



**Sustainable Materials Management
Webinar:
Food: Too Good To Waste –
Community Results and Lessons
Learned**

July 21, 2016

**Karen May
King County Solid Waste Division**

karen.may@kingcounty.gov



King County

Department of
Natural Resources and Parks
Solid Waste Division

Waste
Prevention

Resource
Recovery

Waste
Disposal

STRATEGIC CLIMATE ACTION PLAN

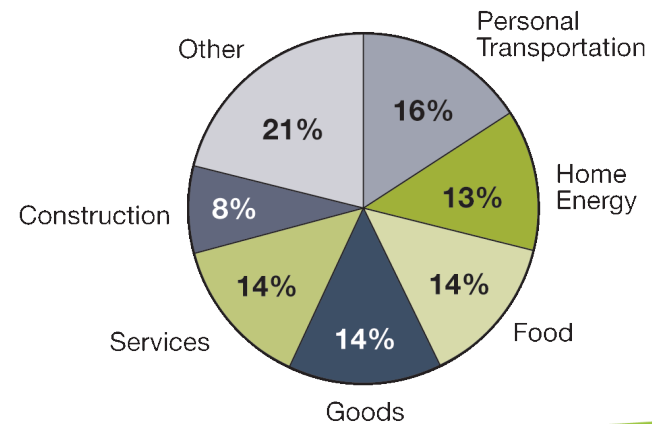


WHAT KING COUNTY IS DOING

*to reduce greenhouse gas emissions and
prepare for the impacts of climate change*

KING COUNTY COMMUNITY CONSUMPTION BASED GREENHOUSE GAS EMISSIONS

Total: 55 Million Metric Tons CO₂e





"TERRA FIRMA"

Project Artist: Carol DePelecyn

Photographer: Steve McGehee

Cedar Hills Regional Landfill Maple Valley, Washington



King County

Department of
Natural Resources and Parks
Solid Waste Division

Waste
Prevention

Resource
Recovery

Waste
Disposal

Collaboration: West Coast Climate and Materials Management Forum and EPA Region 10 team

EPA's research and development of toolkit:

- Provided a strong foundation for launching King County's program**
- Accelerated planning/implementation of targeted campaign focused on key waste prevention behaviors**
- King County: one of the first EPA partners to launch community food waste prevention pilot in 2012**

Why do we waste food?

- Over buy
- Over serve
- Plate waste
- Forgotten leftovers
- Confusion about “Use by”/”Sell by” product dates



Key strategies to reduce food waste:

- ✓ Make a shopping list/plan meals
- ✓ Keep fruits and vegetables fresh
- ✓ Buy just what you need
- ✓ Prep now, eat later
- ✓ Eat what you buy!

King County's Food: Too Good To Waste 2012 Pilot

- **Target Audience:** families with young children
- **15 - 4th grade students/families** measured and tracked food waste, learned new strategies over 6 week period
- **28%** reduction in food waste at end of pilot
- **“This pilot made our family pay more attention to food waste. Tips and tools helped us waste less.”**



