

# Save The Food San Diego County-wide Collaboration

Zero Food Waste Forum 2018



# … Initiative Focus and Approach

*Save The Food San Diego is a county-wide food waste awareness partnership that leverages the national “Save The Food” public service campaign, a partnership with NRDC and the Ad Council.*

- ❖ Raising awareness that food waste is an issue,  
and that individual actions matter
- ❖ Building networks and catalyzing resources & best practice  
food waste source reduction  
and nutritious food recovery



# ... Save The Food San Diego

## 1. CONSUMER EDUCATION CAMPAIGNS

### DEFINITION

Conducting large-scale advocacy campaigns to raise awareness of food waste and educate consumers about ways to save money and reduce wasted food

### DIVERSION POTENTIAL

**584K TONS**

### ECONOMIC VALUE

**\$2.65B**

### TIMEFRAME

**MEDIUM TERM**

### PENETRATION

**PILOT**

### WHO BENEFITS

**CONSUMERS**

### WHO CAN TAKE ACTION

**CONSUMER-FACING BUSINESSES  
MUNICIPALITIES  
NONPROFITS**



### OVERVIEW

According to the UN Food and Agriculture Organization (FAO), North American consumers lead the world in per-capita food waste. From making better use of leftovers to learning how to minimize spoilage by properly storing perishable foods, consumers have a direct hand in reducing waste in and outside the home. Increased awareness may also inspire consumers to demand that businesses operate more responsibly.

### CHALLENGES

- Households throw away food for any number of reasons, including poor planning, inability to consume food in a timely manner, and a lack of awareness.
- Overcoming apathy or indifference is the most significant hurdle to overcome. Surveys show that while consumers understand the importance of food waste reduction, they don't recognize their own role in solving the problem.<sup>12</sup>
- Consumer behavior change for an issue requires a long time horizon, which can inhibit investment and the ability to track impact.

### STAKEHOLDER ACTIONS

- Private and public stakeholders, supported by foundations, can collectively invest in consumer education efforts that increase awareness, offer tips for extending food shelf life and storing perishables properly, and promote a culture of active waste avoidance. Messaging should appeal to a wide variety of values, including reducing food bills.
- Nonprofits and local governments can extend the reach of a national advertising campaign to additional consumer segments. They can develop regionally relevant recipes and suggestions for repurposing leftovers, as well as simple toolkits for consumers to calculate the costs of throwing out food.
- Businesses can inform customers at the point-of-selection about ways to save money by wasting less. Retailer in-store media campaigns can provide information about products and packaging that have waste prevention attributes. Foodservice providers and restaurants may display waste-related messaging to customers. Consumer waste education is a branding opportunity for businesses to demonstrate their commitment to resource conservation.
- Campaigns can partner with nonprofits to track impact metrics to inform further targeted messaging. While studies have been conducted in the United Kingdom and elsewhere to measure the impact of consumer education, there has been minimal tracking in the U.S. to ensure that campaigns are effective.

### EXAMPLES

- In 2015, Walmart ran a video campaign in checkout lanes across the country explaining ways shoppers could save money by reducing food waste at home.
- In 2016, NRDC, in partnership with the Ad Council, will launch a major three-year public service campaign targeted at "moms and millennials" to communicate the benefits of food waste reduction, including the cost savings opportunities. The media campaign can be expanded to other consumer segments, deepened in priority regions, and extended beyond three years.
- In the U.K., the Waste and Resources Action Programme (WRAP) launched "Love Food Hate Waste," a national consumer awareness campaign that included print and web materials. It successfully reduced consumer food waste by 21% in five years.<sup>13</sup>

## STAKEHOLDER ACTIONS:

Nonprofits and local governments can extend the reach of a national advertising campaign to additional consumer segments.

Campaigns can partner with nonprofits to track impact metrics to inform further targeted messaging.

**SAVETHEFOOD.COM**

Save The Food  
 San Diego

# ... Consumer Education Campaign - over 2M reached

- **National hits up 450% since last year**
- **Over 200 organizations as Save The Food Champions**
  - All 19 jurisdictions – monthly toolkits
  - County of San Diego – newsletter to all residents
  - EDCO – co-branded, staff engagement, customer outreach
  - RSWA – TradeDesk Digital Ad buy
  - ILACSD – social media, events, newsletter
  - FRWG – Alliance members and associate organizations
  - Healthcare
  - Universities & Colleges
  - K-12 Schools
  - Hospitality/resorts
  - Grocery/distributors
  - Corporations





# Re-Plate 78

**THE PROBLEM:** Nearly half a million people in San Diego County are food insecure, while around 40% of the food produced across the nation is never eaten. After individuals, consumer-facing businesses are the largest contributor to food waste.

