



**COMMERCIAL FOOD WASTE  
REDUCTION CAMPAIGN  
TOOLKIT GUIDE**

# BACKGROUND

The Oregon Department of Environmental Quality's mission is to be a leader in restoring, maintaining and enhancing the quality of Oregon's air, land and water. As part of this role, DEQ is leading efforts to promote waste prevention efforts in the state.

Amendments in 2015 to Oregon's Opportunity to Recycle Act added provisions requiring certain local government jurisdictions to implement waste prevention and reuse programs. Among the options local jurisdictions may choose to comply with these new rules are waste prevention campaigns that focus on toxic or energy intensive materials. A "waste prevention campaign" is defined as an organized effort intended to change one or more specific behaviors or practices that reduces the amount of solid waste generated or resource used.

To help local governments comply with this rule, DEQ committed to create shelf-ready campaigns. **Wasted Food Wasted Money** is the result of this effort.

## THE GOALS OF THIS OUTREACH CAMPAIGN ARE TO:

- » **Help local governments run an effective waste prevention campaign**
- » **Work with local restaurants, grocery stores and commercial food service providers to help them prevent and reduce wasted food.**



# WHAT IS THE WASTED FOOD WASTED MONEY CAMPAIGN?

**Wasted Food Wasted Money** is a public awareness campaign that encourages Oregon restaurants, grocery stores and commercial food service providers to make small changes to prevent and reduce wasted food. The program provides restaurants with tracking tools, guidelines, and resources to help them save money, reduce wasted food and be a leader in their industry.



# HOW TO USE THIS TOOLKIT GUIDE

This Guide walks you through the campaign materials for the **Wasted Food Wasted Money** campaign. The toolkit materials are designed to be easy to use, turn-key and fully customizable for local governments and other partner agencies to raise awareness about the impact that preventing and reducing wasted food can have on our community.

## THE TOOLKIT INCLUDES THE FOLLOWING SECTIONS:

1. **Flyer**
2. **Bill insert**
3. **Postcard**
4. **Measurement tool**
5. **One-Week Measurement Challenge**
6. **Sample press release**
7. **Web copy**
8. **Resource guides**
9. **Ad**
10. **Photo library**
11. **Sample plan**



# HOW TO ACCESS AND USE THE MATERIALS

Materials can be used as-is, or customized to include your government's (or organization's) logo or other community-specific information. To access the files, visit the Oregon DEQ website at <http://www.oregon.gov/deq/mm/wpcampaigns/Pages/commercialfood.aspx>.

All materials are available for your download at the website above. If you need help with customization, please contact Oregon DEQ and ask for assistance. Your contact is Julie Miller, Communications Specialist at **(503) 229-5509** or [miller.julie@deq.state.or.us](mailto:miller.julie@deq.state.or.us).

The next few pages walk you through the different materials available for this campaign and provide background on how each piece can be used in outreach efforts.



# 1. FLYER

This flyer can be used during outreach to restaurants, grocery stores and commercial food providers in your community. The flyer can be customized with your program's logo and website. Flyers can be handed out during one-on-one meetings with participants, or folded and mailed.



**WASTED FOOD WASTED MONEY**

Save money. Save resources. Be a leader.

**Join other Oregon businesses and be part of the solution to stop wasted food.**

Each year, an estimated 25 to 40 percent of all food produced or imported for consumption in the United States is never eaten. That's as much as 63 million tons of wasted food. Of that food, 40 percent is estimated to come from consumer-facing businesses—businesses like yours. And that wasted food means wasted money, by some estimates as much as \$57 billion annually for U.S. businesses.

**The good news is that reducing waste isn't hard and really pays off.**

Studies show that nearly all businesses that try to reduce their wasted food through wasted food measurement, employee training, and waste prevention practices experienced a positive return on investment. Over half of businesses studied had more than a 1,400% return on investment—a \$14 return on every dollar invested. It's as simple as joining other Oregon businesses in taking four simple steps.

**4 STEPS TO SAVE MONEY**

- Figure out where you are wasting food and how much that waste is costing you.** Is it coming from spoilage, preparation or plate waste? Check out our simple measurement tools to get started and take the one-week measurement challenge.
- Engage staff to identify and make small shifts in how you do business.** Changes in purchasing, storage, food preparation, training, inventory management, or merchandising practices can save money and waste less food.
- Once you know where your waste is coming from, find the strategies that are right for you.** The free *Wasted Food Wasted Money Resource Guide* provides simple, step-by-step solutions.
- Document your progress by tracking purchasing and waste so you can see how much you saved.** You'll be pleasantly surprised!

