



Nourishing Change

How to reduce wasted food and engages residents

Hennepin County Environment and Energy



Let's discuss



What's the
issue?



County
Programs



How you
can help

A banana peel is shown on a light gray surface. The peel is yellow with some brown spots and is partially peeled, with the fruit inside visible. The text "HOW MUCH food is wasted?" is overlaid in white, bold, sans-serif font.

HOW MUCH food is wasted?

Nearly 40% of all food in the U.S. goes uneaten



40%

The costs of wasting food



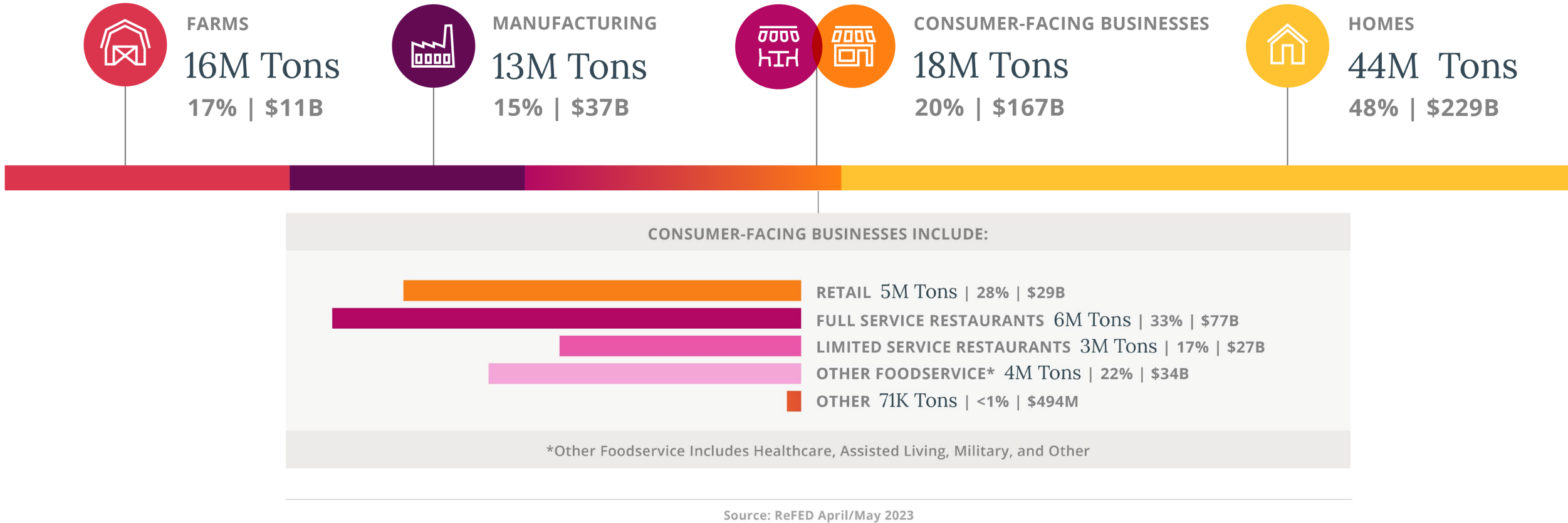
19% of crop land



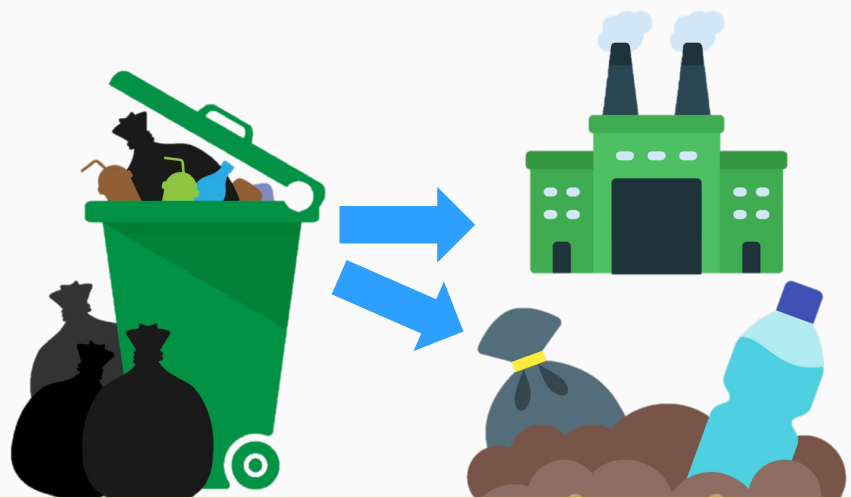
21% of freshwater



**WHO is
wasting all
this food?**



Surplus Food Occurs Across the Supply Chain

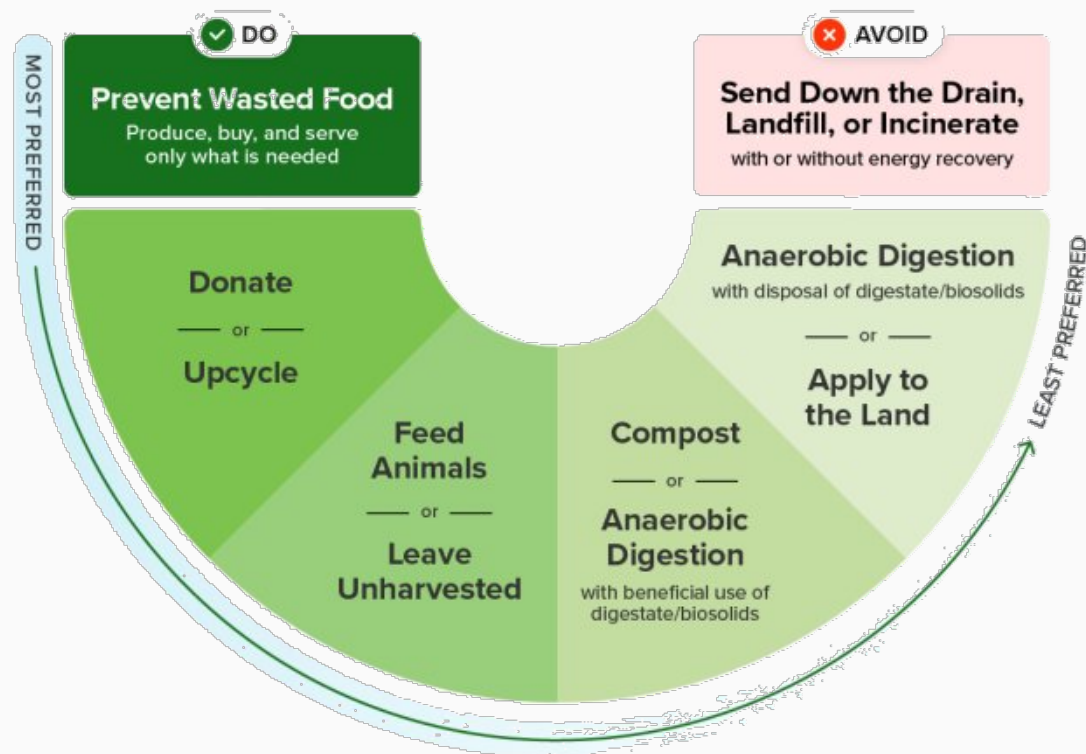


Where it goes now



Wasted Food Scale

How to reduce the environmental impacts of wasted food



Where we want it to go

What is the solution?

