

The Rethink Waste Project of The Environmental Center

Food: Too Good to Waste

The Rethink Food Waste Final Grant Report

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FINAL GRANT REPORT WRITE UP

- 1. A comparison of actual accomplishments with the project goals and objectives as outlined in the agreement.** If a baseline assessment was done, include a description of that process and what was learned. Include a description of Project accomplishments not included in the goals and objectives, if applicable.

PHASE 1:

Goals and Objectives Established:

Our goal for Phase 1 of our Food Too Good to Waste Project was to recruit 50-100 households to participate in a 6 week household challenge, based on the EPA's toolkit, Food Too Good to Waste, and to have measurable local data and success stories to parlay into our Phase 2 community outreach and education campaign. Participants would weigh their household's wasted food for 6 weeks, while learning about the issue of wasted food and tools to make small changes to their habits in hopes that they would waste less food by the end of the challenge. The first 2 weeks were to be baseline measurement weeks, with the last 4 would be weeks to implement the tools to prevent wasted food. Our hope was that at least 50% of households complete the entire challenge.

We would recruit households using a bill insert (in partnership with our recycling and garbage providers), door hangers, posters, and our already existing email communication lists.

Actual Accomplishments:

Our challenge, renamed the Rethink Food Waste Challenge to more align with our existing branding, was four weeks, two weeks shorter than we initially planned. We recruited 213 households to sign up for the challenge. 163 of those households actually entered data at least one time, 137 (64%) of those households participated at least 3 of the 4 weeks, 101 (47%) of the households participated for all four weeks. We exceeded our initial recruitment goal and were very close to our retention goal of 50%.

We considered the data from all the households to determine the average amount of wasted food per person. We found that there was a 59% reduction in wasted food from week 1 to week 4 and a 33% reduction from week 2 to week 4.

Participants were recruited through a successful bill insert, posters, and email communications. They were given a scale, plastic bucket to collect wasted food, a basket with an "Eat First" laminated label, and the Rethink Food Waste Challenge Toolkit. This toolkit was based on the EPA's FTGTW toolkit, but was edited and redesigned to align with the existing look and feel of the Rethink Waste Project.

We sent e-mails and posted a blog twice a week for the duration of the 4-week challenge with tips and resources around that week's theme. We also highlighted initiatives happening in other parts of the country and the world including other challenges, documentaries, books, and news articles surrounding the subject of wasted food to show that many communities are taking the issue seriously. Participants who entered their data each week were entered to win an incentive prize; prize items were connected with that week's tool, food, or waste prevention in general. Examples include glass food storage containers, beeswax food wraps, grocery store gift cards, reusable produce bags, and more. The final prize, offered to 2 winners who entered data for 3 out of 4 weeks, included \$400 in "market bucks" to a farm that sold produce at a farmers market in both Bend & Redmond. One of the winners opted to give half their prize to a local soup kitchen (\$200), as facilitated by us.

COMMUNITY CHALLENGE DATA AND INFORMATION

Dates of official Rethink Food Waste Challenge: May 14 – June 11, 2018

Waste Reduction Amounts During official RFW Challenge

Average amount of wasted food decreased per household from week 1 to week 4: 58.9%

Average amount of wasted food decreased per household from week 2 to week 4: 36.0%

Average amount of wasted food decreased per person from week 1 to week 4: 58.7%

Average amount of wasted food decreased per person from week 2 to week 4: 33.9%

	Average # lbs wasted / household	Average # lbs wasted / person	Total # Pounds Wasted	# Households that entered data	# People Total
Week 1 (May 14 - May 20)	3.9	1.4	9214.22	147	419
Week 2 (May 21 - May 27)	2.5	0.9	5389.36	136	392
Week 3 (May 28 - June 3)	2.2	0.7	4271.63	122	358
Week 4 (June 4 - June 10)	1.6	0.6	3081.69	117	339

Participant Retention

# weeks participated	# households
1	14
2	12
3	36
4	101

Total number of households that entered data 3 or 4 weeks:	137
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Reasons why established goals were not met:

Established goals were met, but our activities were adjusted. We originally planned to do a 6 week challenge, but shortened it to 4 weeks. One way that we wanted to recruit people was through a bill insert in the local garbage bills. The ideal timeline when we wanted to do this was taken by another in-house bill insert by the garbage and recycling provider, so we decided to shorten the challenge from the initial 6 weeks to 4 weeks to accommodate the delayed schedule. This allowed us to get the bill insert sent out and still have adequate time for participants to sign up. The shorter schedule also ensured that the challenge ended before school got out for the summer, when many people leave for vacation. The 4-week challenge, which has been implemented in other communities as well, seemed to be long enough for folks to learn about their habits and to make small changes, but short enough for them to maintain interest without getting distracted by other life issues. Finally, the shortened schedule also gave us more time to flesh out all of our redesigned tools and set up our website to collect contact information and data.

The use of the bill insert turned out to recruit a total of at least 74 households, possibly up to 99, so we think it was a good idea to make the change. We also planned on using a door hanger, which we had designed and printed, but in the end found that it demanded more staff time than we had available, and that in the end sign ups were coming in anyway and so it was deemed less critical. Instead, we

used the door hangers as in person handouts at a few outreach events we attended before the challenge kicked off.

Our original retention goal for households participating in the challenge was 50%. Although we only retained 47% of households, our retention number was 101 households, which is as many as we had hoped to recruit, let alone retain.

PHASE 2:

Goals and Objectives Established:

In Phase 2, we planned to take what we learned in our challenge and incorporate that into our messaging for delivery in a community-wide campaign. Using Community Based Social Marketing techniques, we planned to return to the same neighborhoods with updated door hangers and send out updated bill inserts in Bend & Redmond. These materials would be updated with local data and stories to compel people to access and utilize the tools that the challenge participants utilized in Phase 1. We also planned to create a print ad for each tool, as well as an overarching wasted food prevention message in both print and social media, and a billboard, to be placed during the summer months. Planned outreach events focused on Farmers Markets events where possible in Bend, Redmond, and Sisters. Outreach would include providing printed out tools, weekly recipes utilizing common local food currently in season, and asking people to pledge to prevent wasted food using social media.

Actual Accomplishments:

After the end of the official challenge (Phase 1), we took time to evaluate the data, solicit feedback from challenge recipients, and work with the designers to re-work Phase 1 collateral to be both timeless and to incorporate both quantitative and qualitative data from the community challenge in Phase 1. We organized a strategic lay out for Phase 2, which included scheduling outreach events, presentations, and ad placements. Phase 2's official kick-off event was a screening of 'Wasted -The Story of Food Waste' from executive producer Anthony Bourdain, which brought in over 150 people from the community. We also did a panel of local food waste prevention heroes for a Q+A session after the film.

- Social media was used as a marketing tool, with efforts focused on Facebook. Twitter was not as successful in getting participation.
- Although social marketing was used more heavily than canvassing, rack cards were designed, printed and distributed in central Redmond and some neighborhoods in Bend. Those rack cards had a quote from a participant on the front and an ask to "pledge to waste less food" on the back. Those canvassing efforts did result in a few email signups.
- Print ads: Created a series of 6 print ads highlighting each food waste prevention tool and an ad with an overarching wasted food prevention message. The ads always encourage people to waste less food and to go to the website to learn more. Ads were placed in many local papers over the course of phase 2.
- Outreach at events: Tabling at 18 events: including music events, seasonal festivals and one farmer's market. We also had recipe cards highlighting a prolific in-season vegetable on the table of one produce vender with food waste prevention information on the back.
- Formal presentations: We did presentations at four Cooking Matters classes (cooking classes for low income folks) in La Pine, Bend, Redmond and Sisters and 7 other presentations. Three more presentations are scheduled in February for a "Know Less" series put on by the Deschutes County Library.
- "Eat First" Basket: The original EPA Toolkit for Food Too Good to Waste suggested the use of an Eat First Basket. After developing our style for the Rethink Food Waste Challenge, we printed and

laminated “Eat First” cards and attached them to baskets to be given out. We have given out approximately 300 baskets.

- Unanticipated Accomplishments:
 - E-mail series: Compiled all of the e-mails designed for the original challenge into a long lasting email series. People can sign up for this email series at any time to take a self-guided food waste reduction challenge. The series lasts for 4 weeks and gives tips and resources on how to reduce food waste in a digestible way. It will be available in perpetuity. So far, 322 people have signed up for the email series since its launch in the beginning of September 2018. We are continuing promote this series through the Rethink Waste Project website, RWP newsletters, as well as tabling events and presentations.
 - In the midst of this outreach campaign, Bend’s garbage and recycling service providers implemented a residential food waste pilot program within city limits. They used our Rethink Food Waste materials in their customer outreach materials, including food waste prevention tips. Each household in the pilot also received an “Eat First” card to use.
 - The Environmental Center’s Youth Education Program incorporated the Rethink Food Waste materials into a Rethink Food Waste lesson available for classrooms. This content is being incorporated into the EarthSmart program for 4th and 5th graders, which reaches 750-1000 students per year in Deschutes County.

Reasons why established goals were not met:

Established goals were met. However, one of our Phase 2 activities included scheduling a billboard with a wasted food message. We did not end up having this billboard because of a miscommunication. The Rethink Waste Project regularly schedules billboards with our work for Deschutes County Dept. of Solid Waste, and the billboard company ended up putting another recycling related message we had already produced with them, rather than a food waste specific one. This billboard had a recycling message and was paid for by DCSW -- it did not come out of the DEQ grant money. The unspent billboard funds were spent in other outreach areas such as the unplanned movie screening, event tabling fees and additional newspaper advertisements.

2. A description of significant problems encountered during Project design and implementation and how these problems resulted in Project changes or expected accomplishments.

No significant problems to report other than the schedule change and billboard problem, described above.

3. A description of the most and least successful components of the Project explaining why they were or were not successful.

MOST SUCCESSFUL

The “Eat First” Basket

- Handed out “Eat First” baskets to each of the original challenge participants. From their feedback, we found that this basket was the single most useful tool introduced during the challenge. Here are some participant quotes that support that conclusion:
 - “Love the Eat First basket! That’s been a huge help for our family!”
 - “Eat First basket continues to be the best part of this project. It is a very helpful prompt both for what to use and how much to be buying.”
 - “We were already trying to plan for shopping and use up our food well but it was an eye opening experience to see all the week’s waste together in the bucket. It was more than we thought! Our favorite takeaway is the Eat First basket. Brilliant! Thank you!”

- “The ‘Eat First’ basket is excellent as it helps to focus attention on produce before it is beyond using. Leftovers sit next to basket so they don't get missed.”
- “What I got most out of this project was using the Eat First bin. I LOVE this idea! It's helped us so much as far as prioritizing what we pack for lunch or use in cooking. “
- “WOW! What a great challenge. I was surprised at my first week of data on how much I wasted and proud of myself for the improvements. For me, the ‘Eat First’ bin is what made the biggest difference followed by changing when we deal with lunch boxes. Poor chickens aren't getting as many scraps but I know my wallet has got to be bigger in return. THANK YOU SO MUCH!!!”
- “I really LOVE the ‘Eat First’ bin. It is so simple but so brilliant. I've converted the top shelf for eat first items and I've really [been] able to use those items first before cooking anything new. Plus when I have a few funky items I can pretend I'm on the TV series ‘Chopped’.”
- “I hope others will be intrigued with the Eat First baskets. We continue to be challenged by the items in our basket and like the creativity challenge using these items provides. We have some new favorite meals thanks to using the Eat First basket. We have also created an Eat First section in our refrigerator's freezer. Works great!!”
- The “Eat First” basket was so successful that it was decided to keep giving it out to anyone who was interested during Phase 2 of the project. It's always on our table during events and has been advertised as available on our website. It encourages engagement and it is bright and colorful and draws attention. For folks who don't want a basket, we encourage them to take a laminated “Eat First” card that they can use in their fridge. This has been a low cost item with a high impact.

Movie Screening: *Wasted: The Story of Food Waste*, September 24, 2018

Although there was no planned date in mind to officially begin Phase 2, but after discovering the “Wasted” movie and expecting a good turnout for its attendance, we decided for the film showing to be our official kickoff in September.