**THE SOLUTION:** Re-Plate 78 offers an option to reduce food waste in a cost effective and beneficial manner: with donation of wholesome, edible food to people. The San Diego Food System Alliance (a nonprofit) is implementing Re-Plate 78, a Food Recovery Pilot Program, in North San Diego County. Pilot timeline: Now – December 2018.

## HOW IT WORKS:

**1.**  
We help you sign up  
with Re-Plate



**2.**  
We connect you with  
a local food recovery  
organization



**3.**  
On your schedule, a  
Re-plate driver will  
pick up your food for  
a small fee of \$30 or  
\$40 per pick up



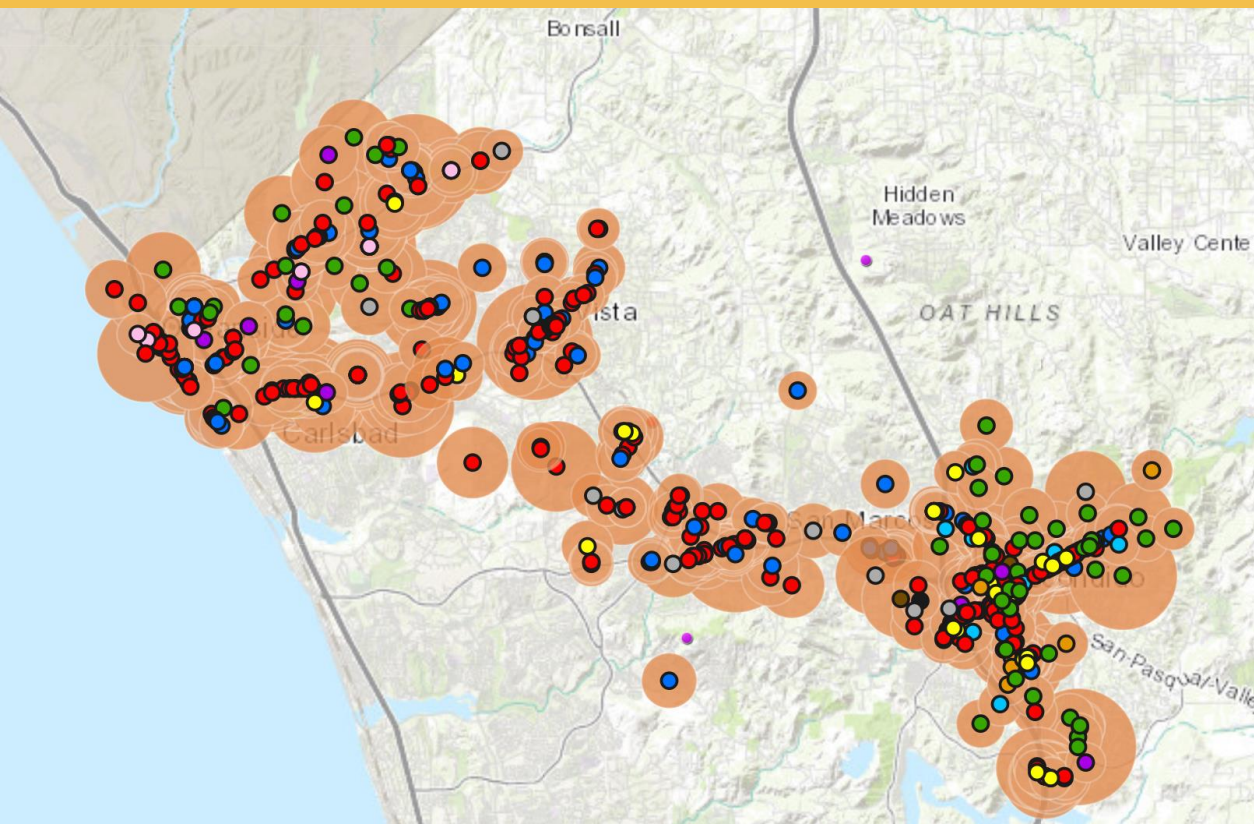
## Benefits of Participating:

