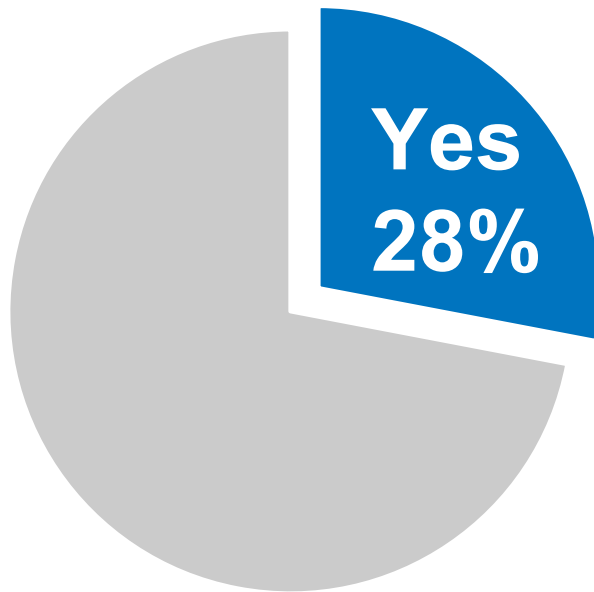
Data from Apr 2016 – Mar 2017

A hand holding a strawberry against a blue background. The strawberry is in the center, with its green leaves visible. The hand is on the left side, holding the stem. The background is a solid blue color.

Objective:

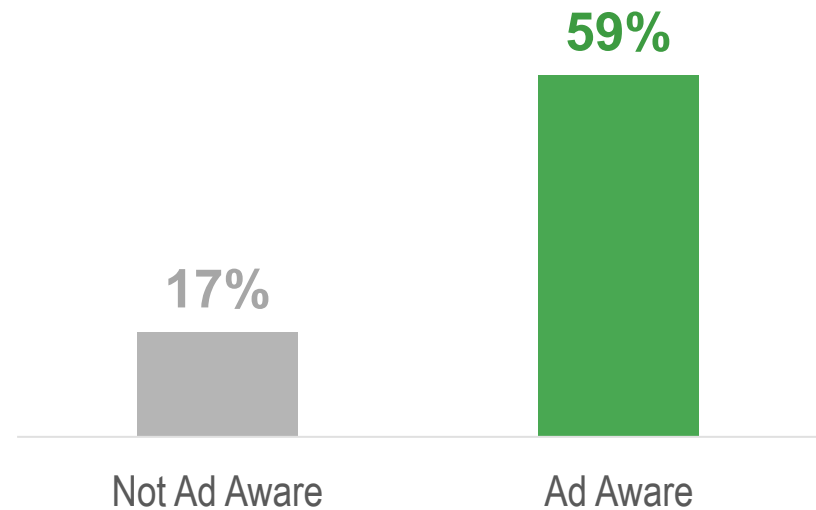
Educate and motivate  
consumers to reduce food  
waste

Almost 3 in 10 General Market adults said that in the past year they have **sought information about ways to waste less food**



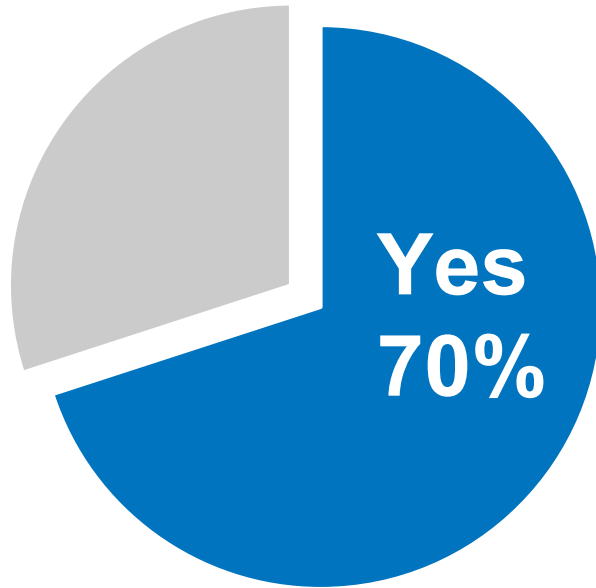
Data from Apr 2016 – May 2017

However, significantly more of those **aware of the ads** reported that they sought out information