- The movie screening of *Wasted* brought out a lot of people (150+), in part due to the death of the film's executive producer being just before the showing.
- Film tickets were free, with an optional donation. This allowed anyone to come see it, and the show was sold out while covering costs.
- The film was followed up by a post-movie panel Q&A with community members who are actively helping reduce food waste here in the county.
 - Meiko Lunetta, Program Coordinator from the High Desert Food & Farm Alliance
 - Meiko works to support Central Oregon's food system and increase food access. She is passionate about connecting community members to resources through collaborate with farmers, businesses and organizations alike.
 - Melissa Miller, General Manager, Sodexo & COCC Dining Services.
 - Melissa is passionate about reducing food waste at COCC and through collaborative efforts with several local non-profits is giving extra prepared foods to hunger relief agencies in Bend. She strives to feed people as well as educate the students at COCC around food waste and food insecurity.
 - Megan French and David Aleksander, Farmer/Co-Owner, Boundless Farmstead
 - Megan is a born and raised Oregonian who has worked in the food and farm scene for a number of years. She and her partner David started Boundless Farmstead in 2018. They farm using organic practices and sell their products direct to consumer as well as to local restaurants.
- Partnered with the High Desert Food and Farm Alliance to put the movie on -- they helped gather the panelists and helped to promote the film.

- HDFFA and Rethink Food Waste each had a table set up with information and fliers where we could chat with people who had questions about wasted food or our organizations. It was a location where you could sign up for the e-mail series and get a free “Eat First” basket.
- A combination of partnering with local organizations and good advertising made this event very successful. It was also helpful for it to be free in order to encourage anyone to come.

Developing the Rethink Food Waste E-mail Series

- After coming across something similar from the City of Kirkland, Washington, we decided to create the e-mail series. This involved compiling all the e-mails from the challenge into material that would be relevant and timeless (“evergreen” content). The idea being that folks can sign up to take a self-paced, self-guided challenge to learn about the issue of food waste, even though the official challenge has already taken place.
- Sent out a feedback form several months after the e-mail series went live and did get a good amount of interaction from folks who had signed up. There was a prize drawing with incentives for participation in the feedback survey.

Feedback Surveys

- Sent out 2 feedback surveys. One right at the end of the challenge sent only to the 213 official challenge participants, and one sent out in November to all official challenge participants as well as folks who had signed up for the e-mail series in Phase 2. The second form went out to an additional 245 households or a total of 458.
- These feedback surveys served several functions:
 - Provided social media fodder including quotables and photos.
 - Continued interaction and participation from community members.
 - Created a place for challenge participants to give suggestions for future outreach ideas as well as feedback on what worked and what didn’t for them.
 - Asked participants to refer a friend to sign up for the e-mail series. This was successful and yielded over 30 new participants.

Insert in Garbage Bills

- The call for sign-ups in the garbage bill was very successful. The first round of inserts yielded between 74 and 99 sign-ups (~41%) for the original Rethink Food Waste Challenge. We worked with two companies – one that services south of Bend to La Pine, and the other services North of Bend and Redmond. The bill insert in Redmond was to a smaller population however, as the City of Redmond bills residents within city limits, so our bill inserts reached only those residents outside of city limits.
- The garbage bill does not discriminate and goes across all socio-economic boundaries, which helped to reach a wider variety of people. However, since we did not collect any socio-economic data, we are unsure of the average type of person who signed up.

Incentives for participation

- Having goodies for people to win helped to maintain interest.
- Incentive prizes were intentionally relevant to wasted food, which helped with the mission. In the post-challenge feedback form, we asked for photos showing something from the challenge. Some photos showed the use of the beeswax wraps that were given out as a prize.
- The \$400 grand prize of a CSA was probably a big draw as well.

LEAST SUCCESSFUL

Outreach events at grocery stores

- People tend to be in a hurry and don't want to stop and chat when they are grocery shopping. This could work better if there was some kind of interactive game and a prize to give away, as people love free stuff.

Outreach events at music events

- Some music events were great, and others were not. It really depended on our location at that specific venue and on the weather. The music on the green events in Redmond occurred during very high temperatures and there were not too many people out. There were also some events that were not well attended due to poor quality, smoky air in August during wildfire season.

4. An explanation for significant differences between Project budget and Project expenditures.

Nothing to report.

5. A discussion of the technical and economic feasibility of others carrying out a similar project. Include recommendations on what should be done differently in managing a similar project.

- Using incentives as a draw is crucial for participation. People love to win stuff. When purchasing incentives, try to find items that aligned with the mission of preventing food waste along with things that people might not buy for themselves. The beeswax wraps, for example, are a little expensive to buy, but we felt they drew in some interest because they are unique and pretty. Using your incentive dollars wisely is important.
- When tabling at an outreach event, it is very important to have something on the table to draw people in. A combination of giveaways associated with the project, a large and striking visual aid, and some kind of interactive activity are some ideas. Suggestions include:
 - A reusable straw giveaway -- for signing up for the food waste email series
 - A question or game -- maybe a spinning wheel with questions on it like "what's the best way to store cilantro?" or "What's the difference between composting and wasted food?" or "How much food does the average household throw away?"
 - Upon answering the question correctly, the participant wins a reusable straw or if you are at a farmer's market, maybe they win a half dozen apples with a list of things you can do with all the apple parts
- Although it was a relatively expensive part of advertising, putting the informational insert in the trash bill seemed to be very successful.
- Sitting down in front of a group of attentive people is a great way to get information across. Although tabling puts your face and logo out there, the interactions aren't always genuine or very long. Reach out to organizations to do "lunch and learn" sessions. Maybe suggest doing the food waste challenge as an organization. If the organization doesn't have funds, maybe you can use funds from the project to pay for their lunch or perhaps split the bill. Free food gets people to come to events.
- The Eat First basket was very successful and we got great feedback from participants around its usefulness. Bring these to any event or presentation you go to as a visual and as a giveaway.
 - NOTE: It felt a little conflicting buying new plastic baskets from the dollar store while working for an organization attempting to decrease waste. The dollar baskets were bright and pretty and striking, but some more eco-friendly alternative would have been more aligned with the goals. No specific suggestions here, but maybe something to think about.
- Social Media: It seems everyone gets their information from Facebook or Instagram. Learn about how to use this and maintain presence here. Encourage its use during the program. A

good way might be to get a volunteer intern that focuses solely on social media. It's important to stay active in the social media world and a good way to measure interaction between you and participants as well as between participants themselves.

- Meal planning workshops at specialty stores that have the space for and history of events, (like Whole Foods and Natural Grocers, locally) might work as opposed to just tabling at a grocery store. An evergreen item that was created towards the end of the challenge was a meal planning shopping list; it could be made into pads or a fridge magnet, and could be a good giveaway item in conjunction with a store workshop.
- The actual vs proposed budget was right on target for each section. Although it was originally thought the FTGTW Coordinator position would be 20 hours a week, and it ended up being 16, it didn't affect the budget. The change in hours per week allowed for more calendar time for the campaign to settle into the community, which may have allowed for a broader reach of people. In any case, the budget wasn't overshoot or under estimated in terms of time.

6. Provide copies of materials related to the Project including brochures, public service announcements, photographs, news clippings, or reports.

See all deliverables below. All are listed in the table of contents.

DELIVERABLES - brochures, photographs, news clippings, reports, etc.

COMMUNITY CHALLENGE DATA AND INFORMATION

Official Dates of Original Rethink Food Waste Challenge

May 14 – June 11, 2018

Waste Reduction Amounts During official RFW Challenge

Average amount of wasted food decreased per household from week 1 to week 4: 58.9%

Average amount of wasted food decreased per household from week 2 to week 4: 36.0%

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	Average #lbs wasted / household	Average #lbs wasted / person	# lbs Wasted Combined	# Households that entered data	# People total
Week 1 (May 14 - May 20)	3.9	1.4	9214.22	147	419
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Participant Retention

# weeks participated	# households
1	14
2	12
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4	101

Total number of households that entered data 3 or 4 weeks:	137
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PRESS RELEASES AND NEWSPAPER ARTICLES

Original Press Release – 5-1-18

Sent to Bulletin, Source, Nugget, Spokesman, CBN, KPOV.



PRESS RELEASE
FOR IMMEDIATE RELEASE:
May 1, 2018

CONTACT:
Ani Kasch, Rethink Food Waste Challenge Coordinator,
Rethink Waste Project
541-385-6908 x 26 or ani@envirocenter.org

Our Food is Too Good to Waste

Local challenge to reduce wasted food will kick off on May 14th

Deschutes County, Oregon – In the United States, 40% of food we are growing, raising, and cooking ends up going to waste. In an effort to increase awareness around the poignant issue of wasted food, the Rethink Waste Project, a program of The Environmental Center, is searching for residents of Deschutes County to take the Rethink Food Waste Challenge.

Food is wasted throughout the chain: at the farm, in transport, at grocery stores and other distributors, at restaurants, and at the household level. The Challenge will focus on the household level where 25% of what people buy ends up not getting eaten and being tossed.

1 in 8 Americans do not have access to enough food, yet the average family of four spends \$130 per month on food they throw away. 135 million tons of greenhouse gases are produced from wasted food. With food waste education, the Rethink Food Waste Challenge will address these social, economic, and environmental issues all at the same time.

The Challenge, which begins on May 14, will encourage behavior changes by asking each participating household to weigh and record their cumulative wasted food each week. During the four-week challenge, participants will receive tips and resources about ways to prevent wasted food through simple behavior changes.

As an incentive to submit weekly data, there will be drawings for prizes that help prevent wasted food, such as glass and stainless steel food storage containers and reusable beeswax food wraps, plus \$100 gift card to the grocery store of your choice. There will also be two grand prize drawings for \$400 worth of harvest bucks, redeemable from the Dome Grown Produce stand at the Redmond Farmer's Market or the new East Bend Farmer's Market. Participants will also feel good about making changes in their own lives that will help their greater community.

The Rethink Food Waste Challenge, possible through a waste prevention grant from the Oregon Department of Environmental Quality. The Rethink Waste Project provides waste prevention and reduction education for Deschutes County residents through a partnership with Deschutes County Department of Solid Waste and our local garbage and recycling service providers.

Learn more and sign up for the Rethink Food Waste Challenge at:
<http://www.RethinkWasteProject.org/FoodWaste/>

Cascade Business News Online - 5-1-18

<http://cascadebusnews.com/food-good-waste/>

Not secure | cascadebusnews.com/food-good-waste/



Our Food is Too Good to Waste

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BY CBN ON MAY 1, 2018

E-HEADLINES

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One in eight Americans does not have access to enough food, yet the average family of four spends \$130 per month

Nugget Newspaper - Focus on Health - 5-2-18

Environmental Center

Forty percent of our food never gets eaten. And it's estimated that a quarter of what goes into Deschutes County's landfill is wasted food.

We're better than that. It's time to rethink food waste, and we want to help you do it.

We are looking for households in Deschutes County to take part in our Rethink Food Waste Challenge. For four weeks beginning May 14th, you will collect your weekly wasted food and enter its weight on our website at the end of each week. The first week do as you normally do. The next 3 weeks we'll give you tips, ideas and resources to help you prevent wasting food.

We have free scales for the first 100 households to sign up. Each week you participate, you'll be entered to win \$1,600 worth of prizes — grocery



store gift cards, nice kitchen supplies, plus a grand prize of farmers market harvest bucks!

Sign up online at www.RethinkWasteProject.org/FoodWaste.

REDUCE : IDEAS & INSPIRATION

40% OF FOOD IN AMERICA IS WASTED

Rethink about it!
Start thinking like a food waste warrior. Start planning your meals carefully, buy fewer groceries and learn how to revive would-be throwaways. Another tip? Consider your freezer your new BFF. Get your family in on the mission and watch habits start to change! Learn more on our website.

RETHINK FOODWASTE

RethinkWasteProject.org/foodwaste

Printed Living the Green, The Environmental Center Newsletter – 9-2018

RETHINK YOUR FOOD WASTE

Deschutes County's Knott Landfill, which is projected to be full by 2029, consists of 26% wasted food. As a community, we can change this - and it's easy to do!