- Technical assistance, support, education
- Liability protection
- Safe food donation guidance
- Donations are tax deductible
- Preparing for legislation SB1383
- Commitment to local community
- Sharing success

## PARTNERS:



# ... GIS Mapping - Potential Sources of Food Recovery



Potential Sources categorized by:

- Statewide land use type
- Annual food waste tons

Overlay data with:

- Food recovery organizations
- Commercial kitchens
- Community Gardens
- Farmers Markets
- Schools and health centers
- Free and reduced school lunch
- USDA food insecurity
- People below poverty level
- People over 65 or under 18
- Transit routes and stops



# ... Re-Plate 78 pilot

## FOOD RECOVERY ECOSYSTEM

**DONORS:**  
Food Businesses

**RECIPIENTS:**  
Food Banks, Kitchens, Hunger Agencies

### POLICY

- Standardized Donation Regulation
- Donation Tax Incentives

### BUSINESS EDUCATION

- Donation Liability Education

### INFRASTRUCTURE & LOGISTICS

- Value-Added Processing
- Donation Transportation
- Donation Storage & Handling
- Donation Matching Software

## RECOVERY SOLUTIONS DIVERSION POTENTIAL



# ... Smart Kitchens San Diego

**“Four crosscutting actions**  
are needed to quickly cut  
20% of waste and put the U.S.  
on track to achieve a broader  
50% food waste reduction  
goal by 2030.”



## **FINANCING**

*Corporate, Government, and  
Philanthropic*



CalRecycle and California  
Climate Investments (CCI)



## **POLICY**

*Federal, State, and Local*



SB 1383 and San Diego County  
Food Donation Action Plan



## **INNOVATION**

*Technology and Business Model*



Model combines prevention  
and recovery solutions  
LeanPath technology captures  
all data



## **EDUCATION**

*Awareness and Training*



Staff training and engagement  
Save The Food San Diego toolkit



# Who qualifies?

Healthcare  
Hospitality - Resorts  
Universities  
Corporate Dining  
Large Venues

Food Recovery Organizations

# What is included?

LeanPath 360 Tracker  
Software  
Coaching  
On-site support  
Donation facilitation

Transportation Vans  
Commercial Refrigerators



# SMART KITCHENS SAN DIEGO

## What is Smart Kitchens San Diego

Smart Kitchens San Diego (SKSD) is administering a \$500,000 food waste prevention grant. The funding will be used to outfit 15 food-service sites with the LeanPath food waste prevention platform: a bundle of hardware, software, backend analytics and coaching, allowing kitchens to track and reduce food waste. LeanPath clients typically see a 50% reduction in their food waste and an 2-8% reduction in food purchases. Grant recipients will also be connected to local food recovery organizations to coordinate food donation programs.



### MEASURE

Automatically track food waste in seconds with LeanPath's intelligent scale and integrated camera



### ANALYZE

Gain a complete view of your food waste and its financial impact



### OPTIMIZE

Set & achieve your food waste goals with automated alerts and real-time recommendations



### EMPOWER

Inspire your team to minimize food waste & maximize profits with LeanPath's personalized coaching



### DONATE

Demonstrate commitment to the community & environment by donating surplus food to people in need

# ... Smart Kitchens San Diego

765 tons per year food waste source reduction

135 tons per year good food donation

Two full years = 3700 MTCO<sub>2</sub>e reduction




0.0074 MTCO<sub>2</sub>e reduced per Greenhouse Gas Reduction Fund (GGFR) dollar

+ Regional network building










Food waste reduction certification and job training

Case studies and best practice implementation









# ReFED Roadmap Solutions: SDFSA Programs in Action

-  Save The Food San Diego
-  Replate 78
-  Smart Kitchens San Diego

## Prevention Solutions

CATEGORY	SOLUTION NAME	CATEGORY	SOLUTION NAME
Packaging, Product, & Portions	Standardized Date Labeling	Operational & Supply Chain Efficiency	Waste Tracking & Analytics 
	Packaging Adjustments 		Cold Chain Management
	Spoilage Prevention Packaging		Improved Inventory Management 
	Produce Specifications (Imperfect Produce) 		Secondary Resellers
	Smaller Plates 		Manufacturing Line Optimization
	Trayless Dining 	Consumer Education	Consumer Education Campaigns   

