CA Food Waste Prevention Week

- Founding Partners:
  - Governor’s Office of Planning and Research, State of California
  - CalRecycle
  - California Department of Education
  - California Department of Food & Agriculture
  - California Department of Public Health
  - California Dietetic Association
  - Dairy Council of California
  - Natural Resources Defense Council
  - Public Health Institute
  - UC CalFresh Nutrition Education Program
  - UC Agriculture and Natural Resources - Nutrition, Family, and Consumer Sciences Program and Expanded Food and Nutrition Education Program
Purpose:
A coordinated multi-sectoral effort to raise awareness about the impacts of food waste in California during the week of March 5th – 9th.

Target Audiences:
1. Internal workforce
2. Broader professional networks
3. General public
America is losing up to 40% of its food from farm to fork to landfill.

On average, a family of four pays about $1,500 toward 1,000 pounds of food ultimately thrown in the trash every year.

Unused food also wastes enormous quantities of land, water, energy, fertilizer, and human resources.

In California, nearly 5 million people are food insecure without consistent access to enough food for an active, healthy life.

Roughly 1 in 8 Californians are experiencing hunger, and 1 in 5 of those are children.

Food waste is also the largest component sent to landfills in the US.

The food waste in landfills decay into methane, a powerful greenhouse gas linked to climate change.
PURPOSE OF GUIDE

- Arc of the week
- Daily activities
- Preparation support for the activities
- Drafts and templates for messaging across platforms
Where to Find It & How to Use It

• Most recent version on the Public Health Alliance website [http://phasocal.org](http://phasocal.org)
  – Check for updates regularly

• Menu of participation options

• Materials and templates can be adapted
  – Yellow and blue highlighted content
What Partnering Organizations Can Do:

March 5, 2018 – Official Organizational Launch
- Endorse or Declare Food Waste Prevention Week
- Issue All-Staff Communications
- Present the Food Waste Reduction Hero Photo Challenge
- Public messaging to Launch the Week

March 6, 2018 – Find Food Waste
- Encourage pictures of where food waste is happening
- Public messaging about why food waste matters

March 7, 2018 – Prevention by People
- Encourage pictures of how people will prevent food waste in their homes
- Public Messaging about individual solutions

March 8, 2018 – Prevention in Communities & Worksites
- Encourage pictures of how people will prevent food waste in their communities
- Public messaging about community-level solutions
- Public messaging about climate/natural resource impacts

March 9, 2018 – Keep it Going!
- Public messaging to spark ongoing actions to reduce food waste in CA
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### Monday, March 5, 2018 – Official Organizational Launch

#### Activities:
- Share your Leadership Endorsement;
- Issue an all-staff communication in writing (newsletter, blog or e-blast) announcing the week and the Food Waste Reduction Hero Photo Challenge;
- Share a video message with your workforce;
- Issue a local press release about your organization’s food waste prevention efforts;
- Place web banners on internal- and external-facing websites for the week;
- Display co-branded posters in public meeting areas;
- Issue social media messages related to the launch of the week.

*If today is your jurisdiction’s regular public meeting day, and elected officials will be issuing a local declaration, be sure to promote that activity on social media and to your workforce.*

#### Tasks to Complete in Advance:
- Schedule time with your Agency Director or Department Head to establish buy-in and support for Food Waste Prevention Week activities;
- Designate and orient staff best positioned to lead or assist coordination of Food Waste Prevention Week activities;
- Finalize a Leadership Endorsement on Food Waste Prevention Week;
- Schedule time with your Director or Department Head to tape a video message for the workforce;
- Secure space on public meeting agendas, as appropriate, to have elected officials formally proclaim or declare Food Waste Prevention Week in their jurisdiction during the week of March 5th;
- Obtain final organizational approval for co-branding any print materials with your logo. Arrange to print, disseminate and display co-branded poster for lobbies/public waiting spaces. Designate a staff member to coordinate distribution of the posters.
- Finalize the video script with organizational context, shoot the video message and make any final preparations for dissemination to the workforce;
- Obtain final organizational approval for social media messages to be posted throughout the week and task a designated staff member to post the messages and associated videos/resources on public-facing platforms, as appropriate;
- Task a designated staff member to post approved co-branded images or web banners to internal and/or external websites, as appropriate;
- If your organization will issue a press release or engage local media outlets, finalize the press release to be issued on 3/5/18. Don’t forget: identify a spokesperson to be ready to respond to any media inquiries.

#### Support Materials That Follow:
- Draft Organizational Message
- Draft Script for Video Message
- Draft Leadership Endorsement
- Draft Local Press Release
- Web Banners from Natural Resources Defense Council (NRDC)
- Draft Graphics from NRDC to be co-branded for posters/flyers
- Draft Social Media Messages for Day 1
- Draft Local Jurisdiction Proclamation
Leadership Endorsement

**Purpose:** To allow leaders at any level to recognize the week and commit to sharing key messages and issuing the photo challenge to their workforce or teams.