In May 2018, over 200 Central Oregonians pledged to waste less food by taking our Rethink Food Waste Challenge. For four weeks, participants tracked their wasted food and learned easy ways to waste less. Over the course of the challenge, the amount of wasted food went down by an average of 40%!

Now it's time to spread the word. Sign up now (or tell a friend) to receive our self-guided Rethink Food Waste Challenge email series. Waste less food in your home, save time and money, and play an important role in this community effort. Sign up at: RethinkWasteProject.org/Food

"WOW! What a great challenge. I was surprised at my first week of data on how much I wasted and proud of myself for the improvements. For me, the Eat First bin is what made the biggest difference."



Cascade Business Newspaper – Non-Profit Edition – 10-3-18

Nonprofit Charitable & Advocacy Groups

October 3, 2018 • Cascade Business News • 29

Rethink Your Food Waste!

Food: something that not one person on earth can live without. Yet our own Deschutes County Knott Landfill, which is estimated to be full by 2029, consists of approximately 26 percent wasted food. As a community, we can change that. And it's easy to do.

Rethink Food Waste is a campaign of the Rethink Waste Project, a project of the Environmental Center. Our mission is to embed sustainability into daily life in Central Oregon. Reducing your wasted food means living more sustainably since wasting food has such strong social, environmental and financial impacts on our community.

"Having our waste go down so much in the last two weeks has really inspired me! I can definitely see how meal planning and proper storage is improving our food wasting habits."

~ Rethink Food Waste Challenge Participant

The average family of four spends \$1,600 each year on food they throw away. Ten percent of our energy and 25 percent of all fresh water go towards producing food that's never eaten. And one in six people in the U.S. face

hunger on a daily basis.

In May 2018, over 200 Central Oregonians pledged to waste less food by taking Rethink Food Waste Challenge. For four weeks, participants paid attention to what they wasted in

their own home and then learned easy ways to reduce that household waste. Over the course of the challenge, their amount of wasted food went down by an average of 40 percent. What would it look like if each of those people spread the word and got five more people to take the challenge?

Sign up now to get our Rethink Food Waste Challenge Email Series and take the challenge yourself. Waste less food in your home, save money and time, and be a part of our community's effort. Pledge to waste less food, because our food is too good to waste. RethinkWasteProject.org/Food

The Source Weekly – Wasted in Bend – 1-3-19

https://www.bendsource.com/bend/wasted-in-bend/Content?oid=9020153&fbclid=IwAR1_Pd7JO_FkRiZK-WQO6TaTR6-oMRDc5CgIQzMnhPLtw_SJeWrzJBPa_0Q

Wasted in Bend

Locals make an effort to minimize food waste

By Suzanne Johnson



Deschutes Recycling mulches and composts food waste at Knott Landfill in Bend.

Deschutes Recycling

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VOLUME 23 ISSUE 01 / JANUARY 3, 2019 / THE SOURCE WEEKLY

Imagine standing in front of a fridge stocked with produce, dairy, meat, plus dozens of condiment jars. Now take a quarter of that food out and bury it. That might sound ridiculous, yet that's what happens all across the country: more than one-fourth of the food produced in the U.S. ends up in a landfill.

According to ReFED, a national coalition that analyzes the economics of food waste, 62 million tons of food is wasted in the U.S. each year—nearly a pound per person, every day, filling over 20 percent of landfill space.

Across Oregon, food waste contributes to an estimated 18 to 26 percent of the waste stream. Timm Schimke, director of solid waste for Deschutes County, suspects Bend sits at the higher end. “Considering the impact of tourism, we probably have more food thrown away than in other communities,” he said.

How to reduce food waste? Efforts are growing, locally and nationally, to reduce food loss at every point along the supply system.

Food waste on the farm

American consumers have high standards for food's appearance. Twenty percent of the produce farmers grow never reaches the market; an odd shape or blemish is enough to give it a failing grade. Rejected produce also wastes the water and any chemicals used to grow it.

Most often, rejected produce is left to rot or sent to the landfill. Nationwide campaigns such as Imperfect Produce and Ugly Fruit & Veg are working with grocery markets to accept a wider variety, but consumer attitudes hold the key to success. The mission depends on people's willingness to purchase less-than-perfect produce.

In Central Oregon, the High Desert Food & Farm Alliance tackles the issue through its Grow & Give program, which brings locally grown food to those who need it. HDFFA's program coordinator, Meiko Lunetta, understands why food is often left in the fields—and also how to save it.

“Farmers leave produce behind when they know it will be rejected by buyers,” she explained. “Sometimes they have to move on to the next crop, even when there's food yet to pick.” HDEFFA helps by organizing harvesting events known as gleanings. Gleanings use volunteers to pick what's left behind after the main harvest.

During the 2018 growing season, gleanings happened at 14 local farms. Each brought in about 1,000 pounds of fresh food, then donated to NeighborImpact, a local organization that distributes the produce among food banks and meal sites.

Matching supply to demand

Once food hits grocery shelves and commercial kitchens, another 25

million tons of food goes into the trash. ReFED identifies two major causes: confusion about “best by...” dates, and a mismatch between food supply and demand. “Sell by” labels rarely mean food is unsafe. Yet grocery stores regularly remove any food approaching the labeled date.

One option is to donate excess food where it can be used quickly. Grocery Outlet in Bend brings weekly loads of food to Shepherd's House shelter. Many other stores connect with NeighborImpact, which claims it's the largest distributor of donated food in Central Oregon.

“In 2018, we diverted over a million pounds of food from the landfill,” said Carly Sanders, NeighborImpact Food Program Director. Trucks make regular pickups at 18 groceries, and distribute through the Brown Bag program in Deschutes, Jefferson and Crook counties.

Turning scraps into soil

High desert soil lacks organic material, so composting food is a double win. Commercial compost pickup is growing, but the added cost and training are obstacles for many businesses, according to Bend Garbage & Recycling.

At home, people can add vegetable scraps to yard debris bins for easy composting. Deschutes County

officials have discussed expanding residential compost to include all food scraps over the next few years, as a possible solution for extending the life of Knott Landfill.

Reducing waste at home

According to a 2017 report from the Natural Resources Defense Council, the greatest amount of food is wasted at home, in home kitchens. As a wealthy nation, the ability to buy more food can build apathy about discarding it, and Americans throw out \$144 billion every year.

ReThink Waste, a project of The Environmental Center in Bend, aims to reduce that number. Its online challenge offers a free 4-week series to help users use food more efficiently.

Resources for reducing food waste:

- Volunteer for a gleaning or donate produce to HDEFFA at 541-390-3572 or info@hdffa.org
- Locate a Brown Bag site at NeighborImpact.org or call 541-548-2380
- Learn more about ReFED's reports at refed.com
- Sign up for the Rethink Food Challenge at RethinkWasteProject.org
- Find commercial composting information at bendgarbage.com and residential composting information at deschutesrecycling.com

Final Press Release – 1-14-18



**PRESS RELEASE
FOR IMMEDIATE RELEASE:**
January 14, 2019

CONTACT:
Ani Kasch, Rethink Waste Project Program Manager
541-385-6908 x 26 or ani@envirocenter.org

Our Food is Too Good to Waste
Local challenge reduces household food waste by 40%

Deschutes County, Oregon – In the United States, 40% of food we are growing, raising, and cooking ends up in the landfill. In an effort to increase awareness around the poignant issue of wasted food, the Rethink Waste Project, a program of The Environmental Center, adapted an EPA developed food waste reduction program for Deschutes County residents. So far, 535 households have pledged to waste less food through the Rethink Food Waste Challenge.

Food is wasted throughout the chain: at the farm, in transport, at grocery stores and other distributors, at restaurants, and at the household level. The challenge focuses on the household level where 25% of what people buy ends up not getting eaten and being tossed.

1 in 8 Americans do not have access to enough food, yet the average family of four spends \$130 per month on food they throw away. 135 million tons of greenhouse gases are produced from wasted food. With food waste education, the Rethink Food Waste Challenge will address these social, economic, and environmental issues all at the same time.

The original 4-week challenge, which took place in May of 2018, asked people to enter their household's food waste data while learning tips and tricks to reduce that waste. "I was embarrassed by the amount of food I wasted last week," said one challenge participant who was surprised by the rate at which his food waste accumulated. "This week, I really made a conscious effort to use up what I already made or what was going to go bad first. And you know what? It worked!"

The data showed a 40% decrease in wasted food. A self-paced educational e-mail series is now available on the Rethink Waste Project website for any household that wants to learn more about why wasted food is an important issue and how an individual can help make an impact toward change.

The Eat First basket, a tool from the challenge with the highest impact according to participant feedback, provides a place in your refrigerator to put food that needs to be eaten soon. Free Eat First baskets are available at The Environmental Center, while supplies last.

"We have come a long way in just 4 weeks," said another participant. "Even our friends and guests are on board so a nice ripple effect from this challenge. I think the tip that helped the most was not putting too much on your plate at first. You can get more, but clean your plate with a small amount."

The Rethink Food Waste Challenge was made possible through a waste prevention grant from the Oregon Department of Environmental Quality. The Rethink Waste Project provides waste prevention and reduction education for Deschutes County residents through a partnership with Deschutes County Department of Solid Waste and our local garbage and recycling service providers.

Learn more and pledge to waste less food at RethinkWasteProject.org/FoodWaste/.

Cascade Business News – Our Food is Too Good to Waste - 1-15-18

<http://cascadebusnews.com/food-good-waste-2/>



Our Food is Too Good to Waste

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BY CBN ON JANUARY 15, 2019

E-HEADLINES

(Well organized fridge of a Rethink Waste Project participant with an Eat First basket in use | Photo Courtesy of the Environmental Center)

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Sisters Nugget – Health and Wellness Issue – 1-16-18

Environmental Center

Rethink food waste in the new year.

Looking for a healthy resolution for 2019? The Rethink Waste Project has a free email series all about reducing wasted food, thereby addressing the health of the planet and the body!

Change your habits to prep fresh veggies when you get them home from the store so you reach for those carrot sticks instead of for the potato chips. Organize your fridge (and keep it organized!) and use our Eat First basket (pick one up from The Environmental Center (16 NW Kansas Ave., Bend) for free, while supplies last) to prevent accidental science projects. Shop smarter and save money: use what you have and buy only what you need.

Learn more about why wasted food is an important issue, why it happens, and easy ways you can prevent it. Educate and challenge yourself; sign up for the Rethink Food Waste Email Series. This year, pledge to waste less food: www.RethinkWasteProject.org/FoodWaste.

PRINT ADS

Phase 1

Ran in HDEFA (4/2018 – year long publication) Food and Farm Directory and the Nugget (5/2/18)

REDUCE : IDEAS & INSPIRATION

40% OF FOOD IN AMERICA IS WASTED

Rethink about it!
Start thinking like a food waste warrior. Start planning your meals carefully, buy fewer groceries and learn how to revive would-be throwaways. Another tip? Consider your freezer your new BFF. Get your family in on the mission and watch habits start to change! Learn more on our website.

RETHINK FOOD WASTE

RethinkWasteProject.org/foodwaste

Phase 2 - RFW Print Ad Series

These ads ran at least twice each in The Source, Go Magazine, Redmond Spokesman, and the Sisters Nugget Newspaper between September and January. The “Take the Challenge” one ran in Cascade Business News on October 3.

