



# Food: Too Good to Waste

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CHANGING HOW WE THINK ABOUT OUR RESOURCES FOR A BETTER TOMORROW

# Food is simply too good to waste!



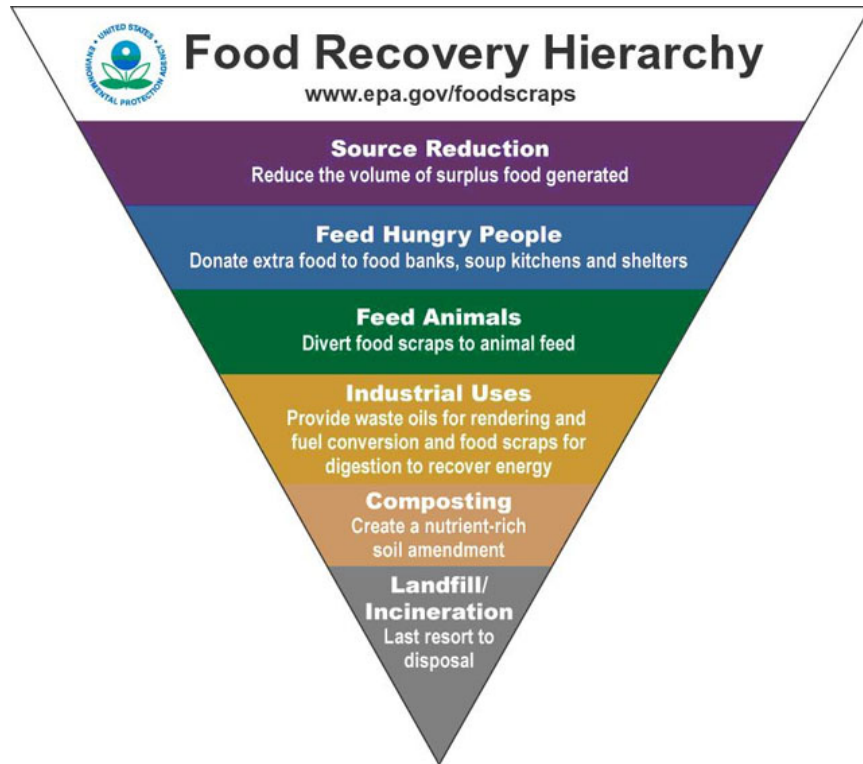
- Costs US **\$165 billion** annually.
- Contributes to **14% of domestic GHG emissions**.
- **Single largest and least recovered waste stream** in the US.

(Sources: USDA, EPA. Photo Credit: Jonathan Bloom)



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# EPA's Sustainable Food Management Program



## Food Recovery Challenge

Focus: Commercial Food Waste Reduction

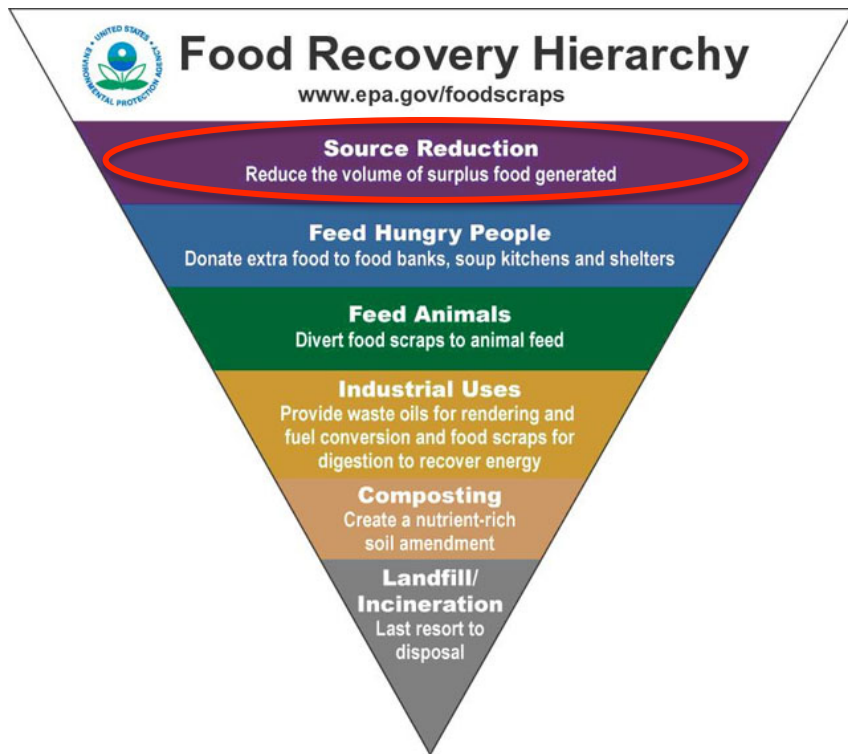
## Food: Too Good to Waste

Focus: Residential Food Waste Reduction



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# EPA's Sustainable Food Management Program