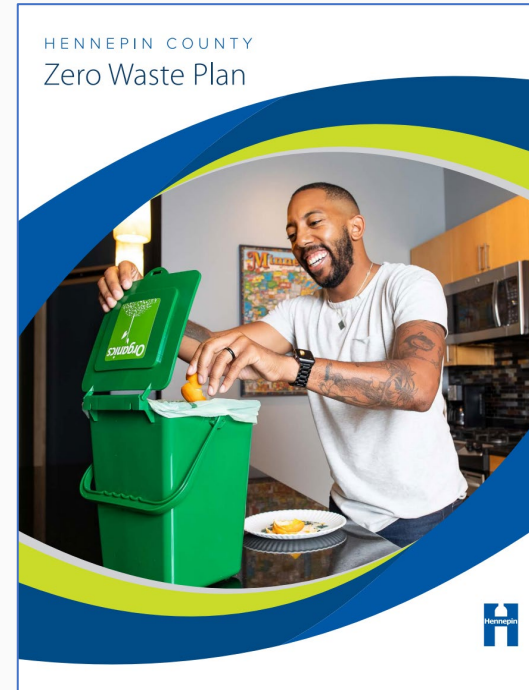
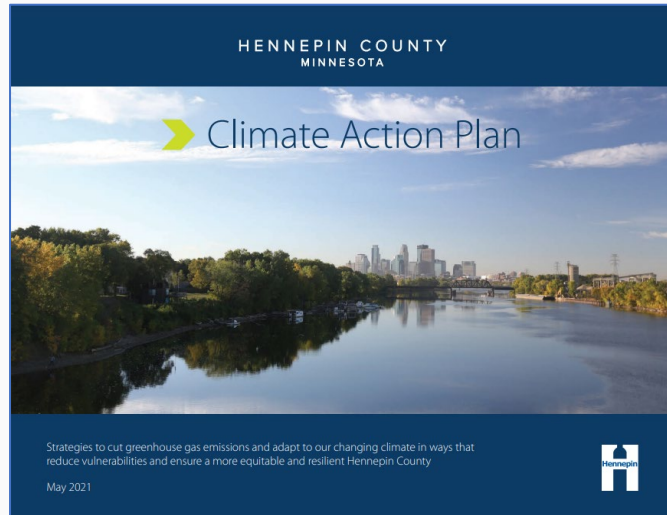
Prevention!



Eat the food you have



Buy the food you'll eat



What we're doing about it

From plans to action

Wasted food prevention plan and target



Highest impact zero-waste actions

- Prioritize extended producer responsibility (EPR) for packaging
 - Secure adequate funding for zero-waste initiatives through SCORE and other sources
 - Ban recyclable and organic materials from landfills
 - Recover recyclable materials from the trash – recycling recovery facility
 - Support the transition to organized collection across Hennepin County
 - Increase compliance with Ordinance 13 and expand requirements
- **Develop and implement a plan to eliminate food waste**
 - Expand collection and drop-off options for hard-to-recycle items
 - Reduce single-use plastics and plastic packaging
 - Increase the reuse and recycling of construction and demolition waste
 - Mandate participation in recycling and composting programs
 - Ensure every individual has equitable access to zero-waste tools



Cut discarded edible food in half



SCHOOLS



RESIDENTS



FOOD RESCUE



BUSINESSES

SCHOOLS



RESIDENTS



FOOD RESCUE



BUSINESSES

Types of food industry businesses



Growers



Processors /
Manufacturers



Suppliers



Food service



Food retailers

Commercial solutions

- Waste tracking
- Inventory tracking
- Kitchen skills
- Donate/sell extras
- *Organics recycling*

County Ordinance 13 requirements



Resources

- Business grants
- Rescue volunteers
- Technology – *inventory software, discount apps, tracking equipment*

SCHOOLS



RESIDENTS



FOOD RESCUE

BUSINESSES



School solutions

- K-12 Cafeteria updates
 - Offer vs. serve
 - Share tables
 - Milk dispensers
- Student education
- Staff training
- Donate extras



Resources

- School grants
- Staff and student training
- Educators

SCHOOLS



RESIDENTS



FOOD RESCUE

BUSINESSES



Food rescue solutions

- Transportation and storage upgrades
- Coordination
- Donor and recipient education