<p>SIGN UP FOR THE CHALLENGE TODAY!</p> <h2>OUR FOOD IS TOO GOOD TO WASTE.</h2> <p>Whether it's moldy cheese, limp celery or old leftovers, chances are you — and many others just like you — wasted food this week. Did you know the average American wastes 254 lbs of edible food each year? The average family of 4 spends about \$1,600 a year on food they throw away. An estimated 25% of the waste in Central Oregon's Knott Landfill in our own community is food waste!</p> <p>Sign up and pledge to reduce food waste today at RethinkWasteProject.org/FoodWaste.</p> <p>RETHINK FOOD WASTE A project of The Environmental Center</p>	<p>SIGN UP FOR THE CHALLENGE TODAY!</p> <h2>PRIORITIZE SMARTER AND REDUCE YOUR FOOD WASTE!</h2> <p>You'll love this idea! Reduce your food waste by putting food that needs attention right in front of you. Sign up, take the Food Waste Challenge, download our handy EAT FIRST reminders and attach them to a small basket to store in your fridge. They're bright, handy and hard to miss. A little nudge is a good thing, right?</p> <p>TIP: FREEZE IT IF YOU'RE NOT GONNA USE IT!</p> <p>RethinkWasteProject.org/FoodWaste</p> <p>RETHINK FOOD WASTE A project of The Environmental Center</p>	<p>SIGN UP FOR THE CHALLENGE TODAY!</p> <h2>SHOP SMARTER AND REDUCE YOUR FOOD WASTE!</h2> <p>It's easy to plan your menu for the week. Just think about how many meals you'll eat at home and how long before your next shopping trip. It'll be even easier when you sign up, take the Food Waste Challenge and download a meal planner from our online toolkit.</p> <p>TIP: BE SURE TO SHOP YOUR OWN KITCHEN FIRST!</p> <p>RethinkWasteProject.org/FoodWaste</p> <p>RETHINK FOOD WASTE A project of The Environmental Center</p>
<p>SIGN UP FOR THE CHALLENGE TODAY!</p> <h2>PREP SMARTER AND REDUCE YOUR FOOD WASTE!</h2> <p>Reduce your food waste by prepping now and eating later. How? Prepare perishable foods soon after shopping, making it easier to whip up meals later in the week, saving time, effort, and money. Chop, chop! Sign up, take the Food Waste Challenge and download prepping tips and tricks from our online toolkit.</p> <p>TIP: REORGANIZE YOUR FRIDGE EVERY OTHER WEEK!</p> <p>RethinkWasteProject.org/FoodWaste</p> <p>RETHINK FOOD WASTE A project of The Environmental Center</p>	<p>SIGN UP FOR THE CHALLENGE TODAY!</p> <h2>STORE SMARTER AND REDUCE YOUR FOOD WASTE!</h2> <p>In or out of the fridge? Reduce your food waste by learning how to store and make the most of your food. How? Sign up, take the Food Waste Challenge and download our quick fruit and veggie storage guide to use during the challenge. You'll be surprised to learn what should go where!</p> <p>TIP: STORE VEGGIES IN A CLEAR CONTAINER FOR EASY VIEWING!</p> <p>RethinkWasteProject.org/FoodWaste</p> <p>RETHINK FOOD WASTE A project of The Environmental Center</p>	<p>SIGN UP FOR THE CHALLENGE TODAY!</p> <h2>TAKE THE RETHINK FOOD WASTE CHALLENGE!</h2> <p>Join your neighbors and take the Challenge. We'll help you figure out how much food you're really wasting — and how to make small shifts in how you shop, store, and prepare food, so you can toss less, eat well, and save money.</p> <p>Sign up and pledge to reduce food waste today at RethinkWasteProject.org/FoodWaste</p> <p>RETHINK FOOD WASTE A project of The Environmental Center</p>

BILL INSERTS

Phase 1 – 5-2018 Mailing

Inserted in Bend Garbage and Recycling, High Country Disposal, and Cascade Disposal in their May 2018 Mailing:



WASTED FOOD IS WASTED MONEY

TAKE THE RETHINK FOOD WASTE CHALLENGE!

SIGN UP TODAY
The community challenge kicks off May 14!

A LITTLE FOOD FOR THOUGHT

Taking the Rethink Food Waste Challenge is easy, we promise. We'll help you figure out how much food is really going to waste in your home — and how to make small shifts in how you shop, store, and prepare food, so you can toss less, eat well, and save money.

WE NEED YOU!

We're recruiting 100 Central Oregon households to sign up for the challenge now. You'll be eligible for \$1,400 in prizes including two \$400 grand prizes of farmer's market bucks from a local farm.

Sign up at RethinkWasteProject.org/FoodWaste

RETHINKFOODWASTE

A program of The Environmental Center

Phase 2 – 8-2018 Mailing

Inserted in Bend Garbage and Recycling, High Country Disposal, and Cascade Disposal in their August 2018 Mailing:



THE RETHINK FOOD WASTE CHALLENGE WORKS!

“I’VE BEEN FORWARDING EACH WEEK’S TIPS TO MY MOM WHO HAS HAPPILY REPORTED THAT SHE HAS SAVED MONEY AT THE STORE BY SHOPPING HER FRIDGE, FREEZER AND PANTRY TO HELP PLAN MEALS!”

SIGN UP FOR THE CHALLENGE TODAY!

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Taking the Rethink Food Waste Challenge is easy, we promise. We'll help you figure out how much food is really going to waste in your home — and how to make small shifts in how you shop, store, and prepare food, so you can toss less, eat well, and save money. The best part? Take the challenge whenever it works for you!

SAVING FOOD AND SAVING MONEY!

The average person who took the 4-week Deschutes County Rethink Food Waste Challenge reduced their wasted food by 59% from week 1 to week 4. That's a lot of dollars in the pocket!

Sign up at RethinkWasteProject.org/FoodWaste

Join us at the Volcanic Theater Pub on 9/24 for *Wasted! The Story of Food Waste*, produced by Anthony Bourdain.

RETHINKFOODWASTE

A program of The Environmental Center

POSTERS

Phase 1 - Participant Recruitment - before challenge start date (5-14-18)

WASTED FOOD IS WASTED MONEY

TAKE THE RETHINK FOOD WASTE CHALLENGE!

Stop the cycle! We'll help you figure out how much food is really going to waste in your home — and how to make small shifts in how you shop, store, and prepare food, so you can toss less, eat well, and save money.

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RETHINK FOOD WASTE

I'm curious!
rethinkwasteproject.org/foodwaste

Leftovers are my jam.
rethinkwasteproject.org/foodwaste

I want to be a food storage pro. I'm in.
rethinkwasteproject.org/foodwaste

Let's do this! I'm up for the challenge.
rethinkwasteproject.org/foodwaste

Saving food is right up my alley!
rethinkwasteproject.org/foodwaste

I want to get creative with my food!
rethinkwasteproject.org/foodwaste

I love food! I'm in.
rethinkwasteproject.org/foodwaste

Let's do this! I'm up for the challenge.
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LOVE YOUR PLANET. EAT YOUR FOOD.

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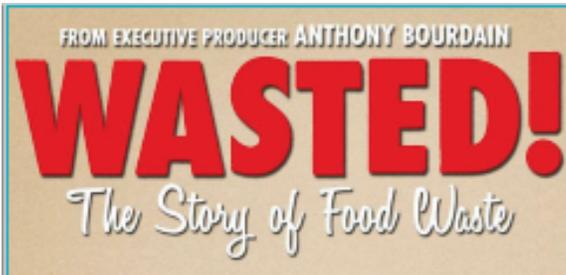
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Phase 2 – Wasted Film Poster – 9-24-18



Did you know that ~26% of Deschutes County's Knott Landfill is made up of wasted food? Join us to view WASTED! and chat about the issue of food waste on a national and local level.

SEPTEMBER 24 ☀️

**VOLCANIC THEATRE PUB
70 SW CENTURY DR.**

DOORS AT 6:30P, FILM AT 7P

☀️ **PANEL DISCUSSION PLUS Q+A
AFTER THE FILM**

\$10 SUGGESTED DONATION ☀️

RethinkWasteProject.org/food



Learn how the small things
YOU do really can make a
difference!



Tabling Poster – 7 Tips to Reduce Food Waste – Phase 2

7 EASY ways you can prevent wasted food RIGHT NOW!



1. Organize your fridge — and keep it organized.
2. Use an **“Eat First”** Basket!
3. Spread the word: tell your friends.
Let's make change as a community.
4. Buy ugly produce.
5. Make a weekly menu plan with room for a leftovers night.
6. Shop your fridge first!
7. Pledge to waste less food: take the Rethink Food Waste Challenge!

[www.RethinkWasteProject.org/
FoodWaste](http://www.RethinkWasteProject.org/FoodWaste)



MATERIAL TO HAND OUT

Door Hanger - Phase 1

Door Hanger - Ended up using them as a tabling / rack card instead of a door hanger, since we got much more interest than anticipated for the original challenge.

LOVE YOUR PLANET. EAT YOUR FOOD.

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A LITTLE FOOD FOR THOUGHT

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RETHINK FOOD WASTE
A program of The Environmental Center

Rack Card – Phase 2

Evergreen Material



RETHINKFOODWASTE

LOVE YOUR PLANET. EAT YOUR FOOD.

Did you know that the average American spends \$130/month on wasted food? Or that 1 in 4 of your bags of groceries ends up in the landfill?

Pledge to waste less food at RethinkWasteProject.Org/FoodWaste.
Learn what food you're wasting in your home and how to prevent it.

 **SHOP SMARTER**
Shop your pantry and freezer first.

 **PREP SMARTER**
Wash, chop, and store your produce so it's ready to use.

 **STORE SMARTER**
Know what produce stays on the counter and which goes in the fridge.

 **"EAT FIRST" BASKET**
Put your leftovers and need-to-use food bits in here.



A program of The Environmental Center

Recipe Cards - Phase 2

Recipes handed out to Dome Grown Produce with ingredients that were particularly prolific in a given week. Recipe on front, RFW Challenge information on back.

<div style="text-align: center; border: 2px solid #00a651; padding: 5px;">Recipe of the Week</div> <hr/> <p>Braised Chard with Cilantro Serves 4</p> <p style="font-size: small;">From Deborah Madison, <i>Vegetarian Cooking for Everyone</i></p> <p>Ingredients</p> <ul style="list-style-type: none"> • 2 large bunches chard, about 2 pounds, leaves sliced into 1 inch wide ribbons • 1 1/2 cups of the chard stems, trimmed and diced • 1 onion, finely diced • 1/2 cup chopped cilantro • 1/3 cup olive oil • 1 teaspoon paprika • 1 garlic clove pounded with 1 teaspoon salt • Salt and freshly milled pepper <p>Directions</p> <ol style="list-style-type: none"> 1. Place all ingredients in a wide, heavy pot with a few pinches of salt. 2. Add 1/4 cup water, cover tightly, and cook over low heat for 45 minutes. Check once or twice to make sure there's enough moisture. If anything is sticking, add a few tablespoons of water. 3. When done, the chard should be silky and very fragrant. Add salt and pepper to taste. <div style="text-align: center; margin-top: 20px;">  <p>RETHINKFOODWASTE A Project of The Environmental Center </p> </div> <p style="font-size: x-small; margin-top: 10px;">Want to learn more about how to Rethink Food Waste? Visit us our website and pledge to waste less food: get our Rethink Food Waste Challenge E-mail Series in your inbox! www.RethinkWasteProject.org/FoodWaste</p>	<div style="text-align: center; border: 2px solid #00a651; padding: 5px;">Recipe of the Week</div> <hr/> <p>Spicy Kohlrabi Noodles Serves 2-3</p> <p style="font-size: small;">From www.loveandlemons.com</p> <p>Ingredients</p> <table style="width: 100%; border: none;"> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • 2-3 kohlrabi • 4 oz. cooked (and cooled) rice noodles • 1/2 jalapeño, sliced and/or a few thai red chiles • 1/2 avocado, sliced • herbs: cilantro, basil, and/or mint • handful of crushed peanuts • sriracha, to taste • extra lime slices • optional: tofu or other protein </td> <td style="vertical-align: top; padding-left: 20px;"> <p>Dressing:</p> <ul style="list-style-type: none"> • juice and zest of 1 lime • 2 tablespoons fish sauce (or soy sauce or tamar) • 2 tablespoons rice vinegar • 1 clove of garlic, minced • 1 teaspoon minced ginger </td> </tr> </table> <p>Directions</p> <ol style="list-style-type: none"> 1. Mix the dressing together. 2. Peel the kohlrabi if you like. (I just try to peel off the fibrous nubby sections and I leave the more tender skin on). Use a mandoline to slice kohlrabi into planks and then slice the planks into thin matchsticks. Toss the sliced kohlrabi with the dressing and chile peppers. Chill for about 30 minutes. 3. Toss the marinated kohlrabi with noodles, avocado, herbs, crushed peanuts and sriracha. Taste and adjust seasonings. Serve cold or at room temp, with extra lime slices on the side. <div style="text-align: center; margin-top: 20px;">  <p>RETHINKFOODWASTE A Project of The Environmental Center </p> </div> <p style="font-size: x-small; margin-top: 10px;">Want to learn more about how to Rethink Food Waste? Visit us our website and pledge to waste less food: get our Rethink Food Waste Challenge E-mail Series in your inbox! www.RethinkWasteProject.org/FoodWaste</p>	<ul style="list-style-type: none"> • 2-3 kohlrabi • 4 oz. cooked (and cooled) rice noodles • 1/2 jalapeño, sliced and/or a few thai red chiles • 1/2 avocado, sliced • herbs: cilantro, basil, and/or mint • handful of crushed peanuts • sriracha, to taste • extra lime slices • optional: tofu or other protein 	<p>Dressing:</p> <ul style="list-style-type: none"> • juice and zest of 1 lime • 2 tablespoons fish sauce (or soy sauce or tamar) • 2 tablespoons rice vinegar • 1 clove of garlic, minced • 1 teaspoon minced ginger
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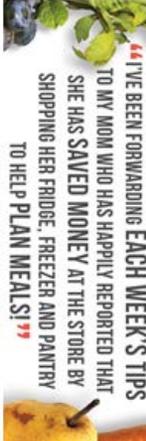
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Sign up at RethinkWasteProject.org/FoodWaste

Join us at the Volcanic Theater Pub on 9/24 for *Wasted! The Story of Food Waste*, produced by Anthony Bourdain.