**Actions:**
1) Sign on
2) Share with staff
3) Scan and send to [SaveTheFoodCA@gmail.com](mailto:SaveTheFoodCA@gmail.com) to be included in the movement

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**DRAFT Leadership Endorsement**

<Agency/Leader Name> is pleased to announce March 5th through 9th, 2018, as “Food Waste Prevention Week” in the state of California in conjunction with Governor Brown, and other California officials and agencies.

Up to 40% of the food in the United States goes uneaten. CalRecycle estimates that Californians throw away almost 12 billion pounds of food each year. That food waste amounts to 18% of all landfill use in this state. In contrast, nearly 5 million Californians are food insecure, lacking consistent access to sufficient, safe and nutritious food to lead a healthy, active life.

Food waste prevention also aligns with California’s 75 Percent Initiative to significantly reduce solid waste in landfills by 2020. The food in landfills decomposes and releases methane, a greenhouse gas 80 times stronger than CO₂ at trapping heat that contributes to climate change. Money spent on energy, water, fertilizer, land, production, storage, transportation, and retail food purchases is lost when food goes unused. A family of four spends on average $1,500 annually toward 1,000 pounds of uneaten food. To reduce greenhouse gas emissions and protect shared resources, it is imperative that everyone takes part to divert usable food from landfills.

This week, in alignment with National Nutrition Month’s theme of “Going Further with Food” and <Agency/Leader Name>’s mission of [protecting community health, combating food insecurity, mitigating climate change, preserving natural resources, etc.], we endorse Food Waste Prevention Week. <Agency/Leader Name> commits to encouraging [its partners, workforce and the public] to take simple food waste prevention actions such as sharing or freezing food before it becomes inedible and using leftovers. Our [partnering/worksites] participants are also asked to consider and photograph food waste solutions as well as the factors in their homes, worksites, or communities that make food waste prevention difficult due to current purchasing, storage, or disposal options. The visual feedback can prompt continuing statewide innovations from this coordinated multi-sectorial effort to support all Californians in reducing waste. Taking steps to be aware of food waste and to initiate changes to prevent it has the power to reduce waste, feed people rather than landfills, combat climate change and save economically. Working together, we can Save The Food in California.

Signed: ________________________________

Date: ________________________________
Purpose: To engage and prompt people to find food waste in their homes, workplaces and communities and determine solutions they can enact. (Also to capture the scoped of FWPW’s outreach)

Action: Ask individuals to submit a few photos during the week that demonstrate
1) Food waste happening in your home, workplace or community
2) Barriers to reducing the amount of food you throw away, such as the food packaging or portion size options available for purchase, bulk pricing incentives, storage or time constraints
3) Actions, or changes, you are making or solutions you see happening around you to reduce food waste.

Submit pictures on social media platforms using the hashtag #SavetheFoodCA (please tag @SaveTheFood on Twitter and Instagram) or email to SaveTheFoodCA@gmail.com
• Purpose:
To raise awareness of food waste implications and amplify shared messaging

• Action:
Utilize your social media platforms each day this week to issue suggested shared messaging

<table>
<thead>
<tr>
<th>Tuesday – March 6, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Find Food Waste</strong></td>
</tr>
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**Suggested Social Media Posts**

- #SaveTheFoodCA – Preventing food from becoming trash protects the environment! Food is the single largest contributor to US landfills, rotting and releasing methane which contributes to climate change. #FeedPeopleNotLandfills #GoFurtherWithFood and promote sustainability. #SaveTheFood

- Daily Social Media Messaging

- An average family of 4 spends $1,500 on uneaten food each year. Learn simple ways to save $ - store food properly, eat or share your leftovers to #SaveTheFoodCA at home. Food Waste Reduction Heroes #GoFurtherWithFood and #FeedPeopleNotLandfills!

- **Food Waste Reduction Heroes**: #SaveTheFood by learning to decode date labels and stop throwing away wholesome food too soon @SaveTheFood. #SaveTheFoodCA  
  https://www.savethefood.com/tips/deciphering-dates-on-products

- **Food Waste Reduction Heroes**: 84% of Americans report throwing away food that is close to, or past the date on the package, test your knowledge here. #SaveTheFoodCA  
Daily Videos of Interest

Suggested Video Links

1. **Save the Food** “Extraordinary Life and Times of Strawberry” [1:59]
   America is losing up to 40% of its food from farm, to fork, to landfill. Follow this extraordinary journey of a strawberry from the farm to your kitchen, and track what happens! #SaveTheFoodCA #SaveTheFood #FeedPeopleNotLandfills
   
   ![Image of a strawberry](https://www.youtube.com/watch?v=WREXBUZBrS8)

   Check out this @SaveTheFood video to learn how food waste is generated and its implications. #GoFurtherWithFood #SaveTheFoodCA #SaveTheFood
   
   ![Image of food waste](https://youtu.be/T6ObOTkpOQo)

3. **PBS News Hour and NPR** “Why does almost half of America’s food go to waste?” [9:05]
   Salinas Valley, California produces 70% of our vegetables. Take a look at their local landfills. #FeedPeopleNotLandfills #SaveTheFoodCA
   
   ![Image of people with waste](https://youtu.be/k8TDfjpSBE)
Purpose:
To raise public awareness of food waste and SaveTheFood resources.