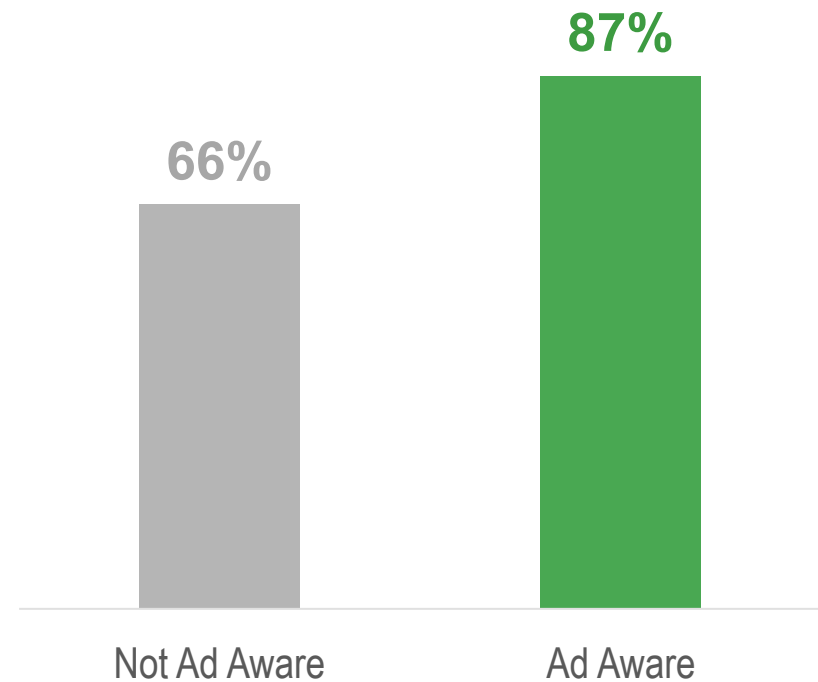
Data from Apr 2016 – Mar 2017

Around 7 in 10 General Market adults said that in the past year they have reduced the amount of food they throw away in the past 6 months



Data from Apr 2016 – May 2017

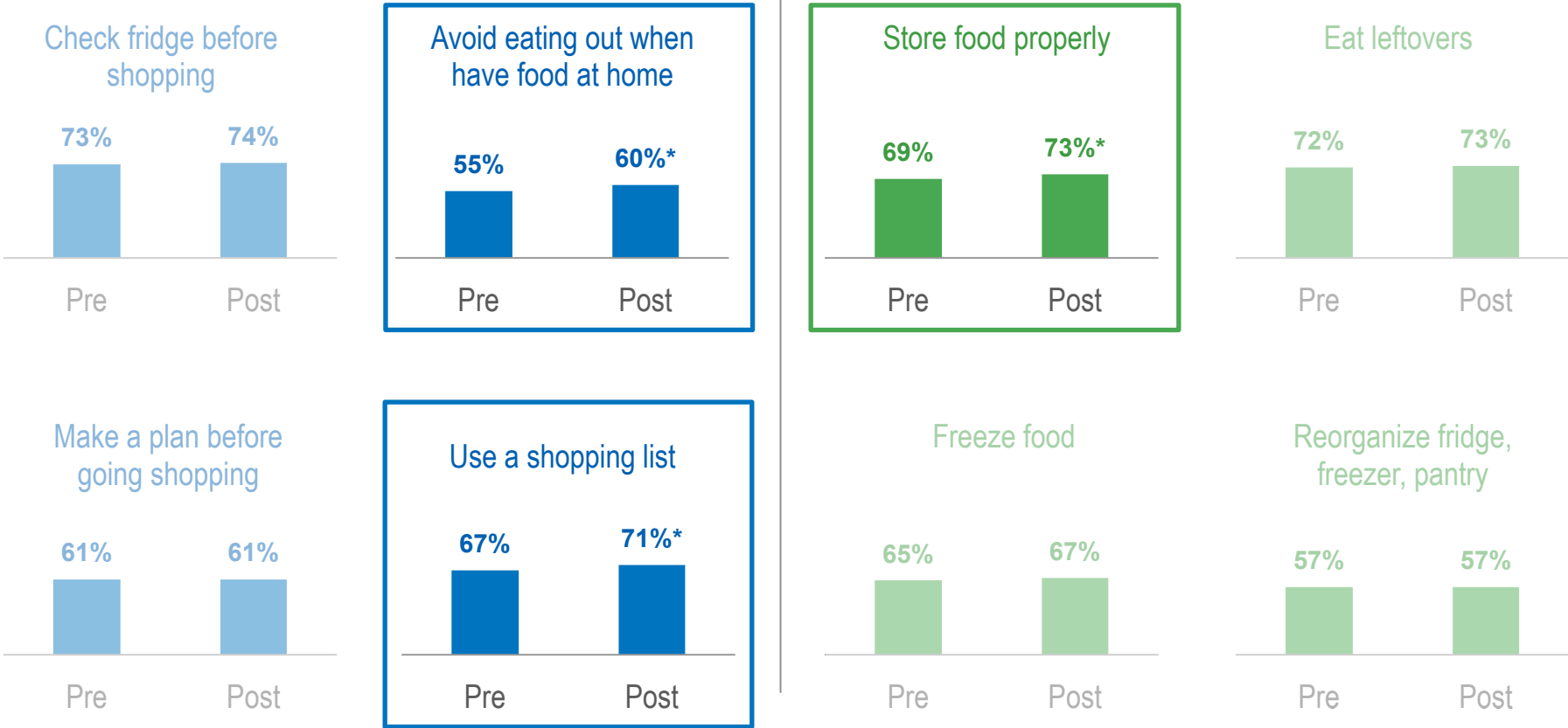
However, significantly more of those aware of the PSAs reported that have taken steps to reduce food waste



Data from Apr 2016 – Mar 2017



# Millennials increased various Planning and Storage behaviors



# EACH OF US

TOSSES NEARLY 300 LBS OF  
FOOD EVERY YEAR.