Flyer front

**BY SAVING MONEY, YOU'RE SOLVING A LARGER PROBLEM.**

While reducing wasted food will improve your bottom line, small shifts in your business can lead to big changes in addressing this significant environmental, economic and social problem that affects Oregonians and generations to come.

**Know the Facts**

- \$** In the U.S., nearly \$218 billion—close to Oregon's entire GDP—is spent annually growing, processing and preparing food that is never eaten.
- !** One in six people living in Oregon is food insecure.
- ⚡** Two percent of energy use in the U.S. is dedicated to growing, manufacturing, transporting, refrigerating, and cooking food that is never eaten, or enough electricity to power all of the homes in Oregon for the next 30 years.
- 💧** Twenty-five percent of the fresh water supply in the U.S. is used to produce food that is never eaten.
- 🚗** Food contributes to 15 percent of Oregon's consumption-based greenhouse gas emissions. Only our use of vehicles contributes more to Oregon's carbon footprint.

**DID YOU KNOW?**

- The true cost of wasted food for a business is **10-20 times** the cost of waste disposal
- 4% to 10%** of food purchased is thrown away before reaching the customer's plate
- Food costs are **28% to 35%** of all restaurant revenue
- 17%** of meals are left uneaten by diners

**WASTED FOOD WASTED MONEY RESOURCE GUIDE**

(Name of local government) and Oregon Department of Environmental Quality have created a resource guide to help your business measure, identify and solve food waste challenges. This guide is designed for businesses of every type and size.

[www.website.com](http://www.website.com)

Join other Oregon businesses and be part of the solution to stop wasted food. **Save money. Save resources. Be a leader.**

Visit [www.website.com](http://www.website.com) for more information

Flyer back



# 2.

## BILL INSERT

This sample bill insert can be inserted into bills or other notifications sent to restaurants, grocery stores and/or commercial food providers in your community to encourage them to take advantage of the program. Your website can be added to the piece. This business case postcard (or business case bill insert) is part of a series with more Oregon-specific case studies to be released by DEQ.

### OREGON RESTAURANT REDUCES PER MEAL COST BY MORE THAN 13 PERCENT!

Studies show that when businesses make small changes to reduce wasted food, they save money. The first step is to identify where you're wasting food. Intel Cafés tracked their food waste for one year and discovered that their biggest waste sources were trim waste and overproduction. By making small changes to fix these problems, they reduced their per meal cost by more than 13 percent! In an industry where food costs average 28 to 35 percent of revenue, these savings are a substantial boost to profitability.

Learn how your business can save money with the free *Wasted Food Wasted Money Resource Guide*.

**Save money. Save resources. Be a leader.**

Website.com



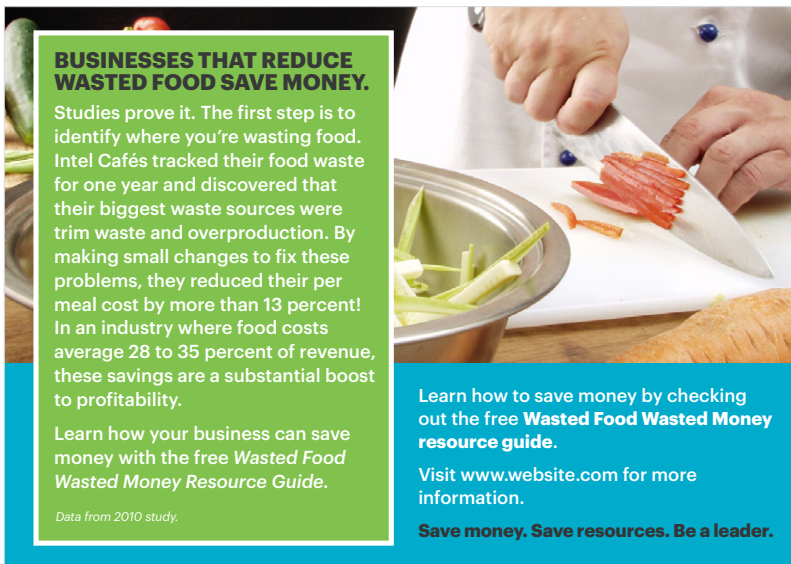
Each year, an estimated 30–40% of all food in the United States is never eaten. That's as much as 63 million tons of wasted food! The good news is that reducing waste is easy and really pays off. Join Oregon businesses and be a part of the solution to stop wasted food.

Data from 2010 study.



# 3. POSTCARD

This sample postcard can be customized and mailed to restaurants, grocery stores, and/or commercial food waste providers in your community to encourage them to take part in the **Wasted Food Wasted Money** program. The postcard can be customized with your website and logo. This business case postcard (or business case bill insert) is part of a series with more Oregon-specific case studies to be released by DEQ.