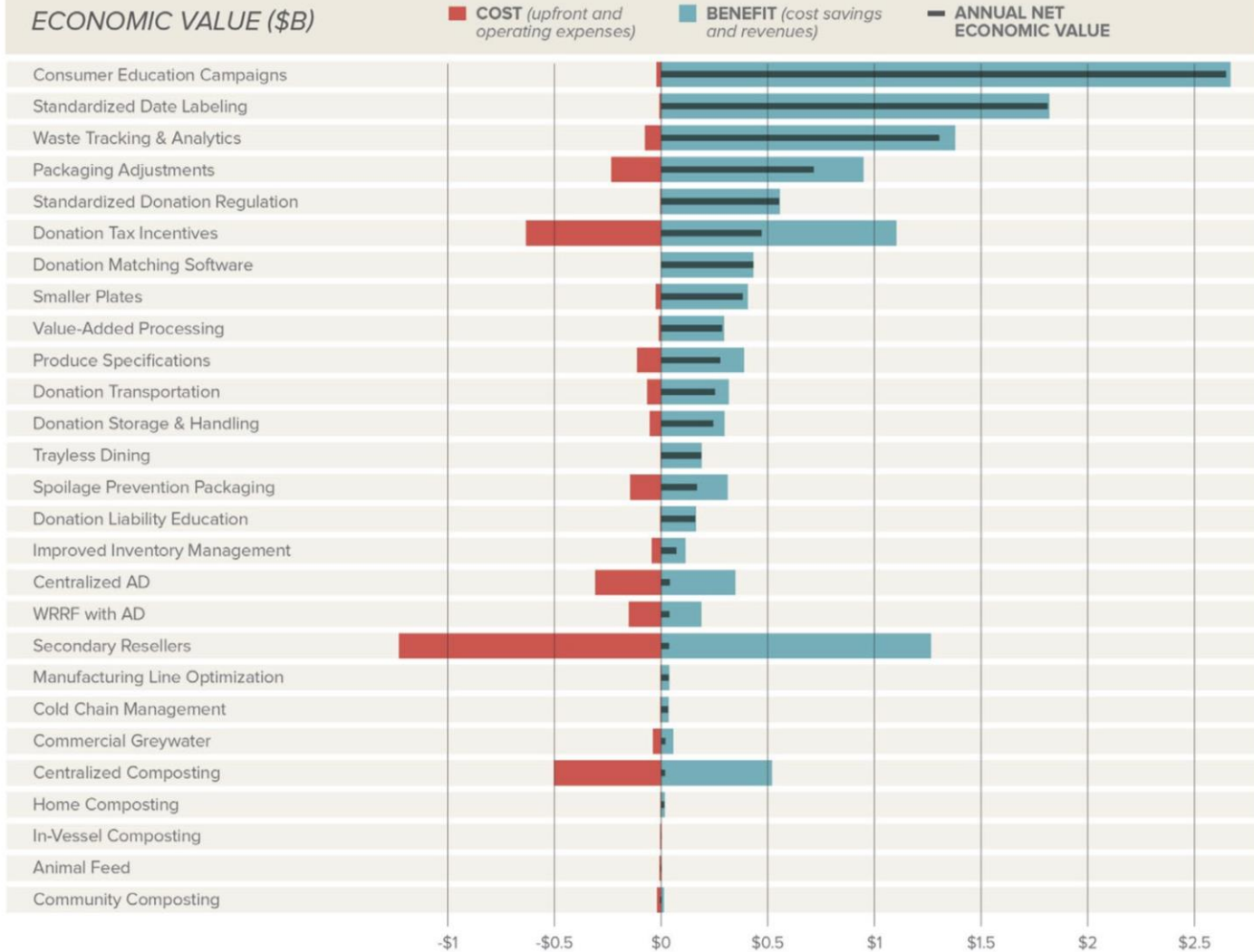
## Recovery Solutions

CATEGORY	SOLUTION NAME
Donation Infrastructure	Donation Matching Software 
	Donation Storage & Handling 
	Donation Transportation  
	Value-Added Processing 
Donation Policy	Donation Liability Education  
	Standardized Donation Regulation 
	Donation Tax Incentives

# Economic Value Analysis: SDFSA Programs in Action



- Save The Food San Diego
- Replate 78
- Smart Kitchens San Diego



# Save The Food San Diego

## County-wide Collaboration

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*Thank you!*



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