## What's Next?

## In The Works

- New digital banners that drive consumers directly to the revamped Cook It and Store It pages
- Amazon Alexa Save The Food skill
- Chef activation
- Creation of Live It and Share It sections on the site
- Community outreach materials

SAVE THE FOOD “Alexa, how do I store asparagus?” Get the skill ▶

GOOD. STILL GOOD. STILL GOOD. STILL GOOD. SEE THE RECIPE

SAVETHEFOOD.COM Ad Council NADC

SAVETHEFOOD.COM Ad Council NADC

SAVETHEFOOD.COM Ad Council NADC

SAVETHEFOOD.COM Ad Council NADC

SAVETHEFOOD.COM Ad Council NADC

SAVETHEFOOD.COM TIPS COOK IT STORE IT SHARE IT JOIN US

**ALL THE RESOURCES YOU NEED TO SHARE OUR MESSAGE AND HELP #SAVETHEFOOD.**

# NEW COMMUNITY OUTREACH MATERIALS

## 10 EASY TIPS FOR MEAL PLANNING



40% of food in the U.S. is never eaten. Meal planning helps reduce wasted food and also saves time, stress, and money. Even better, it usually leads to healthier eating.

### 1. DON'T START FROM SCRATCH

Meal planning doesn't have to mean hours spent with a cookbook. Start with your go-to meals. Repeat them every week or two. Then try something new.

### 2. CHECK THE REFRIGERATOR

Next week's meals get their start in the fridge. See what needs to be used up and then think of a meal to make with those items. Check your pantry for the rest of the ingredients and add missing pieces to the shopping list.

### 3. USE PORTION PLANNERS

Portion calculators can help you feed a big group, but they can offer insight into daily cooking too.

### 4. HAVE KITCHEN ESSENTIALS HANDY

Having two or three grains, cooking fundamentals, key spices, and "hero" sauces like barbecue and peanut sauce can use up odds and ends in the fridge and bring new life to old meals.

### 5. USE BUILDING BLOCKS

Pick two types of protein, one or two grains, and a veggie medley to make at the beginning of the week and then incorporate into different meals. A sauté of broccoli and peppers can be used as a side one night, spooned onto enchiladas another night, and worked into a soup or meatloaf later in the week.

### 6. THINK DOUBLE DUTY

Planning a Tuesday taco night? Think about other ways to use the extra tortillas. Ingredients sometimes come in larger portions than we need. If you plan a second meal around them, it's easier to avoid overload.

### 7. SCHEDULE A LAZY NIGHT

The truth is we don't always have the time or energy to cook every night. Plan a few lazy nights that don't require cooking and take the opportunity to order takeout or dine with friends.

### 8. GO FRESH FIRST

To preserve freshness and nutrition, use perishables like seafood and meat earlier in the week and save pasta, dairy, and omelets for later in the week. Some greens like kale, will stay fresh longer than others.

### 9. LEAN ON FROZEN INGREDIENTS

Frozen foods have nearly all of the nutrients (and sometimes more) as their fresh counterparts. And they don't go bad.

### 10. COOK AND FREEZE

Soups, stews, casseroles, and lasagnas can all be made in large batches and then frozen and defrosted when you need a quick dinner. To keep it easy, freeze the portion sizes you'll want to defrost later in the week.

For more tips, visit [SaveTheFood.com](http://SaveTheFood.com).

From *Waste Free Kitchen Handbook* by Dana Gunders, 2015. Used with permission from Chronicle Books, San Francisco.

SAVETHEFOOD.COM



## THE REFRIGERATOR DEMYSTIFIED

40% of food in the U.S. is never eaten. Stocking your fridge with these tips will help your food stay fresh the longest.

### 1. TEMPERATURE

40°F or below to help food last longer.

### 2. HUMIDITY DRAWERS

The levers on crisper drawers change humidity. Set one to high and one to low.

### 3. THE UPPER SHELVES

Warmer. Store leftovers and drinks.

### 4. DOOR

Warmest! No milk or eggs here, best for butter, condiments, and drinks.

### 5. HIGH-HUMIDITY

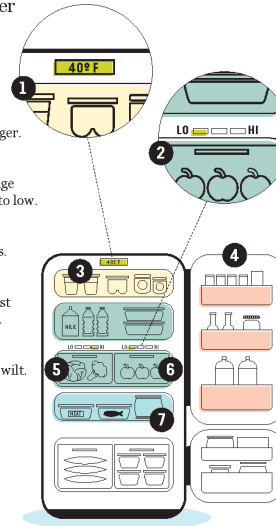
Most veggies, especially those that wilt.

### 6. LOW-HUMIDITY

Fruits, along with veggies that may break down and rot.

### 7. LOWER SHELF

Meats and fish are better off at the bottom—it's usually the coldest and reduces risk of contamination.



For more tips, visit [SaveTheFood.com](http://SaveTheFood.com).