Resources

- Recovery grants
- Facilitation
- Volunteers



Ways you can help



Pick up/delivery of rescued food

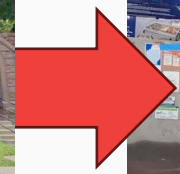
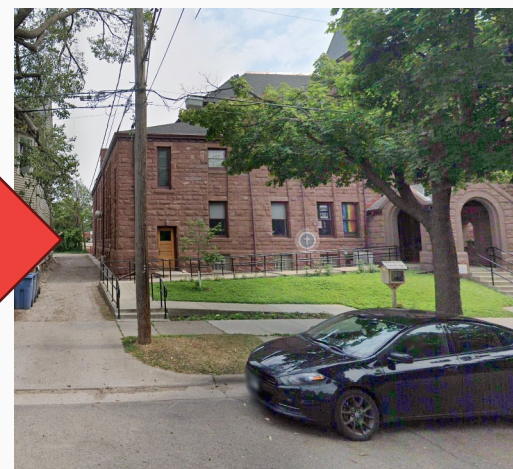
Volunteer to sort/cook rescued food



Glean from farms

Buy discounted foods





LAST WEEK AT COMMUNITY KITCHEN

Monday
Chicken stirfry with rice

Tuesday
Chicken potato stew

431 MEALS

A menu board for the Community Kitchen. It features a green background with white stars and text. It lists the meals for Monday (Chicken stirfry with rice) and Tuesday (Chicken potato stew). There are photos of the food served, including a bowl of stirfry, a bowl of stew, and a plate with a cookie and fruit. A small sign at the bottom right says "431 MEALS".

TC Food Justice



SCHOOLS



RESIDENTS



FOOD RESCUE



BUSINESSES



What are we doing?

