SAMPLE PRESS RELEASE

For Immediate Release: DRAFT
MONTH DAY, 2018

**[LOCAL GOVERNMENT| Asks Businesses to Reduce Wasted Food in New Campaign.**
Studies confirm that businesses can see a positive return on investment by following simple steps.

**[CITY. Ore.]** – An estimated 25 to 40 percent of all food produced or imported for consumption in the United States is never eaten. That’s as much as 63 million tons of wasted food. Forty percent is estimated to come from commercial businesses, like restaurants, grocery stores and commercial food service operations. To address this problem, **[LOCAL GOVERNMENT]** has launched the Wasted Food Wasted Money campaign to help local businesses reduce waste and save money.

“Wasted food is growing problem with grave environmental consequences,” says [NAME, TITLE]. “This campaign is a wakeup call for local businesses, and it provides the necessary tools to help businesses be part of the solution.”

Growing and transporting food uses significant amounts of water, energy and chemical inputs like pesticides and fertilizer, which contribute to the release of greenhouse gases and other environmental impacts. When food is wasted, these resources are squandered and result in unnecessary pollution. This is especially problematic considering an estimated the one in six people living in Oregon lack reliable access to enough affordable, nutritious food.

In addition to the environmental consequences, it’s been estimated that wasted food costs businesses $57 billion annually in the United States. Studies show that nearly all businesses that try to reduce wasted food through wasted food measurement, employee training, and waste prevention practices experienced a positive return on investment. Over half of businesses studied had more than a 1,400% return on investment—a $14 return on every dollar invested.

The campaign encourages businesses to follow four steps: measure waste to determine where it’s coming from, develop strategies to reduce waste, engage staff to be part of the solution, and document progress and money saved. The campaign includes a measurement tool, case studies, and a comprehensive resource guide that includes additional measurement tools and tips.

For more information about Wasted Food Wasted Money, visit: [website](http://www.instertwebsite).com.

###

**For more information, please contact:**

[Add local government contact]

**About this campaign**

The Wasted Food Wasted Money campaign is designed to reduce wasted food by encouraging Oregon restaurants, grocery stores, and commercial food service operations to save money by reducing waste. The campaign’s mantra is:  Save money. Save resources. Be a leader.