I'VE BEEN FORWARDING EACH WEEK'S TIPS TO MY MOM WHO HAS HAPPILY REPORTED THAT SHE HAS SAVED MONEY AT THE STORE BY SHOPPING HER FRIDGE, FREEZER AND PANTRY TO HELP PLAN MEALS!



THE RETHINK FOOD WASTE CHALLENGE WORKS!



Refrigerator Magnet / Notepad - Phase 2

Evergreen Material

SHOP SMARTER Shop your pantry and freezer first. **PREP SMARTER** Wash, chop, and store your produce so it's ready to use. **STORE SMARTER** Know what produce stays on the counter and which goes in the fridge. **"EAT FIRST" BASKET** Put your leftovers and need-to-use food bits in here. RethinkWasteProject.Org/FoodWaste



RETHINKFOODWASTE
A program of The Environmental Center

CHALLENGE DOCUMENTS

Phase 1 - Original Challenge Document



Welcome to the

RETHINK FOOD WASTE CHALLENGE

Attention foodies! Communities, families and individuals are working to waste less food by making small shifts in how they shop for, prepare, store and serve food.

The information in this packet will teach you:

- How important the issue of wasted food really is
- How much food you are wasting at home
- How to reduce waste and save money





PEOPLE + FOOD

Yep, we're codependent.

We grow it. We eat it. And we throw a lot of it away. Whether it's moldy cheese, limp celery or long lost leftovers in the back of the fridge, research shows that nearly everyone wastes more food than they think they do. The Food Waste Challenge will help you figure out how much food is really going to waste in your home and what you can do to waste less.



We're always up for a good challenge, right?

By making small shifts in how you shop for, prepare, and store food, you can save time and money, and keep the valuable resources used to produce and distribute food from going to waste! It's a win-win!



What you need.

You only need a few basic tools to get started:

- A pen / pencil
- Paper or use our worksheets
- Bucket / container — which we'll provide to the first 100 people!
- A small kitchen scale — which we'll provide to the first 100 people!



What to do.

- Sign up for the challenge.
- Be aware of your own actions at home. Enlist family to help you take the challenge.
- Use the strategies and tools on the following pages to reduce your wasted food by an average of 25%. You can do it!
- Check out our facebook page and our website for tips and information on how to save food.
- Tell your friends — spread the knowledge!
- Check out upcoming Rethink Food Waste Challenge community events to show support and learn more.

FOOD WASTE MAKES UP AROUND **25%** OF KNOTT LANDFILL — THAT'S A WEIGHT EQUIVALENT OF **19 ELEPHANTS PER DAY!**



CHEW ON THIS

Here's why the challenge is important:



FINANCIAL IMPACTS

THE AVERAGE FAMILY OF FOUR SPENDS ABOUT

\$1,600 A YEAR

(\$130/MONTH) ON FOOD THEY THROW AWAY.

\$165B

PER YEAR IS SPENT ON FOOD IN THE U.S. THAT NEVER GETS EATEN

AND ANOTHER \$750 MILLION A YEAR TO DISPOSE OF IT.

135 MILLION TONS

OF GREENHOUSE GASES COME FROM WASTED FOOD EVERY YEAR.



ENVIRONMENTAL IMPACTS

10% AND 25%

OF OUR ENERGY OF ALL FRESH WATER GO TOWARDS PRODUCING FOOD THAT'S NEVER EATEN.



SOCIAL IMPACTS

CURRENTLY, **50 MILLION** AMERICANS DO NOT HAVE ACCESS TO ENOUGH FOOD.

IF WE REDUCED OUR WASTE BY ONLY **15%**, WE'D HAVE ENOUGH FOOD TO FEED **25 MILLION** AMERICANS!

Simple changes can have a big impact. Our local Rethink Waste Project is leading the way with the EPA-developed Rethink Food Waste Challenge because our food is just too good to waste. www.RethinkWasteProject.org/FoodWaste



SO WHAT IS THIS CHALLENGE?



Tell me about food waste.

The average American household wastes about 25% of the food they buy. Yet, most people don't think they toss that much. Did you know that an estimated 26% of Knott Landfill's mass is food waste? Whether you just tossed that yogurt with the expiration date, stale bread or milk that smelled a little funny, you've probably wasted some food this week. We want to change that.

What is the challenge?

The Rethink Food Waste Challenge helps you realize how much food you're really throwing out. You'll learn easy ways to save time and money and keep valuable resources from going to waste! We are recruiting at least 100 households from Deschutes County to participate in a 4 week study of food waste in the home from **May 14 – June 10**. The first 100 households who sign up will receive a digital scale to weigh the food waste and a bucket in which to save your food waste during the challenge. Both are yours to keep. Starting each Monday, you will set aside all food that you would normally toss. At the end of the week — on Sunday — you will submit your food waste weight (or volume, if you don't have a scale) into an online form. That's it!

Why should I do this?

Well, first of all, you can feel good about yourself (and your heavier wallet) by learning to be more conscientious about what food you are throwing away. The Rethink Food Waste Challenge will take you less than 15 minutes per week and it's only for one month. Second, you can feel good about being a part of this community study! Plus, when you submit your wasted food weight, you will be entered in a weekly drawing for **\$200 worth of food-related prizes** including items such Hydro Flask Insulated Food Flasks, grocery store gift cards, glass food storage containers with snapping lids, beeswax food wrappers, and more. And households that complete at least 3 of the 4 weeks of the challenge will be entered in a drawing to win \$400 in Market Bucks (like a choose-your-own-adventure CSA) spent at Dome Grown Produce Farm out of Redmond. The farm has a stand at both the Redmond Farmer's Market and the new East Bend Farmer's Market. There will be two grand prize winners!

Sign up at www.RethinkWasteProject.org/FoodWaste

WASTED FOOD IS A GLOBAL ISSUE. **LET'S START TO MAKE CHANGE** BY WASTING LESS FOOD AS A COMMUNITY.



LET'S DO THIS!

Step by step by step by step.

Here are instructions – along with tips and tricks – to get you started, keep you going and show you some results! Sign up now and go, go, go!



WEEK 1 Collect and weigh the food you throw out

First, just do as you normally do. Don't think about it too much. Good studies have a baseline of normal and Week 1 should represent your average week of wasted food.

- Start saving your wasted food in your sealed container on Monday.
- Continue to place all your wasted uneaten food in the container for the entire week
- What counts as food waste? Stale bread, old fruit, leftovers from the back of the fridge, restaurant doggie bags, plate scrapings, or the dinner you burned. Everything that was at one time edible that you would usually throw away. Even if you intend to compost some of this, it will still count towards your total of wasted food if it was edible at one time. Do not include inedibles such as apple cores, orange peels, corn cobs, egg shells or bones.

- At the end of the week on Sunday, weigh the wasted food and record the number (in ounces) on the online form or with a phone call (541-385-6908 x26). Make sure to subtract the weight of the bucket (5.3 ounces if you are using ours). If you don't have a scale, you can simply submit estimated volume.
- Lastly throw your wasted food in your compost or garbage now that the week is over.

WEEKS 2, 3 & 4 Practice Using Smart Tools

- Each week of the challenge, we'll send you an email with tips and resources for the week ahead. You can also find the SMART (Save Money and Reduce Trash) tools in our toolkit at www.RethinkWasteProject.org/FoodWaste.
- Continue to save your wasted food Monday through Sunday.
- During the week, use the tools to think a little more about what you are wasting and how to prevent it from happening.
- Keep notes on what works to reduce food waste and what doesn't.
- Submit the weight of your food waste at the end of each Sunday through the online form.



KEEPING SCORE

We're so glad you're up for the challenge! To make it as easy as possible, use these worksheets to keep track of your progress. Enter either weight or volume of wasted food. If weighing your food, make sure to subtract the weight of the container.

1 MAY 14–MAY 20 WEEK 1: Do What You Normally Do

Number of people in the household: _____
 Food Weight _____ lbs. _____ ozs.
 Food Volume _____
 Number of days collected _____

What went to waste and why:

2 MAY 21–MAY 27 WEEK 2: Shop Smarter

Number of people in the household: _____
 Food Weight _____ lbs. _____ ozs.
 Food Volume _____
 Number of days collected _____

What went to waste and why:

3 MAY 28–JUNE 3 WEEK 3: Prep Smarter

Number of people in the household: _____
 Food Weight _____ lbs. _____ ozs.
 Food Volume _____
 Number of days collected _____

What went to waste and why:

4 JUNE 4–JUNE 10 WEEK 4: Store It Smarter

Number of people in the household: _____
 Food Weight _____ lbs. _____ ozs.
 Food Volume _____
 Number of days collected _____

What went to waste and why:



SHOP SMARTER

THE CHALLENGE TOOLKIT

Rethink Food Waste Menu Planning
 Think about how many meals you'll eat at home this week and how long before your next shopping trip.



	MEALS FOR THE WEEK	SHOPPING LIST
MON		
TUE		
WED		
THUR		
FRI		
SAT		
SUN		



STORE SMARTER

THE CHALLENGE TOOLKIT

In or out of the fridge?
 Use this quick fruit and veggie storage guide during the challenge – and after – to help you make the most of these delicious items!



Inside the fridge

- Apples
- Berries
- 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

About Humidity Control Drawers

- High setting: produce sensitive to moisture loss (cauliflower, eggplant, green beans)
 produce that wilts (leafy greens like arugula, spinach and herbs)
- produce sensitive to ethylene gas (broccoli, cabbage, lettuce)
- Low setting: produce not sensitive to moisture loss
 produce that emits ethylene gas (apples, ripe avocados, kiwi, melons, peaches, pears, and tomatoes)



Outside the fridge

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

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 lettuce and berries just before eating.



PREP SMARTER

THE CHALLENGE TOOLKIT

REORGANIZE
YOUR FRIDGE
EVERY SO
OFTEN!

Chop, chop!
Prep now, eat later! Prepare perishable foods soon after shopping. It will be easier to whip up meals later in the week, saving time, effort, and money. Who doesn't love that?



Tips and Tricks

- When you get home from the store, take the time to wash, dry, chop, dice, slice, and place your fresh food items in clear storage containers for snacks and easy cooking.
- Befriend your freezer and visit it often. Freeze food such as bread, sliced fruit, or meat that you know you won't be able to eat in time. Make a list and post it outside of your freezer so you know what food you have on hand.
- Cut your time in the kitchen by preparing and freezing meals ahead of time.
- Prepare and cook perishable items, then freeze them for use throughout the month. For example, bake and freeze chicken breasts or fry and freeze taco meat.

THE AVERAGE AMERICAN WASTES

254 LBS

OF EDIBLE FOOD EACH YEAR.



PRIORITIZE SMARTER

THE CHALLENGE TOOLKIT

FREEZE IT
IF YOU'RE
NOT GONNA
USE IT

Hint, hint.
Cut out these handy reminders and attach them to a small basket to store in your fridge. Put food in there that needs your attention sooner than later. We could all use a little nudge every now and then, right?