King County

Department of
Natural Resources and Parks
Solid Waste Division

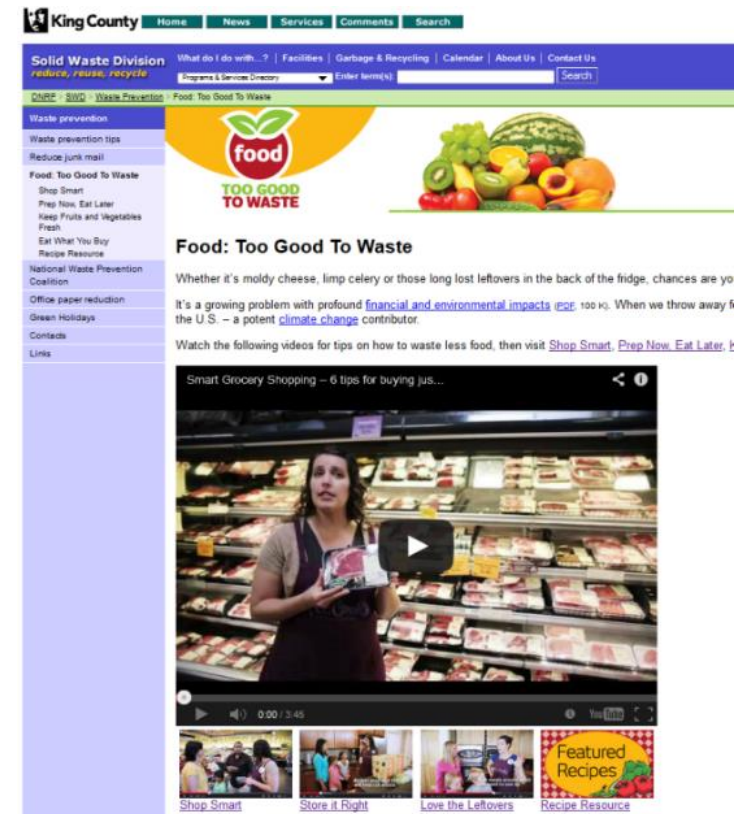
Waste
Prevention

Resource
Recovery

Waste
Disposal

King County's Campaign Highlights:

- **Online videos (via recyclefood.com)**
Cooking/shopping tips with food waste prevention strategies
(partner: PCC Natural Markets)



The screenshot shows the King County Solid Waste Division website. The header includes the King County logo and navigation links: Home, News, Services, Comments, Search. Below the header, there's a search bar and a navigation menu with options like 'What do I do with...', 'Facilities', 'Garbage & Recycling', 'Calendar', 'About Us', and 'Contact Us'. The main content area features a 'Food: Too Good To Waste' campaign banner with a logo and an image of fresh produce. Below the banner, there's a section titled 'Food: Too Good To Waste' with a video player showing a woman in a grocery store. The video player has a play button and a progress bar. Below the video player, there are four small thumbnail images with captions: 'Shop Smart', 'Store it Right', 'Love the Leftovers', and 'Recipe Resource'. The page also includes a sidebar with various links and a footer with the King County logo and contact information.

SMART STRATEGY:

Know which fruits and vegetables stay fresh longer inside or outside the fridge.
 By storing them for maximum freshness, they will taste better and last longer.



**TOO GOOD
TO WASTE**



Toolkit



SMART STRATEGY:

Make a Shopping List with Meals in Mind



**TOO GOOD
TO WASTE**

- Think about how many meals you'll eat at home this week and how long before your next shopping trip.
- Next to fresh items on the list, note the quantity you need or number of meals you're buying for.
- Shop your kitchen first and note items you already have.
- Download copies of this list at: www.recyclefood.com

FOOD ITEM	AMOUNT NEEDED	ALREADY HAVE
-----------	---------------	--------------

Salad greens	Lunch for a week	Enough for one lunch
2% milk	Gallon	None

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



Farmers Market Outreach



Food: Too Good To Waste Challenge

- 4-week Challenge to measure food waste volumes
- Incentives necessary to enlist participants.
- Active contact: Weekly e-mails provided tips and encouragement to continue
- Results:
 - 53 completed the Challenge
 - Overall volume reduction: 37%



Media Coverage

Via local NBC affiliate:

- 3 guest appearances on morning show
- Online ads
- PSAs

- FOX network: Challenge feature
- Several articles in local newspapers
- Local NPR radio interview at Thanksgiving time



2015

- Continued popular farmers market outreach
- Worked with CSAs to include expanded fruit/veggie storage guide in produce boxes
- Encouraged Challenge through local networks
- Explored potential for an Imperfect Produce (IP) campaign



2016

- Continued farmers market outreach with updated displays via Master Recycler Composters
- Hold public screenings of *Just Eat It*
- Cross-promoting with Compost More. Waste Less. campaign
- Initiating research in preparation for transcreation of outreach materials in Spanish (intercepts at grocers)





Sustainable Materials Management Webinar: Food: Too Good To Waste – Community Results and Lessons Learned

Karen May

**King County Solid Waste
Division**



karen.may@kingcounty.gov

recyclefood.com