From *Waste Free Kitchen Handbook* by Dana Gunders, 2015. Used with permission from Chronicle Books, San Francisco.

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## DECIPHERING DATES ON PRODUCTS



Food date labels have little to do with safety and are only loosely related to quality. Many foods will still be good to eat well after those dates.

Here's how to sort out just what those dates mean:

### BEST IF USED BY / BEST BEFORE

These dates refer to peak quality or freshness. They do not mean the food is spoiled or unsafe. Food with these dates should be safe to eat after the date has passed.

### SELL BY

Ignore these dates as they are meant for store staff. They actually build in quality so that if the food is sold by that date, you will have top-quality shelf life once it's home.

### FREEZE BY

One way to extend the life of food beyond its date is to freeze it. It's like pushing the pause button on your food.

### BEWARE THE DANGER ZONE

The main criterion for evaluating food safety is the amount of time food spends in the temperature "danger zone" (40 - 120°F). Food left in a hot car for too long could be unsafe even before the date on the package. Also, be sure your fridge is kept below 40°F.

### USE YOUR EYES AND NOSE

For the most part, you can trust your senses to know when food has gone bad. The products to be careful with are those that pregnant women are told to avoid.

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For more tips, visit [SaveTheFood.com](http://SaveTheFood.com).

From *Waste Free Kitchen Handbook* by Dana Gunders, 2015. Used with permission from Chronicle Books, San Francisco.



# NEW COMMUNITY OUTREACH MATERIALS

## FALL & WINTER PRODUCE STORAGE GUIDE



40% of food in the U.S. is never eaten. Knowing how to store your fruits and veggies properly will extend their life, buying you time to make sure you can use them up.

### GENERAL STORAGE TIPS

- 1 Don't wash fruits or veggies until right before use.
- 2 Keep produce in its packaging.
- 3 Produce past its "freshest" period can still be used! Try cooking it or putting it into smoothies.
- 4 Soak wilted vegetables in ice water for 5-10 minutes to re-crisp.
- 5 Adjust levers on crisper drawers to change humidity levels. Set one to high (closed - less air coming in) and one to low (open - more air coming air). Below is advice on which drawer is best for different items.

PRODUCE	AT FRESHEST	OPTIMAL STORAGE	USE IT UP / REVIVAL
APPLES	Up to 6 weeks in the fridge.	Store in a breathable bag in the low-humidity drawer.	To prevent apple slices from browning, toss with 1 part citrus juice and 2 parts water.
BEETS	7-10 days for beets, 1-2 days for greens	Store in a breathable bag in the high-humidity drawer. Separate green leafy tops from roots, leaving 2" of stem at the top to keep moisture in.	Beet greens are edible and can be used like chard.
BROCCOLI	5-7 days	Refrigerate in original wrapping or a breathable bag in the high-humidity drawer.	Eat the stalks! Peel thick outer skin and then grate them and make a slaw, use in stir-fry, or just chop and cook with the florets.
BRUSSELS SPROUTS	10 days	Store loose Brussels sprouts in a breathable bag in the high-humidity drawer.	Peel away yellowing outer layers—often there is still a significant beautiful sprout inside.
CAULIFLOWER	5-7 days	Store in original wrapping or a breathable bag in the high-humidity drawer.	Yellowish coloring and small, light brown spots are normal and harmless. Core and green leaves are edible and can be used like cabbage.
CITRUS	3-8 weeks in fridge	Store loose in the low-humidity drawer. Peeled or cut oranges should be refrigerated in an airtight container or bag.	The inside of citrus may be good even if the peel shows signs of decay. Open and investigate before tossing.
FIGS	2-3 days	Arrange in a single layer in a cloth-lined, aerated or uncovered container.	Figs that have gotten too soft for your liking, but not showing signs of decay, can be stewed or boiled and made into sauces and marinades.
GINGER	1-2 months	Refrigerate either unwrapped or in an airtight container, in the dark section of the fridge.	Rough and dry spots are not dangerous - simply cut them away.

## SPRING & SUMMER PRODUCE STORAGE GUIDE



40% of food in the U.S. is never eaten. Knowing how to store your fruits and veggies properly will extend their life, buying you time to make sure you can use them up.

### GENERAL STORAGE TIPS

- 1 Don't wash fruits or veggies until right before use.
- 2 Keep produce in its packaging.
- 3 Produce past its "freshest" period can still be used! Try cooking it or putting it into smoothies.
- 4 Soak wilted vegetables in ice water for 5-10 minutes to re-crisp.
- 5 Adjust levers on crisper drawers to change humidity levels. Set one to high (closed - less air coming in) and one to low (open - more air coming air). Below is advice on which drawer is best for different items.