Phase 2 – Evergreen Challenge Document

Still available on website, broken up into separate tools. Used for tabling events as a compete handout.



Welcome to the

RETHINK FOOD WASTE TOOLKIT

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Here's why wasted food is an important issue:

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RethinkWasteProject.org/FoodWaste

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GET SMARTER: THE CHALLENGE IS ON!

THE CHALLENGE TOOLKIT

What and why?

Whether it's moldy cheese, limp celery or long lost leftovers, chances are you wasted food this week. Take the challenge to learn what food goes to waste in your household. Then use our tips and resources to make small shifts in your habits: ideas on how to shop for, prepare and store food to save time and money and keep the valuable resources used to produce and distribute food from going to waste. Because our food is too good to waste.

What to do

- Find a 4-week period on the calendar to dedicate to taking the challenge. Is 4 weeks too much? Try doing just 1 week! 4 weeks not enough? Do it!
- Enlist your household to be on board. Get everyone to participate!
- Recruit your book club, HOA, neighborhood block or church group. Spread the knowledge and change the way the world around you thinks about wasting food. You can make a real difference!

What you need

- A bucket and lid for your wasted food
- Our "Score Card" worksheet
- A small kitchen scale (optional)

Week 1: Do as you normally do.

- At the start of your first week, collect ALL wasted food into your bucket.
- What goes in the bucket: anything that was at one time edible; plates scrapings, rotten angula, restaurant leftovers, stale bread—even if you plan to compost it!

- Don't include inedible items like eggshells, corn cobs and coffee grounds.
- At the end of the week, record the amount of wasted food (weight or volume) on the Score Card; now you can compost or trash the bucket's contents.

Weeks 2 - 4: Practice using SMART tools.

- During each week, save and record your wasted food.
- Find SMART tools on our website and implement a new tool each week.
- Keep notes on the Score Card as to what works to reduce wasted food in your home and what doesn't.

Share on social media!

- Take photos of the meals you've made with food that might have been wasted and post on Instagram!
- Share tips on Facebook and send friends to RethinkWasteProject.org/FoodWaste to inspire them to get started.
- Challenge family and co-workers to join you -- and share their own results.

RethinkWasteProject.org/FoodWaste



SCORE CARD

THE CHALLENGE TOOLKIT

We're so glad you're up for the challenge! To make it as easy as possible, use this worksheet to keep track of your progress. Record either weight or volume of wasted food. During weeks 2-4, implement the SMART tool that is mentioned. Notice as time passes what works to help you reduce food waste and what doesn't.

1 WEEK 1: Get SMARTER — Do What You Normally Do

Weight or Volume of wasted food _____

What went to waste and why:

2 WEEK 2: Shop SMARTER and Start using "Eat First" Basket

Weight or Volume of wasted food _____

What went to waste and why:

3 WEEK 3: Prep SMARTER

Weight or Volume of wasted food _____

What went to waste and why:

4 WEEK 4: Store It SMARTER

Weight or Volume of wasted food _____

What went to waste and why:

“ WOW! WHAT A GREAT CHALLENGE. I WAS SURPRISED AT MY FIRST WEEK OF DATA ON HOW MUCH I WASTED AND PROUD OF MYSELF FOR THE IMPROVEMENTS. FOR ME, THE "EAT FIRST" BIN IS WHAT MADE THE BIGGEST DIFFERENCE. ”

RethinkWasteProject.org/FoodWaste



PRIORITIZE SMARTER

THE CHALLENGE TOOLKIT

Hint, hint.

Cut out these handy reminders and attach them to a small basket to store in your fridge. Put food in there that needs your attention sooner rather than later. We could all use a little nudge every now and then, right?



FREEZE IT IF YOU'RE NOT GONNA USE IT

“ I REALLY LOVE THE 'EAT FIRST' BIN! IT IS SO SIMPLE, BUT SO BRILLIANT. I'VE CONVERTED THE TOP SHELF FOR EAT FIRST ITEMS AND I'VE REALLY BEEN ABLE TO USE THOSE ITEMS FIRST BEFORE COOKING ANYTHING NEW. ”

“ LOVE THE 'EAT FIRST' BASKET! THAT'S BEEN A HUGE HELP FOR OUR FAMILY. I HAD EXTRA ENCHILADA SAUCE THAT I WOULD NORMALLY COMPOST. INSTEAD, I MARINATED CHICKEN IN IT AND MADE TACOS! ”

RethinkWasteProject.org/FoodWaste



SHOP SMARTER

THE CHALLENGE TOOLKIT

Rethink Food Waste Menu Planning

Think about how many meals you'll eat at home this week and how long before your next shopping trip.

BE SURE TO SHOP YOUR KITCHEN FIRST!

	MEALS FOR THE WEEK	SHOPPING LIST
MON		
TUE		
WED		
THUR		
FRI		
SAT		
SUN		

“ I HAVE BEEN FORWARDING EACH WEEK'S TIPS TO MY MOM, WHO TENDS TO SHOP FOR A RECIPE SHE WANTS TO MAKE AND THEN LEAVES LEFT OVER INGREDIENTS IN THE FRIDGE AND FORGETS ABOUT THEM. SHE HAS HAPPILY REPORTED THAT SHE HAS SAVED MONEY AT THE STORE RECENTLY (AND WASTED LESS FOOD) BY SHOPPING HER FRIDGE, FREEZER, AND PANTRY TO HELP PLAN MEALS. ”

RethinkWasteProject.org/FoodWaste



RETHINKFOODWASTE

PREP SMARTER

THE CHALLENGE TOOLKIT

**REORGANIZE
YOUR FRIDGE
EVERY SO
OFTEN!**

Chop, chop!
Prep now, eat later! Prepare perishable foods soon after shopping. It will be easier to whip up meals later in the week, saving time, effort, and money. Who doesn't love that?

Tips and Tricks

- When you get home from the store, take the time to wash, dry, chop, dice, slice, and place your fresh food items in clear storage containers for snacks and easy cooking.
- Befriend your freezer and visit it often. Freeze food such as bread, sliced fruit, or meat that you know you won't be able to eat in time. Make a list and post it outside of your freezer so you know what food you have on hand.
- Cut your time in the kitchen by preparing and freezing meals ahead of time.
- Prepare and cook perishable items, then freeze them for use throughout the month. For example, bake and freeze chicken breasts or fry and freeze taco meat.

THE AVERAGE AMERICAN WASTES
254 LBS
OF EDIBLE FOOD
EACH YEAR.

“ I CUT MY EXCESS FRUIT INTO PIECES, FREEZE IT IN A SINGLE LAYER ON A SHEET, AND THEN TRANSFER IT INTO PLASTIC BAGS OR TUPPERWARE TO STORE. WE USE FROZEN FRUIT FOR SMOOTHIES. ”

“ I’VE ALWAYS THOUGHT MEAT WAS AN ESSENTIAL PURCHASE AT THE GROCERY STORE BUT THROUGH THE CHALLENGE I’VE SEEN HOW LITTLE MEAT I ACTUALLY EAT BEFORE IT GOES BAD. I’M PRETTY SHOCKED BY THIS SINCE I DIDN’T THINK I PURCHASED THAT MUCH MEAT IN GENERAL, BUT NOW I THINK I CAN CUT DOWN MY MEAT CONSUMPTION/PURCHASING BY AT LEAST HALF! ”

RethinkWasteProject.org/FoodWaste



RETHINKFOODWASTE

STORE SMARTER

THE CHALLENGE TOOLKIT

**STORE VEGGIES
IN A CLEAR
CONTAINER FOR
EASY VIEWING**

In or out of the fridge?
Use this quick fruit and veggie storage guide during the challenge — and after — to help you make the most of these delicious items!



Inside the fridge

- Apples
- Berries
- 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

About Humidity Control Drawers

- High setting:** produce sensitive to moisture loss (cauliflower, eggplant, green beans) produce that wilts (leafy greens like arugula, spinach and herbs) produce sensitive to ethylene gas (broccoli, cabbage, lettuce)
- Low setting:** produce not sensitive to moisture loss produce that emits ethylene gas (apples, ripe avocados, kiwi, melons, peaches, pears, and tomatoes)



Outside the fridge

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

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 lettuce and berries just before eating.

“ HAVING OUR WASTE GO DOWN SO MUCH IN THE LAST TWO WEEKS HAS REALLY INSPIRED ME! I CAN DEFINITELY SEE HOW MEAL PLANNING AND PROPER STORAGE IS IMPROVING OUR FOOD WASTING HABITS. ”

RethinkWasteProject.org/FoodWaste

LOGO



WEB IMAGES

Website Banner



Website Sidebar Images

<p>CURRENTLY, 50 MILLION AMERICANS DO NOT HAVE ACCESS TO ENOUGH FOOD.</p>	<p>IF WE REDUCED OUR WASTE BY ONLY 15%, WE'D HAVE ENOUGH FOOD TO FEED 25 MILLION AMERICANS!</p>	<p>135 MILLION TONS OF GREENHOUSE GASES COME FROM WASTED FOOD EVERY YEAR.</p>
<p>10% AND 25% OF OUR ENERGY OF ALL FRESH WATER GO TOWARDS PRODUCING FOOD THAT'S NEVER EATEN.</p>	<p>THE AVERAGE FAMILY OF FOUR SPENDS ABOUT \$1,600 A YEAR (\$130/MONTH) ON FOOD THEY THROW AWAY.</p>	<p>\$165B PER YEAR IS SPENT ON FOOD IN THE U.S. THAT NEVER GETS EATEN AND ANOTHER \$750 MILLION A YEAR TO DISPOSE OF IT.</p>

Facebook Banner

 SHOP SMARTER Shop your pantry and freezer first.  PREP SMARTER Wash, chop, and store your produce so it's ready to use.	 STORE SMARTER Know what produce stays on the counter and which goes in the fridge.  "EAT FIRST" BASKET Put your leftovers and need-to-use food bits in here.	
<p>RethinkWasteProject.Org/FoodWaste.  RETHINKFOODWASTE</p>		

SOCIAL MEDIA SAMPLE

Facebook posting from 5/23/18

Rethink Waste Project
Published by Ani Kasch [?] · May 23, 2018 · 🌐

Chopped: Home Edition!

In honor of this week's theme for the Rethink Food Waste Challenge (Shop Smarter), I am shopping my fridge before going to the grocery store!

And I need help.

What would you do with these 4 ingredients from your fridge/cupboard?