## Food Recovery Challenge

Focus: Commercial Food Waste Reduction

## Food: Too Good to Waste

Focus: Residential Food Waste Reduction



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# Community-Based Social Marketing Pilot Design

Behaviors	Benefits	Barriers
<b>Smart Shopping:</b> Buy what you need	<b>Waste aversion</b> Saving money	<b>Dynamic lifestyle</b> Time Automatic behavior
<b>Smart Storage:</b> Keep Fruits and Vegetables Fresh	<b>Waste aversion</b> Health Saving money	<b>Knowledge</b> Time Not enough room in fridge
<b>Smart Prep:</b> Prep now, eat later	<b>Convenience</b> Saving money Health	<b>Skills</b> Knowledge
<b>Smart Eating:</b> Eat what you buy	<b>Waste aversion</b>	<b>Gratification</b> Convenience



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# Measurement Bag

“Get Smart”

Measurement raises household awareness!



# Fruit and Vegetable Storage Guide

## FRUIT AND VEGETABLE STORAGE GUIDE



### INSIDE THE FRIDGE

- Apples, berries, and cherries
- Grapes, kiwi, lemons, and oranges
- Melons, nectarines, apricots, peaches, and plums (after ripening at room temperature)
- Avocados, pears, tomatoes (after ripening at room temperature)
- Almost all vegetables and herbs

### OUTSIDE THE FRIDGE

- Bananas, mangos, papayas, and pineapples: store in a cool place
- Potatoes / onions: store in a cool, dark place
- Basil and winter squashes: store at room temperature—once cut, store squashes in fridge

### MORE STORAGE TIPS

- If you like your fruit at room temperature, take what you will eat for the day out of the fridge in the morning.
- Many fruits give off natural gases that hasten the spoilage of other nearby produce. Store bananas, apples, and tomatoes by themselves and store fruits and vegetables in different bins.
- Consider storage bags and containers designed to help extend the life of your produce.
- To prevent mold, wash berries just before eating.

FOR MORE TIPS VISIT: <http://makedirtnotwaste.org/prevent-wasted-food>  
LEARN HOW TO STORE WITHOUT PLASTIC: <http://ecologycenter.org/factsheets/veggie-storage.pdf>

# Shopping List Template

## 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.

FOOD ITEM	AMOUNT NEEDED	ALREADY HAVE
Salad greens	Lunch for a week	Enough for one lunch
2% milk	Gallon	None
.....	.....	.....
.....	.....	.....
.....	.....	.....
.....	.....	.....
.....	.....	.....





# “Eat Me First” Prompt



# Infographic/Poster and Presentation

## WHAT'S UP WITH ALL THE FOOD WASTE?

**CONSIDER THE TOMATO...**

31% of fresh tomatoes bought by U.S. households are thrown out—that's 21 tomatoes a year per person!

Throwing out that many tomatoes costs us a bundle—**over \$2.3 billion a year.** If only it was just tomatoes... the cost of all U.S. household food waste = \$166 BILLION!

**\$2.3 BILLION**

**WASTED FOOD = WASTED RESOURCES**

U.S. FOOD WASTE ACCOUNTS FOR:

- 25% of all our fresh water use.
- Enough energy to power the country for more than a week.
- Enough land to feed the world's hungry twice over.

By making small shifts in how we shop, store, and prepare food, we can keep the valuable resources used to produce and distribute food from going to waste.

**TOO GOOD TO WASTE**

[www.urlgoeshere.com](http://www.urlgoeshere.com)  PARTNER LOGO HERE

## Workshop Purpose

### Examine the problem of food waste including:

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



# Implementing Partners

## Original Implementing Partners:

- King County (WA)
- San Benito County (CA)
- Boulder County (CO)

## Results:

Initial data indicates that pilot implementation could influence a **25% decrease in household food waste.**

## Recent/Future Implementing Communities:

- Palo Alto (CA)
- Oakland (CA)
- Chula Vista (CA)
- Honolulu (HI)
- Gresham and OR Metro (OR)
- King County scale-up (WA)
- Thurston County (WA)
- University City District, Philadelphia (PA)
- Sustainable Jersey City (NJ)
- Rhode Island Food Policy Council (RI)
- Minnesota Pollution Control Authority
- University of Denver (CO)



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# Opportunities to Get Involved



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Visit the website to access the Food: Too Good to Waste Toolkit [http://  
www.westcoastclimateforum.com/food](http://www.westcoastclimateforum.com/food)



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