PRODUCE	AT FRESHEST	OPTIMAL STORAGE	USE IT UP / REVIVAL
ARTICHOKE	1 week	Slice a small bit off the end of the stem and sprinkle the stem with water. Store in an airtight container in the high-humidity drawer.	Outside leaves may be browned due to frost but it's only cosmetic.
ASPARAGUS	1 week	Store bundled stalks upright in a jar with 1" of water in the fridge.	If the ends can be sliced thin and then used in soups or sautés.
AVOCADOS	2-3 days after ripe	Store on the counter until ripe then refrigerate loose.	If it's not ripe once you cut it open, sprinkle the surface with lemon or lime juice, close it back up with the pit, wrap tightly, and place in the fridge.
BERRIES	2-3 days for strawberries, raspberries, and blueberries; 10 days for blackberries	Store in a breathable bag in the high-humidity drawer. Separate green leafy tops from the main, leaving 1" of stem at the top to keep moisture in.	If a small amount of berries show mold, don't discard the entire container. Just throw away those that are bad.
CARROTS	2 weeks	Store in a breathable bag in the high-humidity drawer. Separate green leafy tops from the main, leaving 1" of stem at the top to keep moisture in.	Line up carrots and cut carrots can be used in soups, stews, and snacks.
CELERY	2 weeks	Refrigerate either standing in a jar with water or in a breathable bag in the high-humidity drawer.	Pruned or discolored surfaces are places where oxidation has occurred. They can still be eaten.
CORN ON THE COB	2-3 days in husk; 1-2 days husked	Store in husks in the warmer section of fridge. If husked, wrap in damp cloths in an airtight container.	Corn with dry, browned, or slightly slimy husks can still be good inside, if the ear is too to fine.
CUCUMBERS	1 week	Store in a breathable bag in the high-humidity drawer away from tomatoes, avocados, or bananas.	Peel or cut away any damaged flesh. Many times the skin of the cucumber can be undesirable but the inside flesh is fine.
EGGPLANT	1 week	Store loose in a cool place. Refrigeration can lead to browning and off-flavors.	Soak the flesh of a sliced eggplant in a non-toxic oil to remove bitterness.
GARLIC & SHALLOTS	Two weeks to several months unpeeled; several weeks peeled	Store unpeeled garlic and shallots in a cool, dark, and dry place. If peeled, store in an airtight container in the fridge.	Green garlic stems can be used just like green onions.

## SMART SHOPPING GUIDELINES



40% of food in the U.S. is never eaten. Careful shopping is the easiest way to save more food and dollars in your budget.

### MAKE A LIST

Shoppers who use and stick to lists have lower grocery bills and make fewer shopping trips.

### SKIP THE CART

Bigger carts call us to fill them. Hand baskets help improve your grocery store discipline.

### SCRUTINIZE DEALS

Five bananas for \$1 is a good deal only if you eat all five. Many stores offer the sale price even if you buy less than the stated quantity.

### SHOP THE BULK BINS

Many stores offer grains, nuts, and other dry goods in bulk bins that allow you to purchase only the quantity you need.

### TAP THE SALAD BAR

For recipes that call for small amounts of different vegetables, shop at the salad bar. They will cost more per ounce, but less overall.

### USE A PORTION PLANNER

When you're not sure how much you'll need for your dinner party, use an online portion planner.

### KEEP IT COOL

Buy perishable and frozen foods last so they spend less time at room temperature. And be sure to shake the water from produce—water encourages rotting and adds weight. If you won't be home for a while, keep cool groceries in a cooler in your car.

### SUPPORT IMPERFECTION

Scared and oddly shaped fruits and vegetables are perfectly normal. If we don't buy them, the store will throw them away.

### BUY THE LAST ONE

Buying the last item on the shelf discourages stores from overstocking to create the appearance of abundance.

SAVETHEFOOD.COM

For more tips, visit [SaveTheFood.com](http://SaveTheFood.com).  
From Waste Free Kitchen Handbook by Dana Gunders, 2015.  
Used with permission from Chronicle Books, San Francisco.



A close-up photograph of a strawberry, heavily tinted with a blue color. The strawberry is in the foreground, showing its characteristic seeds (achenes) and the green leafy calyx. The background is a solid, lighter blue. The overall image has a soft, slightly blurred quality.

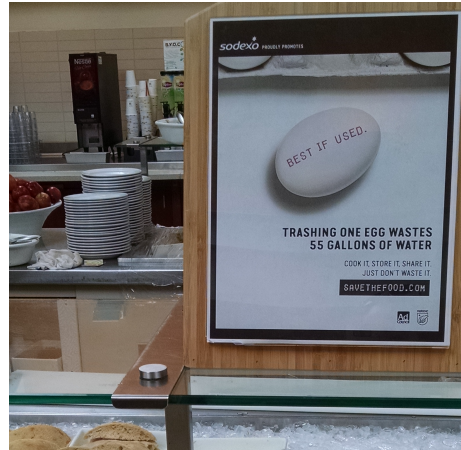
Questions?

# PARTNERS

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We realized that we have a great opportunity to partner with stakeholders outside of the Ad Council's media contacts to help promote the campaign and change people's behavior to reduce food waste.

We've worked with various **cities, counties, universities, private recycling and composting haulers, as well as food service companies, including Sodexo and Compass Group**, to get the Save The Food campaign in their local communities!