- A bunch of Kale
- Some cilantro from last week's recipe
- A bunch of already cooked, leftover rice
- Half a block of feta cheese

222 People Reached 53 Engagements [Boost Post](#)

👍 Kim Ely and Celeste A Fulton 6 Comments

👍 Like 💬 Comment ➦ Share 🌐

Most Relevant ▾

Write a comment... 🗨️ 📷 📄 🗣️

Kim Ely rice cakes: chop the kale finely and mix everything together. Add a little flour or something to bind if needed and dust in flour or corn meal or bread crumbs then pan fry.
Like · Reply · Message · 33w 👍 2

Regina Loy I would use the rice, kale, and cilantro to make the fried rice from Mark Bittman's cookbook "How To Cook Everything". The feta cheese would have to wait for another day.
Like · Reply · Message · 33w 👍 2

JJ Briggs I'd have to add a couple things but, I'd make Carmelized Kale (onion, kale and red pepper flakes) with a Cilantro Lime Rice (rice, cilantro, lime) topped with the feta. Actually I kinda want to try to make this:)
Like · Reply · Message · 33w 👍 1

↳ 1 Reply

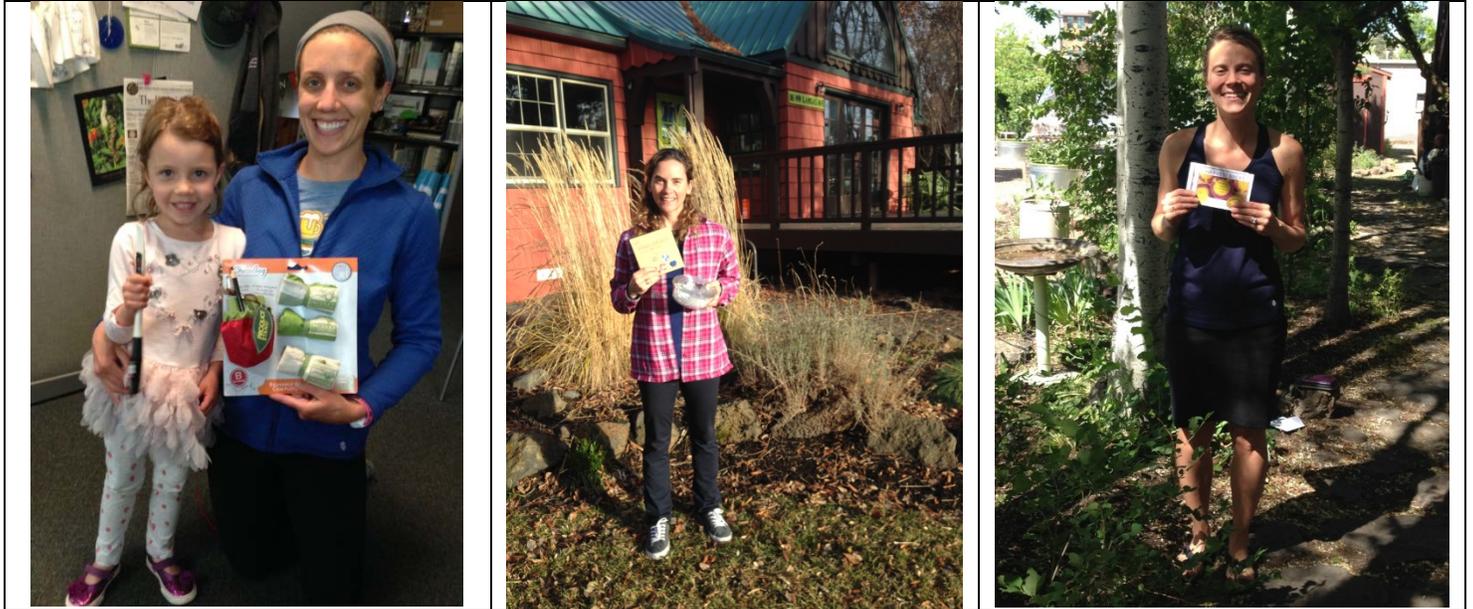
Deborah Kuh Schluter Id make a cold rice salad for lunches- just chop and add your favorite vinaigrette dressing and a protein option
Like · Reply · Message · 33w 👍 1

↳ 1 Reply

PHOTOS

Of Participants

1 – Original Challenge Prize Winners 2 – Feedback form Prize Winner 3 – Grand Prize Winner



From Participants

1 – Eat First Basket and batch cooking, organized refrigerators, plus examples plus demonstrated use of a beeswax wrap.

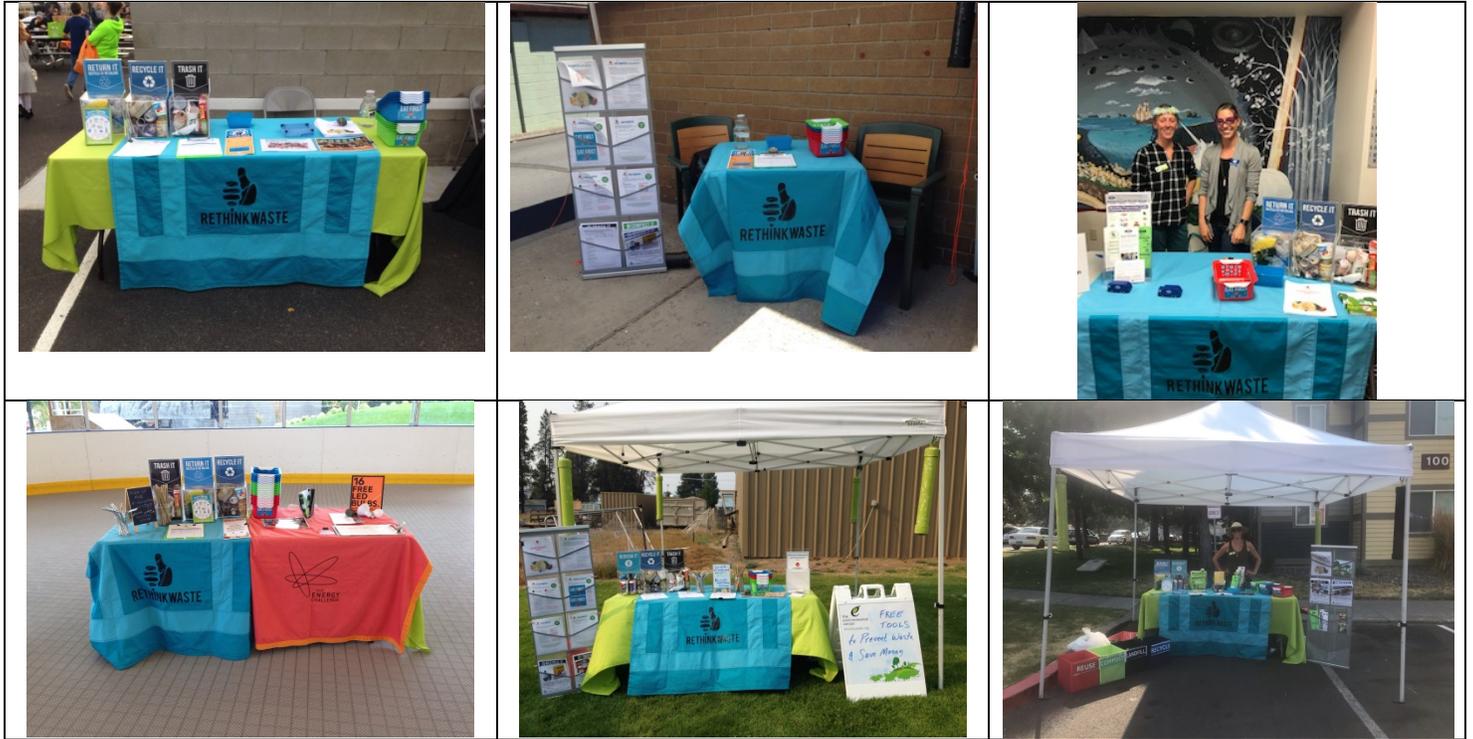


2 – Creative data keeping sheet, refrigerator lists to help with menu planning, a chalk board for the week's menu, frozen tomato paste ice cubes



From Events and Presentations

1 – Photos from Tabling, clockwise from top left: La Pine Elementary Fall Fest (9/3/18), Locavore Member Appreciation Day (7/9/18), Redmond Repair Café (), Deschutes Onsite Clinic Wellness Fair (9/22/18), Music in the Pines-La Pine (8/23/18), National Night Out-Ariel Glen South Apartments (8/7/18)



2 – Photos from Wasted: The Story of Food Waste film screening – talk and panel (9/24/18) 3 – Cooking Matters Class, Bend High (10/29/18)

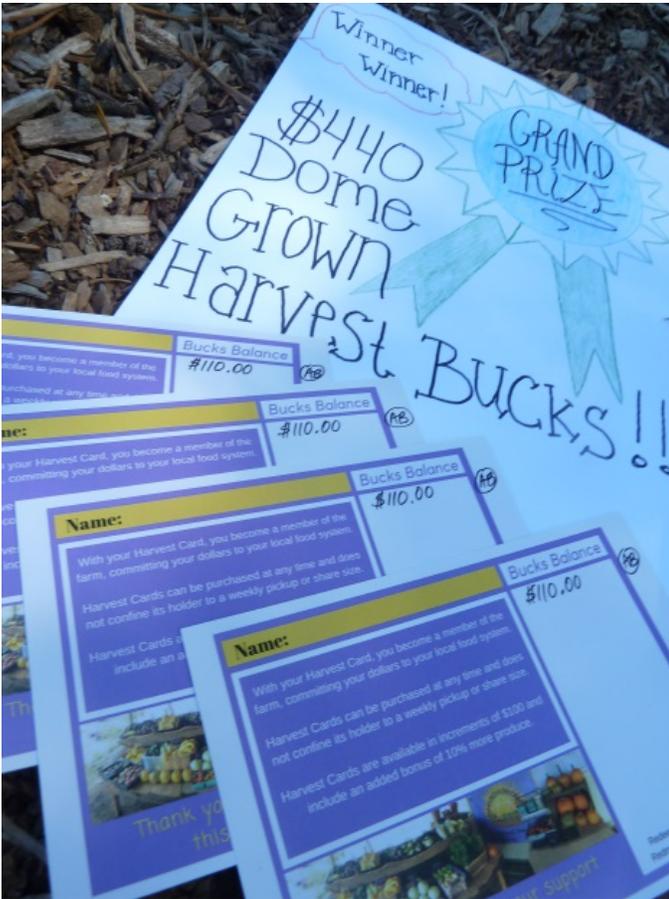


Photos of Incentives

Phase 1 - Weekly Prizes



Phase 1 – Grand Prize



Phase 2 – Feedback Form Prizes



Phase 2 - Tabling Food Waste Prevention Feedback

<p>My favorite way to prevent food waste is.... <u>separate veggie</u> <u>Bin in fridge</u> <u>left = leave it ^(for now)</u> <u>Right = Right ^{eat me} away</u></p>	<p>My favorite way to prevent food waste is.... <u>compost what I</u> <u>can't or don't eat. Or feed</u> <u>it to my chicken</u></p>
<p>My favorite way to prevent food waste is.... <u>Use my</u> <u>EAT FIRST basket</u></p>	<p>My favorite way to prevent food waste is.... <u>STAY AWARE.</u> <u>NOTICE WHAT GOES ON IN MY OWN</u> <u>KITCHEN. THE CHALLENGE MADE</u> <u>ME REALIZE HOW MUCH I HAD</u> <u>BEEN THROWING AWAY</u></p>
<p>My favorite way to prevent food waste is.... <u>Make a meal</u> <u>plan and use it</u> <u>while I am</u> <u>shopping! PLAN</u> <u>AHEAD</u></p>	<p>My favorite way to prevent food waste is.... <u>I cut up my</u> <u>CARROTS into sticks</u> <u>when I get home!</u> <u>that makes carrot snacks</u> <u>instead of chips!</u> <u>(HEALTHY and less food waste)</u></p>

LIST OF PRESENTATIONS AND EVENTS BY DATE

Presentation	Date	Estimated # Attended / interacted
Cook Crossing - housing works apartment presentation	8/8/2018	2
Bend Parks and Rec Staff Lunch and Learn	9/20/2018	30
Cooking Matters - Redmond	10/22/2018	8
Cooking Matters - Sisters	10/23/2018	7
Cooking Matters - Bend	10/29/2018	10
Cooking Matters - La Pine	11/5/2018	7
Housing Works Apts Redmond - Reindeer Meadows	11/8/2018	11
Daughters of the American Revolution Meeting	11/10/2018	32
Housing Works Apts Redmond - Aspen Villas	12/12/2018	15
Rotary Club Meeting Presentation - Sisters	1/8/2019	15
Housing Works Apts, Sisters - Tamarack Village	1/24/2019	5
Know Less Waste - East Bend Library	2/7/2019	
Know Less Waste - Sunriver Library	2/8/2019	
Know Less Waste - Sisters	2/20/2019	

Event	Date	Estimated # Attended / interacted
COCC Tabling Event	3/14/18	20
COCC Garden Club Spring Faire	4/14/18	30
Earth Day Fair	4/21/18	25
Central Oregon Home and Garden Show	5/4-5/6/18	100
Bend Open Streets	5/13/18	50
How-To Fest, Redmond Library	6/9/2018	15
Locavore Members jam	7/9/2018	10
Music on the Green - Redmond	7/25/2018	3
Market of Choice - Music on the Patio	8/3/2018	10
National Night Out - Ariel Glen Apts	8/7/2018	2
CE Lovejoy's - Dancing in the Garden	8/16/2018	10
Music on the Green - Redmond	8/22/2018	5
Music in the Pines (La Pine)	8/23/2018	20
NWX Farmer's Market	8/25/2018	40
La Pine Fall Festival	9/3/2018	4
DOC (Deschutes onsite clinic) Wellness Fair	9/22/2018	30
Wasted Film Screening	9/24/2018	160
Fall Fest	10/6/18-10/7/18	100

BLOG POSTINGS

5/20/18 - RETHINK FOOD WASTE CHALLENGE, WEEK 2: SHOP SMARTER

<http://www.rethinkwasteproject.org/2018/05/20/rethink-food-waste-challenge-week-2/>

5/23/18 - RETHINK FOOD WASTE: SHOP SMARTER AND TECHNOLOGY

<http://www.rethinkwasteproject.org/2018/05/23/rethink-food-waste-shop-smarter-and-technology/>

5/27/18 - RETHINK FOOD WASTE: PREP SMARTER

<http://www.rethinkwasteproject.org/2018/05/27/rethink-food-waste-prep-smarter/>

5/30/18 - YOUNG CHILDREN WASTE SO MUCH FOOD. HERE ARE SOME TIPS FROM LIVING WITH ONE.