The problems

- Brain on automatic
- Busy lifestyle
- No planning
- Improper storage

The solutions

New, expanded behaviors

Self-assess



Store to
make it last



Learn the
labels



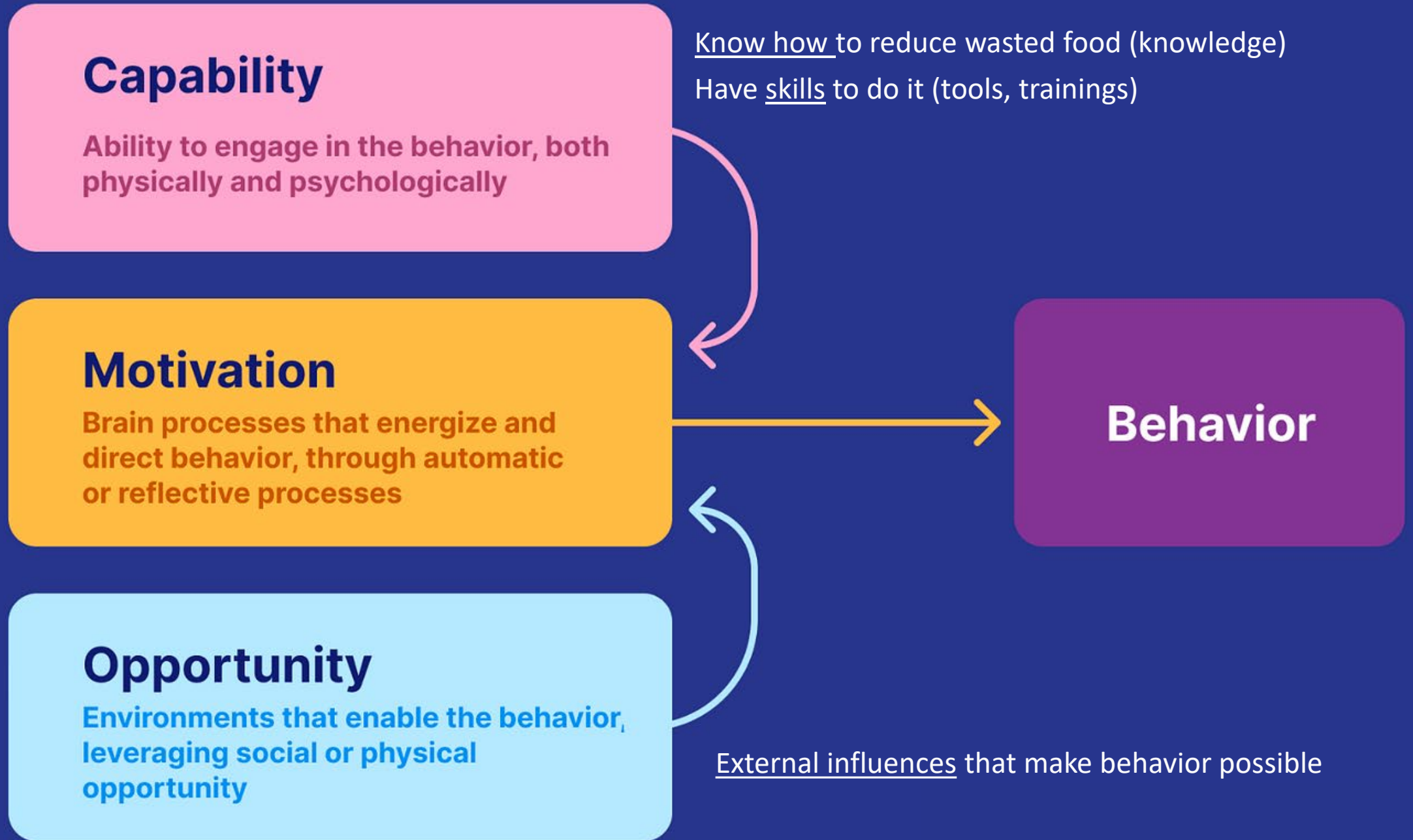
Plan before
you shop



Use it up



Change behaviors



Motivations + messaging

MOTIVATION	RATIONALE	CAUTION
	Money: Taps into consumer concerns	Food waste decisions not rational
	Time pressure a key concern for audiences; leads to waste	Perception that reducing waste TAKES time
	Visibility: Waste easy to ignore; self-monitoring shown to reduce waste	May require initial engagement
	Norms messaging increased impact in some interventions	Waste behaviors often not public
	Potential benefit of focus on empowerment , taking control ; lack of trust in system	Could feel like a burden
	Environment compelling for some; secondary motivator	Feels distant; not motivating for all

A photograph of two women sitting on wooden chairs in a panel discussion. The woman on the left has curly hair, wears a red t-shirt with a name tag that says 'APRIL', and is gesturing with her hand while holding a microphone. The woman on the right has blonde hair, wears glasses and a dark sweatshirt with a mushroom graphic, and is also holding a microphone. They are seated in front of a large abstract mural. A small table with water bottles is between them. A potted plant is on the right.

**How do I talk
about this?**

Understanding your audience

No one wants
to waste food

We already
feel guilty

Barriers:
time, skills

Food safety
caution

Selective
eaters

No one wants
to feel dumb

Focus on the positive

We all can
do our part

Progress over
perfection

Save time,
money

Take back
control

Lead by
example

You're not
alone

TRASH OR CASH

[Wasted Food Facts](#)[Personality Quiz](#)[Fridge Check Friday](#)[Savings Calculator](#)[Cash Hacks](#)[As Seen on TV](#)[Resources](#)[SHARE](#)

The average household of four throws away \$3,000* in food every year.

TRASH OR CASH

Goal: Awareness



Wasted food is
wasted money.

It's time to win it back!

[WATCH THE GAME SHOW](#)

Goal: Self-assess

TRASH
OR
CASH

Fridge check guide

When you waste food, you waste money. Choose cash over trash by making simple changes to how you plan, store, and cook.

Learn why food went to waste

When you clean out your fridge, make note of what food you toss and why.