Action:
- Co-branding approved from Natural Resources Defense Council for FWPW partners to customize these graphics with their individual logo in the upper left-hand corner.
- Create large co-branded posters for display in building lobbies or waiting areas during the week.
WHEREAS the month of March is National Nutrition Month; and
WHEREAS the theme for 2018’s National Nutrition Month is “Going Further with Food”; and
WHEREAS America is losing up to 40% of its food from farm, to fork, to landfill; and
WHEREAS nearly 5 million Californians are food insecure, lacking consistent access to enough food for an active, healthy life; and
WHEREAS food is not nutritious unless it is eaten; and
WHEREAS Californians throw away nearly 12 billion pounds of food; and
WHEREAS that unused food ultimately represents about 18 percent of all the material in landfills, turning into methane and contributing to climate change; and
WHEREAS the average family of four spends $1,500 on uneaten food every year; and
WHEREAS we all lose out on shared resources, like water and energy, used to produce and transport food that ultimately goes uneaten; and
WHEREAS consumers generate more food waste than grocery stores and restaurants combined;

NOW, THEREFORE DO I/WE, [name of elected/body of electeds], HEREBY PROCLAIM the week of March 5th – 9th FOOD WASTE PREVENTION WEEK in [jurisdiction], and I/we encourage all residents to consider all options to prevent food from becoming waste in their homes, workplaces and communities.
Other Materials Available for Monday’s Launch

- Draft Organizational Message
- Draft Script for Video Message
- Draft Local Press Release
- Web Banners from Natural Resources Defense Council (NRDC)
Advance Prep Overview and Suggested Timeline

**Suggested completion by February 1:**
- Meet with your Agency Director or Department Head to establish buy-in and support for Food Waste Prevention Week activities.
- Schedule time with your Agency Director or Department Head to tape a video message for the workforce.
- Designate and orient staff best positioned to lead, or assist with, coordination of Food Waste Prevention Week activities.
- Secure space on public meeting agendas, as appropriate, to have elected officials formally proclaim or declare Food Waste Prevention Week in their jurisdiction during the week of March 5th.

**Suggested completion by February 9:**
- Obtain final organizational approval for co-branding any print materials with your logo. Arrange to print, disseminate and display co-branded poster for lobbies/public waiting spaces.

**Suggested completion by February 23:**
- Finalize a Leadership Endorsement on Food Waste Prevention Week.
- Finalize the video script with organizational context, shoot the video message and make any final preparations for dissemination to the workforce.
- Designate a staff member to coordinate distribution of co-branded posters.

**Suggested completion by March 1:**
- Obtain final organizational approval for social media messages to be posted throughout the week and designate a staff member to post the messages and associated videos/resources on public-facing platforms, as appropriate.
- Task a designated staff member to post approved co-branded images or web banners to internal and/or external websites, as appropriate.
- If your organization will issue a press release or engage local media outlets, finalize the press release to be issued on 3/5/18. Don’t forget: identify a spokesperson to be ready to respond to any media inquiries.
• Listing of announcements and declarations in development from various state agencies

• Draft collective press release

• Additional details on why a photo challenge
CA Food Waste Prevention Week

• Please join us!

• [http://phasocal.org](http://phasocal.org) for the Guide

• [SaveTheFoodCA@gmail.com](mailto:SaveTheFoodCA@gmail.com) for questions, concerns or photo submissions

• Thank you!

Communications Guide
California Food Waste Prevention Week
March 5-9, 2018 | #SaveTheFoodCA

Purpose: A coordinated multi-sectoral effort to raise awareness about the impacts of food waste in California during the week of March 5th – 9th.

Target Audiences:
1) The internal workforce of partnering organizations will receive messages from leadership and be asked to participate in a Food Waste Reduction Hero Photo Challenge.

2) The broader professional networks of partnering organizations will receive this packet and encouragement to join in issuing shared messaging and participating in the Food Waste Reduction Hero Photo Challenge.

3) The general public may learn of Food Waste Prevention Week through social media messages or news coverage.

Food Waste Prevention Week was Developed and Planned by Multiple Partners

- Founding Partners: Public Health Alliance of Southern California & Nutrition Policy Institute, University of California Division of Agriculture and Natural Resources

- Planning Partners: Governor's Office of Planning and Research, State of California; Berkeley Media Studies Group; Call2Recycle; California Department of Education; California Department of Food & Agriculture; California Department of Public Health; California Dietetic Association; Dairy Council of California; Natural Resources Defense Council; Public Health Institute; University of California, Division of Agriculture and Natural Resources (UCANR); UC CalFresh Nutrition Education Program; and UCANR Nutrition, Family, and Consumer Sciences Program and Expanded Food and Nutrition Education Program.