<http://www.rethinkwasteproject.org/2018/05/30/young-children-waste-so-much-food-here-are-some-tips-from-living-with-one/>

6/3/18 - SMART STORAGE FOR YOUR FOOD AND HOW TO NAVIGATE DATES ON FOOD PRODUCTS

<http://www.rethinkwasteproject.org/2018/06/03/smart-storage-for-your-food-and-how-to-navigate-dates-on-food-products/>

6/6/18 - COMBATING FOOD WASTE: DESCHUTES COUNTY AND BEYOND!

<http://www.rethinkwasteproject.org/2018/06/06/combating-food-waste-deschutes-county-and-beyond/>

9/20/18 - BACK TO SCHOOL LUNCHES ZERO WASTE STYLE

<http://www.rethinkwasteproject.org/2018/09/20/back-to-school-lunches-zero-waste-style/>

PARTICIPANT QUOTES – Excluding quotes specifically about the “Eat First” basket

- Thanks for conducting the food waste challenge! It raised a lot of awareness about food and other forms of waste within our family and with friends curious about the challenge. It only took 4 weeks for us to get under a pound of waste!
- We have come a long way in just 4 weeks. We are waaaaaay better about food waste now. Even our friends and guests are on board so a nice ripple effect from this challenge. I think the tip that helped the most was not putting too much on your plate at first. You can get more, but clean your plate with a small amount. That has worked very well for our family. The blog post and articles were interesting and helpful. Thank you so much for doing this!!
- I am amazed at how much we've reduced our food waste by making a concerted effort to only buy what we know we'll eat and eat what we have! This has been a valuable experience; thank you!
- We have gotten much better about not wasting food - thinking ahead about what meals we really need to purchase ingredients for has helped a lot, I think we were over-buying groceries before. I've also made a habit of cooking a “kitchen sink” frittata or scrambled eggs each week, and I throw all the veggies that need to be used up into them. This week it contained sun dried tomatoes, jalapeños, and roasted garlic that I had left over from a friend's pizza party, as well as spinach that was on its last leg. I purchased chicken sausage and eggs specifically for the meal, but the rest was all ingredients that needed to be used up.
- Loved the suggestion to shop my fridge/cupboard this week and also the Chopped idea. I had some leftover onion and a couple of squishy tomatoes which, together with a can of olives and a can of sardines from my

pantry became a wonderful pasta sauce...very Mediterranean and healthy! Such great tips that are so easy to incorporate into my day-to-day life. Also looking forward to cataloging what's in my freezer, very useful.

- I've always thought meat was an essential purchase at the grocery store but through the challenge I've seen how little meat I actually eat before it goes bad. I'm pretty shocked by this since I didn't think I purchased that much meat in general, but now I think I can cut down my meat consumption/purchasing by at least half!

UNANTICIPATED MATERIALS

Rethink Food Waste Challenge E-mail Series

Sign up available online: www.rethinkwasteproject.org/foodwaste

- 1.) Confirmation e-mail: Rethink Food Waste: Your Self-Guided Course - <http://eepurl.com/dESfbf>
- 2.) Week 1 e-mail: Rethink Food Waste Challenge, Week 1 - <http://eepurl.com/dESfaP>
- 3.) Week 2 e-mail: Rethink Food Waste Challenge, Week 2 - <http://eepurl.com/dESfa5>
- 4.) Week 3 e-mail: Rethink Food Waste Challenge, Week 3 - <http://eepurl.com/dESfa1>
- 5.) Week 4 e-mail: Rethink Food Waste Challenge, Week 4 - <http://eepurl.com/dESfaT>
- 6.) Final e-mail: <http://eepurl.com/dESfaL>

Week 2: Sample email

Self-guided (weekly) Food Waste Challenge! Because our food is too good to waste.

View this email in your browser.



RETHINK WASTE
DESCHUTES COUNTY
A project of The Environmental Center





Rethink Food Waste Challenge,
Week 2

Tools of the week: Shop Smarter and the Eat First Basket

Here are some reasons it's easy to waste food and, therefore, money.

- We shop without a plan and we shop when we're hungry.
- We don't know what we have at home. In the kitchen and end up buying things we already have. Sometimes we forget, sometimes our fridge is too disorganized.
- We get lured in by "buy one get one free" and "2 for 1" - you can save money doing this, but only if you actually eat what you buy.
- We tend toward the bulk buys and less expensive per ounce foods - it's true, it's cheaper by the pound, but how much of that food will you lose in the end?

Lets see what we can do to change some of that this week by Shopping Smarter.

Here's what you'll learn this week:

- How to use the Eat First Basket
- Making a menu plan
- Buying only what you need
- Fridge organization
- Using technology to prevent food waste



****Free baskets and laminated Eat First cards at The Environmental Center, while supplies last!****

Feedback from folks who have taken the challenge has revealed the Eat First cards are the single most useful of the tools!

Find a basket OR just use a section of one of your refrigerator shelves. Print out an [Eat First card](#) and attach it to the basket or shelf. This is a place for you to put food in your fridge that you need to "Eat First". This prevents those sm items from getting lost in the fridge and spoiling before you can eat them.

Not sure what to put in your basket? Some ideas include: half a sandwich, a partially used can of tomato paste, some bean dip, a jar of chipotle peppers, and half a zucchini.

EAT FIRST CARD

Shop Smarter: Plan your week's meals.

Take a few minutes at the beginning of your week to think ahead.

- Download the meal planner sheet and make a real plan! Check out [this blog](#) from Kirkland Conserves about a meal planning experience
- Take a few minutes to [organize your fridge](#) so you know exactly what in there.
- Shop your fridge, freezer and cabinets as you make your list! Use up th leftover rice. Make a sauce from that leftover tomato paste.
- Mark down a leftovers night on your meal planner!
- At the store, stick to your list: buy only what you need.
- Buying in bulk doesn't have to mean buying large quantities.
- Don't like paper? Try using a meal planning app! Check out our blog about [using technology](#) to Shop Smarter.

SHOP SMARTER: Meal Planner

Chopped: Home Edition

Have you ever seen Chopped? If not, check it out. It's a pretty fun cooking show where the chefs make up meals with mystery ingredients. Make it fun to use up bits and pieces of food in your fridge! Kids can have fun with this one, too.

You can put "Chopped" Night on your Meal Planner for one dinner!

What would you do with the following ingredients:

- A bunch of kale
- Some cilantro left over from last week's recipe
- Some already prepared leftover rice
- Half a block of feta cheese

CHOPPED: Rethink Food Waste

Remember to collect and record your food waste each week!

the bad ones.

- Does that riced cauliflower always go bad faster than you eat it? Try buying it less often, in smaller quantities, or learn how to freeze it!
- Are you always bringing extra rice and beans home from your weekly Mexican restaurant eat-out and throwing it away? Maybe you can ask them to hold the sides or ask for half a portion.

SCORE CARD



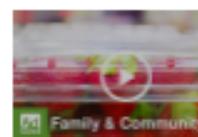
Easy extra tip of the week: buy and eat ugly produce!

Did you take a look at the [National Geographic](#) article in last week's e-mail? A massive amount of produce doesn't get eaten because it isn't pretty enough. Because it isn't the smoothest or the most symmetrical. But it's still nutritious and delicious! An easy way to help combat wasted food is to buy the imperfect produce you see at the grocery store or farmer's market.



Kitchn blog is a GREAT resource for lots of ways to rethink food waste.

[MORE](#)



The life of a strawberry. While you shop, think: are you going to eat that?

[MORE](#)



Get inspired: a blog from a past challenge participant!

[MORE](#)

[Share this email with a friend!](#)



RFW Materials Used in Youth Classroom Education

Youth Ed Program from The Environmental Center created a Rethink Food Waste lesson using RFW materials:



Residential Composting – Bend Garbage and Recycling, Cascade Disposal

The two municipal waste haulers in Bend implemented a residential composting program during Phase 2 of the Rethink Food Waste Project and asked us to participate in the informational flier. We also provided 600 laminated “Eat First” cards which were distributed to the pilot yard debris customers along with their countertop compost pail.

Start Composting Today!

Now that you have your kitchen pail, you can start composting your food scraps with your yard debris! No changes will occur with your normal yard debris collection day.

1



Place your compost pail in a convenient location in your kitchen.

2



Toss all food scraps and plate scrapings into your compost pail.

3



Empty your pail into your yard debris cart, along with your yard debris.

Include
the Food



What you **CAN** put in your yard debris cart:


Meat


Plate Scrapings


Bones


Dairy


Baked Goods


Kitchen Trimmings


Fruits & Vegetables


Grains, Seeds & Beans


Coffee Grounds & Filters

YARD DEBRIS

Grass, leaves, tree trimmings, brush

What you **CANNOT** put in your yard debris cart:

Plastic & produce bags
Produce stickers
Paper napkins/paper towels
Pizza boxes
Compostable plastics
Paper plates & cups
Wrappers & packaging
Pet waste / diapers
Grease / oil
Metal / glass
Corks



(541) 382-2263

Helpful Tips

Compost Pail

- Empty your pail into your yard debris cart frequently.
- Sprinkle baking soda at the bottom of your pail.
- Drain excess liquids down the sink.
- Clean your compost pail regularly in the dishwasher or by hand.
- Shut the lid of your pail and cart when not in use.

Yard Debris Cart

- Clean your yard debris cart regularly.
- Maintain a good mix of yard debris and food scraps in your cart, if possible.
- Store containers in a shady area.
- Even if your yard debris cart isn't very full, be sure to bring it to the curb every collection day.

Reduce Food Waste

It is estimated that a quarter of what goes in our landfill is wasted food. Consider these simple steps to help reduce your food waste and save money along the way.

- Shop Smarter - use what you have and buy only what you need.
- Prep Now, Eat Later – prep your food right when you get home from the store.
- Storage – reorganize your fridge every so often and store veggies in a clear container for easy viewing.
- Eat First – use the Eat First sign included with your kitchen pail and attach to a small basket to store in your fridge. Put food in there that needs your attention sooner than later.
- Compost – if there is still food waste, compost it in your yard debris cart.
- Take the Rethink Food Waste Challenge at rethinkwasteproject.org/foodwaste and get additional tips on how to reduce your waste.

Help us keep contaminants out and only include those materials included on this list.

Composting food reduces waste and this material will be processed into nutrient rich compost.



For more information or questions about the Residential Pilot Food Waste Collection Program, please contact Bend Garbage & Recycling at

541-382-2263

bendgarbage.com



RETHINK FOODWASTE
a project of the environmental center

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7. Provide a final inventory of real property (i.e, land, structures) and equipment

purchased, if applicable, with any acquisition cost exceeding five thousand dollars (\$5,000). Describe what controls are in place to ensure that the property and equipment will be used for purposes authorized by this agreement.

Not applicable. Nothing to report.

8. Provide any additional comments, suggestions or ideas for DEQ's Materials Management Grant Program.

- We found the Material Management grant to be a good fit for adapting the EPA's FTGTW program for local use, and those materials have now made our Rethink Waste Project outreach and education much more robust. We would be happy to assist other communities interested in our process and program development.
- A Materials Management Grant that assisted our community with creating opportunities for textile recycling would be a valuable program. To our knowledge there exists no opportunities for textile reuse/recycling beyond/after clothing donation to thrift stores.