Today's date: _____

1. Look in your fridge and remove all items that are spoiled or not edible.
2. Check off the types of food you pulled out to toss:

- ☐ Vegetables
- ☐ Fruit
- ☐ Dairy
- ☐ Eggs
- ☐ Meat and fish
- ☐ Leftovers
- ☐ Bread, tortillas, or other grains
- ☐ Sauces, dips, or canned goods
- ☐ Other: _____

Optionally, include details about specific items you tossed:

3. Check off reason(s) why food items went to waste, then discover ways to tweak your habits to save money and enjoy your food.

Reason for wasted food	How to save
☐ Forgot about it	Figure out a way to keep track of your food. Make an Eat First area, create a Use It Up list, put newer items behind older items, use clear containers.
☐ Date shown on package has passed	Use your senses – smell, see, taste – to check if food has gone bad. Except for baby formula, dates on food have nothing to do with safety and are only loosely related to quality.
☐ Bought with no plan	Add the items you have to your Use It Up list. For future shopping trips, plan your meals and snacks and use that to create a grocery list.
☐ Only used part of ingredient	Keep track of and use up your food. Make an Eat First area, put these items on your Use It Up list, add extras into meals like soups, stir fries, omelets, or smoothies, freeze ingredients to use later.
☐ Leftovers not used	Make a plan for your leftovers. Label to-go containers or put food into a clear container, and add them to your Use It Up list. Plan a leftovers dinner and call it something fun, like Encore Night or Eat It Up Meal.
☐ Produce spoiled too quickly	Store food to make it last longer and use things up before they go bad. Use the fruit and veggie storage guide and make sure your fridge is set to 40 degrees. Use anything close to going bad in meals like soups, stir fries, omelets, or smoothies, or freeze it to use later.
☐ Other _____	Try a strategy already listed above or come up with your own: _____

You don't know the solutions until you understand the problem.

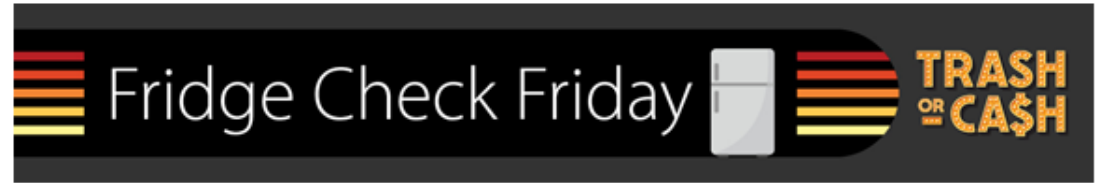


Fridge Check Friday

Keeping track of what's in your fridge keeps food out of your trash. Get weekly email reminders and tips to help prevent waste before you go shopping.

SUBMIT

Goal: Eat up food



Here's your weekly reminder to take a quick look in your fridge and make a plan to use extra food before it goes bad. Choose cash over trash by making simple changes to how you plan, store, and cook.

Kitchen reality check

Simply tracking what food goes to waste and why can have the greatest impact on your kitchen habits.

Try one of these tracking methods:

- Use the [Fridge Check Guide \(PDF\)](#) to understand what food you're throwing away and why.
- Keep a bowl on your counter or in the fridge to collect food that could have been eaten but wasn't. This will help you see how your habits add up.
- Take a photo every time you toss food. Look at the pictures after a few weeks to see if you find any patterns.

Create an "Eat First" bin or shelf



Goal: Eat up food

Meal planning

Not planning costs \$3,000/year.

Reframe: it's not a chore –
it's a celebration of eating!
it's taking back control!
it's a gift to future-you!