Postcard front



Postcard back



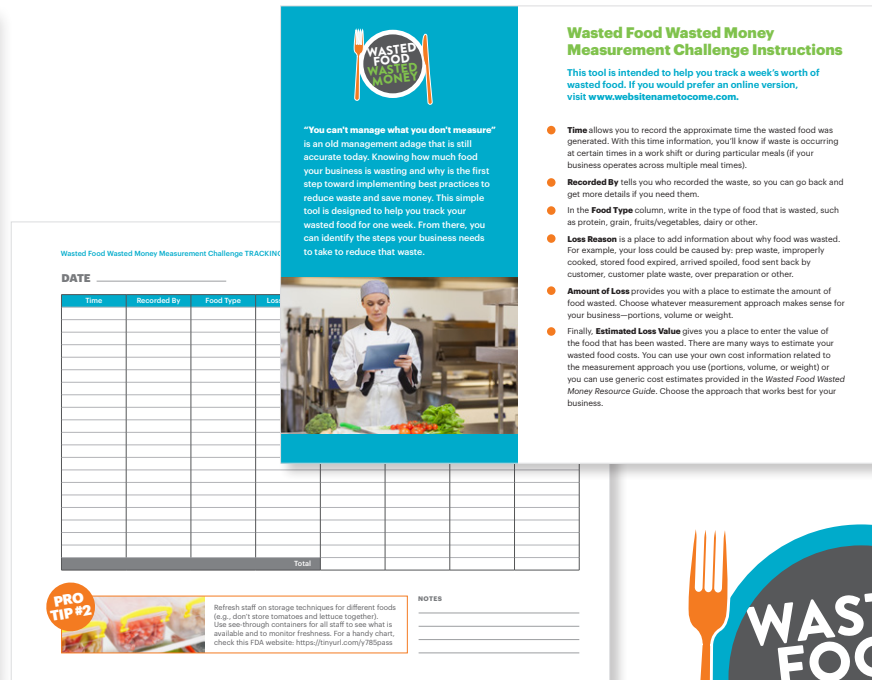


# 4. MEASUREMENT TOOL

This Measurement Tool can be provided to restaurants, grocery stores, and/or commercial food waste providers interested in taking the **Wasted Food Wasted Money** One-Week Measurement Challenge. This tool provides information on how to reduce wasted food and challenges participating businesses to track their waste for one week. The tool will help identify areas where participants can make small changes to reduce waste. This piece can be customized with your website and logo. An Excel spreadsheet version of this tool is under development and should be available later in 2017.



Cover



Sample pages

# 5. ONE-WEEK MEASUREMENT CHALLENGE

The one-week measurement challenge encourages local businesses to measure wasted food for one week. This is the first step of the four-step strategy to reduce waste. A sample press release and social media posts are provided to kick off this challenge.

## SAMPLE PRESS RELEASE

For Immediate Release: DRAFT  
MONTH DAY, 2018

### **[LOCAL GOVERNMENT] Asks Businesses to Take One-Week Wasted Food Measurement Challenge**

*Challenge is part of new campaign to reduce waste and save local businesses money*

**[CITY, Ore.]** – Wasted food is a growing problem, and an estimated 25 to 40 percent of all food produced or imported for consumption in the United States is never eaten □ that’s as much as 63 million tons of wasted food! Forty percent is estimated to come from commercial businesses, such as restaurants, grocery stores and commercial food service operations. To combat the growing problem, **[local government]** is asking local businesses to spend one week measuring the amount of wasted food they generate.

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

This challenge is part of the **Wasted Food Wasted Money** [\[link to website\]](#) campaign that encourages businesses to follow four steps: measure waste to determine where it’s coming from, develop strategies to reduce waste, engage staff to be part of the solution, and document progress and money saved. The campaign includes measurement tools, case studies, and a comprehensive resource guide that includes additional measurement tools and tips.

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

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

For more information about Wasted Food Wasted Money, visit: [website.com](#)

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**For more information, please contact:**  
[\[Add local government contact\]](#)

#### About this campaign

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

## SAMPLE SOCIAL MEDIA POSTS

### Wasted Food Wasted Money 1-week measurement challenge

For this challenge, you are encouraged to tag participating businesses and ask them to share or retweet these posts. These posts are designed to be an added incentive for local businesses to participate. The samples below are written for this challenging taking place over one month. Photos available in the photo library.