## TWIN CITIES, MN

- Six partners, including Dakota County, contributed a **total of \$28,350** to cover costs to print donated out-of-home ads within Twin Cities DMA, thanks to the Ad Council's media contacts
- Estimated to receive **over 763M media impressions** and **\$3.4M media value**

## SAN DIEGO COUNTY, CA

- San Diego Food System Alliance is **engaging food waste generators within San Diego County by sector**
- Sectors include: Restaurants and Food Service; Universities and Hospitals; K-12 Schools; Grocery and Warehouses; Stadiums and Venues





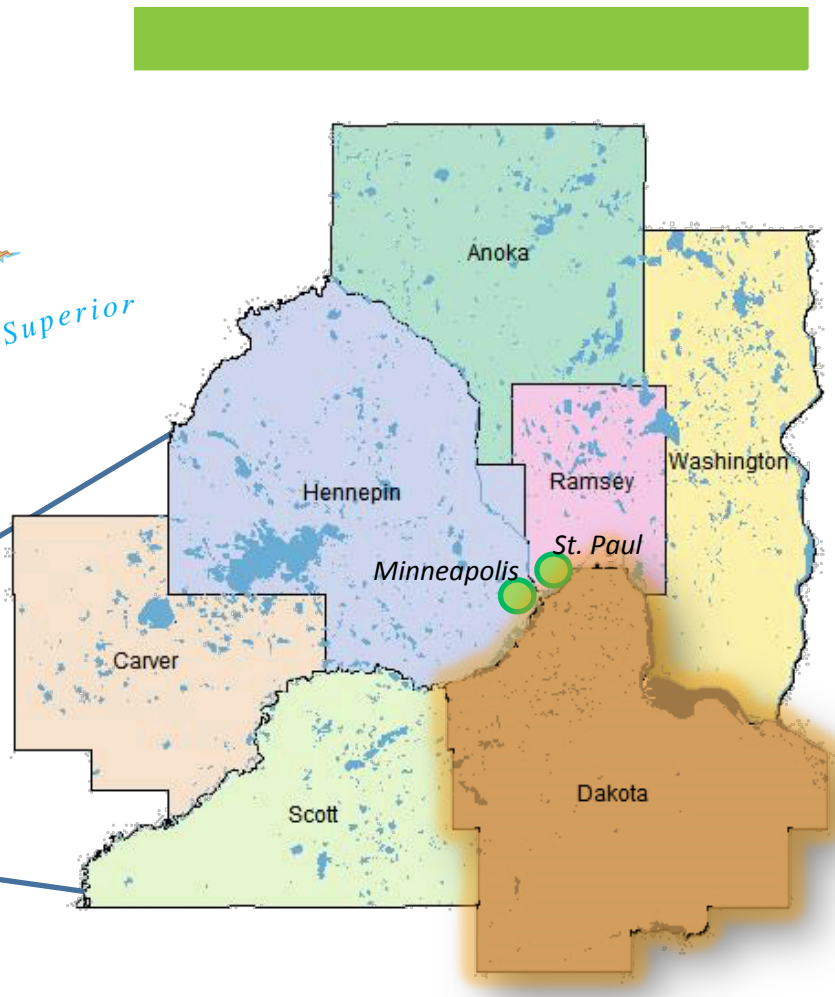
SAVETHEFOOD.COM

in **Dakota County, MN**

Jenny Kedward  
Environmental Specialist



Lake Superior



Anoka

Hennepin

Ramsey

Washington

Minneapolis

St. Paul

Carver

Scott

Dakota

# Why focus on wasted food?

- Food 17% of waste
- State, county goals
- Organics recycling is coming...
- GreenCorps project



# Our goal



*Awareness*



*Tools*

Less  
wasted  
food  
in homes

# Dakota County Campaign

Timeline: March – December 2017

Audiences:

- **Families with young children**  
(Farmington, Lakeville, Rosemount)
- **Young professionals**  
(Farmington, Hastings, South St. Paul, Burnsville, Eagan)

Budget: \$90,000 for campaign







# Partners

## Expected

- NRDC
- Ad Council
- County Communications
- Cities
  - Communications Staff
  - Local Solid Waste Staff

## Unexpected

- Regional peers
- City video production staff
- Screen Vision
- TradeDesk
- Community Education
- Grocery Stores
- MN Pollution Control Agency



# ONLINE (Social media, e-news, websites, ads)



*Dakota County front page*



*City Facebook & Twitter*



*City webpage*

# Print Ads

**Community Education Farmington**  
 Welcome to Farmington Schools! District #192  
 www.farmingtonci.com (651) 460-3200  
 May - Aug 2017  
**PROGRAMS FOR Community Education**  
**DISCOVER PURSUE ACHIEVE!**  
 Film, Theater, and Music Camps  
 pages 9 & 13  
**TWENTY PERCENT OF THE FOOD WE EACH BUY NEVER GETS EATEN**  
 COOK IT. STORE IT. SHARE IT. JUST DON'T WASTE IT.  
 SAVEITHEFOOD.COM  
 City of Burnsville logo

