SAMPLE PRESS RELEASE

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**[LOCAL GOVERNMENT| Asks Businesses to Take One-Week Wasted Food Measurement Challenge**
*Challenge is part of new campaign to reduce waste and save money*

**[CITY. Ore.]** – Wasted food is a growing problem, and 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, such as restaurants, grocery stores and commercial food service operations. To combat the growing problem, [local government] is asking local businesses to spend one week measuring the amount of wasted food they generate.

“By participating in this challenge, local businesses are stepping up to be leaders in our community by tackling this serious issue,” says [NAME, TITLE]. “Not only are these businesses committing to reducing waste, but they are also gaining the added benefit of saving money.”

This challenge is part of the **Wasted Food Wasted Money** [link to website] campaign that 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 measurement tools, case studies, and a comprehensive resource guide that includes additional measurement tools and tips.

The challenge is the first step of this four-step approach and follows the old management adage “you can't manage what you don't measure.” Knowing how much food a business is wasting and why is the first step toward implementing best practices to reduce waste and save money. All participating businesses will be provided with tracking tools and tips.

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 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.

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

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**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.