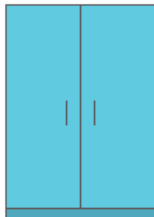
Goal: Plan meals that fit your lifestyle



hennepin.us/meal-planning-quiz

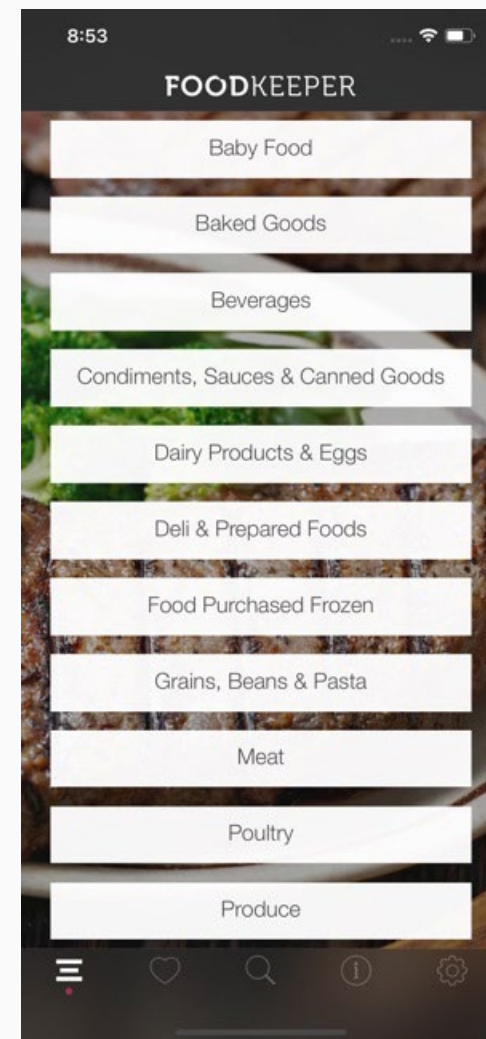
Find your
Meal Planning Personality

Save money by wasting less food. Storing fresh produce correctly is one of the easiest and best ways to keep it fresher, longer.

Where	What	How
Refrigerator 		- Set your fridge to 40 degrees or below. - Store veggies separately from fruit. - Don't wash berries until you are ready to eat them. - Put a damp paper towel or cloth in container with salad greens.
Counter then refrigerator 		- Ripen these items on the counter, away from sunlight, heat, and moisture. - Store in refrigerator loose or in a paper or cloth bag once ripe. - Keep ripe and unripe fruit separate.
Counter 		- Store basil in a cup of water, like flowers. - Separate bananas from other produce since they promote ripening. - Move overripe tomatoes to the fridge.
Pantry 		- Store these items in a cool, dark place like a cupboard or pantry. - Keep potatoes separate from onions to prevent sprouting. - Store an apple with potatoes to prevent sprouting.

Tip: Always refrigerate cut or peeled produce. Find more detailed storage tips at [SaveTheFood.com](https://www.savethefood.com)

Goal: Store food to make it last longer



Food Keeper



Save Food, Spend Less* Challenge

October 1-31

Month-long, online challenge to inspire change

Also in:



Goal: Everything!