Farmington Community Ed Brochure

**CITY OF BURNSVILLE recreation TIMES**  
**GLEASON'S GYMNASIUM SCHOOL**  
 Strengthening Children's Mind and Body through Successful Gymnastics Experiences for Over 500 Years!  
 CLASS INFO AND REGISTRATION AVAILABLE ONLINE  
 • Adult Classes  
 • Birthday Parties  
 • Boy's Gymnastics  
 • Circus Arts  
 • Fire-Rolling  
 • Girl's Gymnastics  
 • Trampoline & Tumbling  
**HONEYBAKED HAM**  
 THIS EASTER, SERVE THE MOST TENDER, FLAVORFUL HAM  
**BONE-IN HALF HAM**  
**\$7 OFF**  
 Any Bone-In Half Ham, 8-lb or Larger or Whole Boneless Ham  
**\$3 OFF**  
 Any Quarter Ham or Half Spigone Ham  
**\$3 OFF**  
 Any Turkey Breast, Smoked or Roasted  
 RESERVE YOUR EASTER HAM FOR PICK-UP AND SEE EXTENDED EASTER HOURS AT HONEYBAKED.COM  
 DOWNLOAD THE APP & GET REWARDED FOR YOUR EASTER PURCHASES  
 BURNSVILLE • WINNETONKA • ROSELVILLE, MN LOCATIONS  
 WWW.MYHONEYBAKEDSTORE.COM

Burnsville Resident Guide

**SUN Thisweek**  
 Farmington | Lakeville  
 www.SunThisweek.com  
 Thursday, 11.29.12 | Volume 20 | Number 44  
**NEWS**  
**A land of opportunity in Lakeville**  
 ESL classes help recent immigrants learn English, become Americans  
**SPENDING**  
**Callie for her barista**  
**THISWEEKEND**  
**Farmington could see**  
**BEST IF USED.**  
**40% OF FOOD IN AMERICA IS WASTED**  
 COOK IT. STORE IT. SHARE IT. JUST DON'T WASTE IT.  
 SAVEITHEFOOD.COM

Lakeville newspaper

# Mailings: Articles, Direct mailer

- Fall County newsletter article (Sept.)
- Direct mailer (Oct.)
- All cities must have article/ad in newsletter



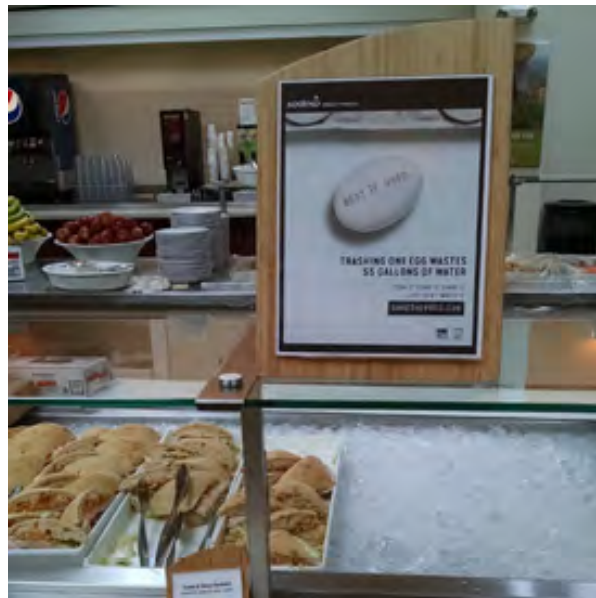


# OUT-OF-HOME (Billboards, posters)



*Billboards*

*Clear Channel partnership*



*Posters*

*40 buildings*



*Farmington  
garbage trucks*



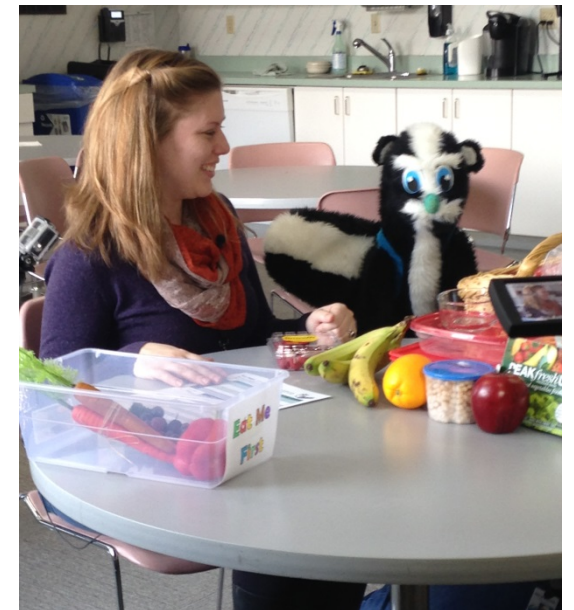
# VIDEO



*Movie theaters*  
*ScreenVision Partnership*



*Preview at*  
*Movies in the Park*



*Public Access*  
*PSA + City-made videos*

# County Fair

All about preventing wasted food!



# OTHER

- Slides on monitors (waiting areas, city hall lobbies)
- Monthly County e-news
- Grocery store produce signs
- Hockey dasher boards
- City digital marquees
- National Night Out





# Education & Resources



- Presentations
- Booths at Farmers Markets
- FTGTW tools online and printed
- Food waste training program
- FTGTW Challenge
- Grocery store education





# Questions?

**Jenny Kedward**

Environmental Specialist

[Jennifer.kedward@co.dakota.mn.us](mailto:Jennifer.kedward@co.dakota.mn.us)

952-891-7043





- Supporting **collaboration**
- Building **awareness**
- Advancing **policy**
- Catalyzing **initiatives**
- Mobilizing **resources**

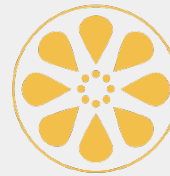


# San Diego Food System Alliance

**FORTY  
PERCENT**

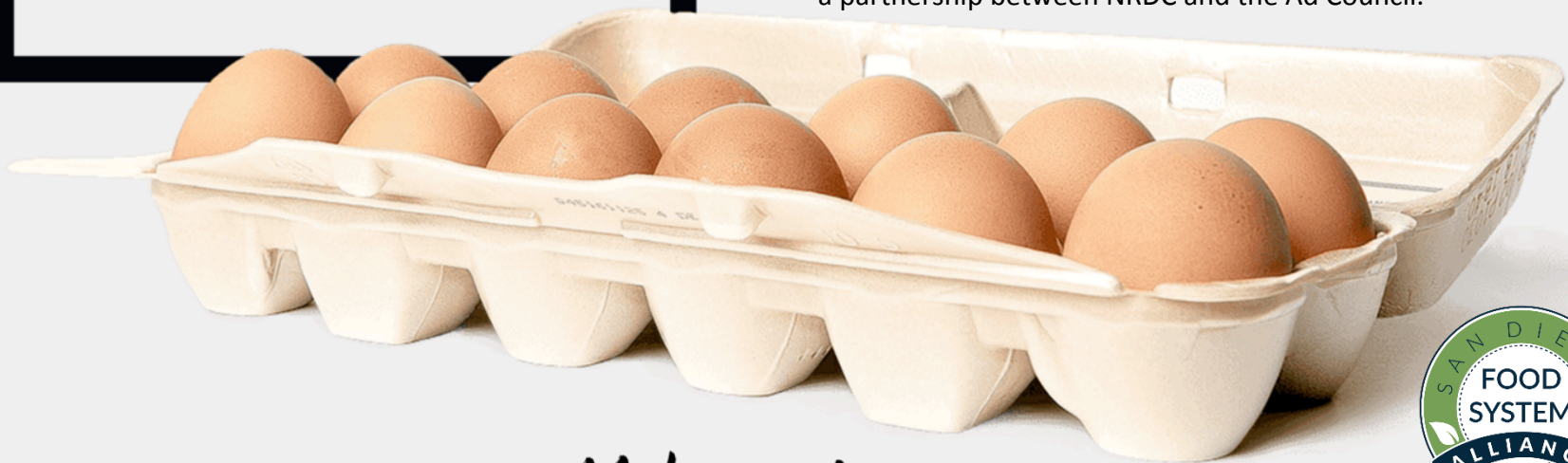
**OF FOOD IN AMERICA  
IS WASTED.**

Save The Food



*San Diego*

- a county-wide food waste awareness partnership that leverages the national "Save The Food" public service campaign, a partnership between NRDC and the Ad Council.



*Make a change*





*Background and Objectives*

Save The Food



*San Diego*

*500,000 tons of food is wasted – 500,000 people live in poverty*

---

*CA legislation to reduce food waste and increase donation*

Save The Food



*San Diego*

*Overview of Campaign Assets*

**THIS IS WHERE  
FOOD WASTE ENDS.  
FREEZE. PLAN. CONQUER.**



[SAVETHEFOOD.COM](https://www.savethefood.com)

TIPS

COOK IT

STORE IT



## *Campaign Assets*

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### Regional Network Building

- Local and State government
- Food Recovery Donor Network
- Food Recovery Receiver Network
- Sector-based Resources
  - Best Management Practices
  - Case Studies
  - Webinar Series
  - Convening
  - Legislation and Grant information

### Metrics & Tracking Awards & Recognition

- **Target Food Waste Generators by Sector**
  - Restaurants and Food Service
  - Universities and Hospitals
  - K-12 Schools
  - Grocery and Warehouse
  - Stadiums and Venues

**IT'S TIME TO EMPLOY  
USE-IT-UP MINI**

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Save The Food





## *Strategic Collaboration and Timeline*

- Fall 2017 Awareness Building
- Spring 2018 Behavior Change

Save The Food



*San Diego*



**THINK LIKE A FOOD  
WASTE WARRIOR**





## Save The Food *San Diego*

**SAVE THE DATE!**

**Food Waste Solution Summit III  
September 26, 2017  
Jacobs Center, San Diego**

Barbara Hamilton  
Director of Strategic Initiatives  
[barbara@sdfs.org](mailto:barbara@sdfs.org)



THANK YOU

QUESTIONS?  
SAVETHEFOOD@NRDC.ORG