Stop Food Waste Challenge

AUGUST 1 - AUGUST 31, 2024

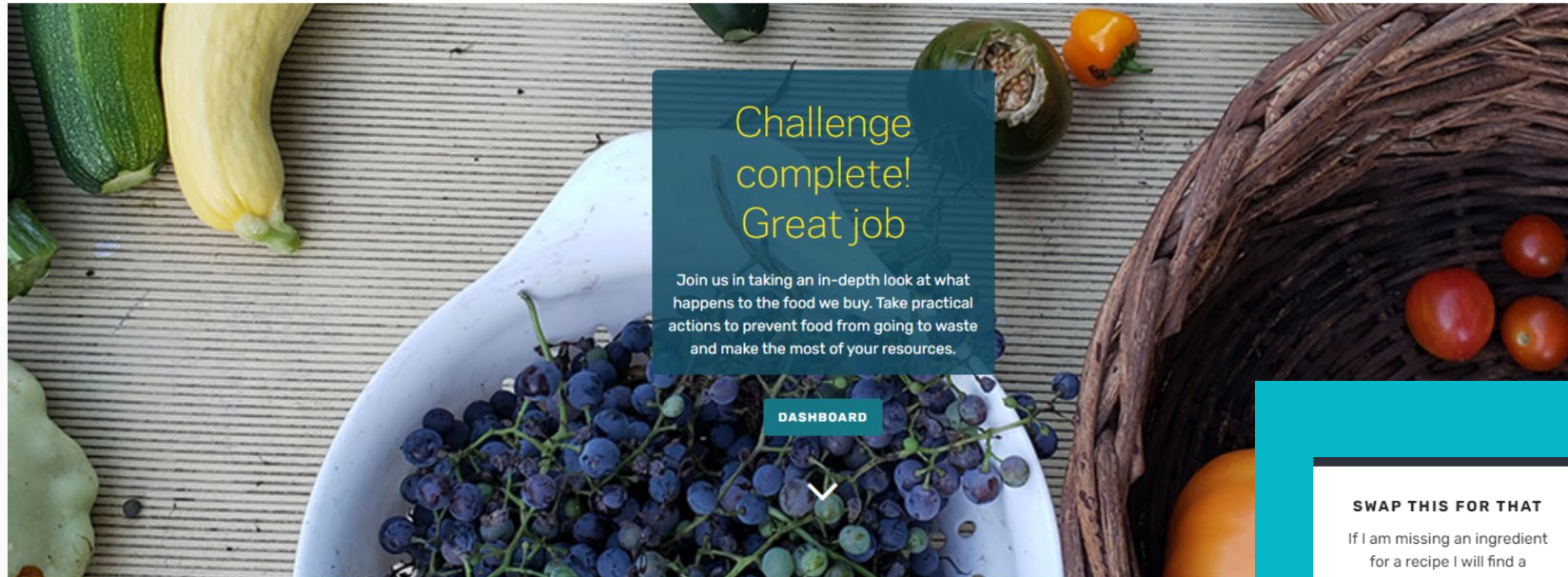
TEAMS ▾

PARTICIPANTS

PARTNERS

RESOURCES ▾

DASHBOARD



Challenge
complete!
Great job

Join us in taking an in-depth look at what happens to the food we buy. Take practical actions to prevent food from going to waste and make the most of your resources.

DASHBOARD

stop
food waste
challenge

Did you know that about 40% of food is wasted somewhere along the supply chain? That's like stepping out of a grocery store with five bags of food and dropping two in the parking lot. You may not think you waste that much food at home, but the little bits here and there add up.

The Stop Food Waste Challenge will help you notice when you are wasting food, connect you with resources to help you reduce it, and provide support and motivation along the way.

SWAP THIS FOR THAT

If I am missing an ingredient for a recipe I will find a substitute I have on hand and use that instead.

LEARN MORE

JOIN TO SELECT

ONE-TIME ACTION

REVIVE LIMP PRODUCE

I will rescue limp produce like leafy greens or carrots by soaking them in cold water or using them in recipes where appearance doesn't matter.

LEARN MORE

JOIN TO SELECT

DAILY ACTION

SET A TIMER

I will set a timer to keep me on track with kitchen tasks and cooking and baking times so that I don't ruin food.

LEARN MORE

JOIN TO SELECT

DAILY ACTION

REIMAGINE LEFTOVERS

I will learn about how to repurpose my leftovers into new meals and then try it.

LEARN MORE

COOK JUST ENOUGH

I will scale down the recipe of a meal to make just the right amount for my household of (____) so we eat everything up.

MAKE SOUP BROTH

I will store vegetable scraps or bones in my freezer and use them to make veggie stock or bone broth. I will make (____) batches.

Activities

Adults

- Food storage fun
- Make Eat First basket
- Documentary + discussion

Youth

- Chef experience (hats)
- Where food comes from
- Food storage fun
- People behind our food

Ways you can help

- Present to your community
- Staff an education table
- Share skills and resources
- Participate, recruit for Challenge
- Share food!



Wasted food is a problem.
We are the solution.



Jenny Kedward

Food Waste Prevention Specialist
Environment & Energy Department
Hennepin County
(she/her)



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