Sample kick off and reminder posts:

Facebook	Twitter
Did you know that we waste an estimated 63 million tons of food a year, and that nearly 40% of that waste comes from local business? This month we’re encouraging businesses to step up the plate and participate in our 1-week measurement challenge. Is your business up for the challenge? <a href="#">www.website.com</a> #SaveMoney #SaveResources #BeALeader	Kicking off our #1WeekChallenge today! Is your business ready to stop wasted food? <a href="#">www.website.com</a> #WastedFoodWastedMoney
Forty percent of wasted food is estimated to come from commercial businesses, such as restaurants, grocery stores and commercial food service operations. To combat this growing problem, <b>[local government]</b> is asking businesses to spend one week measuring the amount of wasted food they generate. Find out more: <a href="#">www.website.com</a>	40% of all wasted food comes from businesses. This month we’re challenging local business to take #1WeekChallenge! <a href="#">www.website.com</a> #WastedFoodWastedMoney
Only 10 days left to join other local businesses to help <b>[local government]</b> tackle wasted food. Not only does wasted food have severe environmental impacts, but it also costs businesses an estimated \$57 billion annually. Join other businesses and take the first step today. We’ve got the tools to get you started! <a href="#">www.website.com</a>	Only 10 days left to reduce environmental impacts in the kitchen and #BeALeader. Take the #1WeekChallenge. <a href="#">www.website.com</a>

Sample acknowledgment posts to use throughout the campaign  
(Encourage local businesses to send photos of them measuring waste)

Facebook	Twitter
Shout out to <a href="#">@tagbusiness</a> for taking the 1-week measurement challenge! Wasting food is a serious problem, and businesses like <a href="#">@tagbusiness</a> are taking the first step to reduce waste. <a href="#">www.website.com</a>	Have you heard about the #1WeekChallenge? <a href="#">@tagbusiness</a> heard & is already seeing results. #MeasurementMatters #BeALeader
Way to go <a href="#">@tagbusiness</a> and <a href="#">@tagbusiness</a> for taking the 1-week measurement challenge! an estimated 25 to 40 percent of all food produced or imported for consumption in the United States is never eaten. Learn more at <a href="#">www.website.com</a> .	Congrats <a href="#">@tagbusiness</a> for taking the #1WeekChallenge to #StopWastedFood. <a href="#">www.website.com</a> #BeALeader

#### Suggested hashtags

#1WeekChallenge #WastedFoodWastedMoney #StopWastedFood #SaveMoney #SaveResources #BeALeader #MeasurementMatters

Press Release

Social Media Posts



# 6. SAMPLE PRESS RELEASE

This sample press release can be customized and sent out to local media when launching your outreach campaign. Please note areas highlighted in yellow should be updated with your local information.

## SAMPLE PRESS RELEASE

For Immediate Release: DRAFT  
MONTH DAY, 2018

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

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

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

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

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

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

For more information about Wasted Food Wasted Money, visit: [website.com](#).

###

**For more information, please contact:**  
**[Add local government contact]**

### **About this campaign**

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



# 7.

## WEB COPY

Use this content to develop your own landing page on your organization's website. This will allow you to easily drive local businesses to one place to find out all they need to know about Waste Food Wasted Money.

### **WASTE FOOD WASTED MONEY.**

**Join other Oregon businesses and be part of the solution to stop wasted food.**

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### **4 STEPS TO SAVE MONEY**

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2. Once you know where your waste is coming from, find the strategies that are right for you. The free Wasted Food Wasted Money Resource Guide provides simple, step-by-step solutions.
3. Engage staff to identify and make small shifts in how you do business. Changes in purchasing, storage, food preparation, training, inventory management, or merchandising practices can save money and waste less food.
4. Document your progress by tracking purchasing and waste so you can see how much you saved. You'll be pleasantly surprised!

### **WASTED FOOD WASTED MONEY RESOURCES**

[Link to resources on your organization's website]

Business Case  
Measure Toolkit  
Resource Guide



# 8.

## RESOURCE GUIDES

These Resource Guides will provide restaurants, grocery stores, and commercial food waste providers with steps on how to save money and links to tracking tools and other resources that can help them identify areas where they are wasting food and make simple changes to fix those issues. These guides can be customized with your logo and website.



**GROCERY STORE  
RESOURCE GUIDE**

Wasted food means wasted money. Every year, food service businesses in the United States lose as much as \$57 billion through wasted food. But, the good news is that your business can take simple, but effective steps to reduce your wasted food. Studies show that nearly all businesses that try to reduce their wasted food through measurement, employee training, and kitchen best practices experienced a positive return on investment. Check out the resources listed in this guide and see how much money your business can save.

The image shows a man in a white shirt and apron looking at a tablet in a grocery store aisle. The cover features a blue sidebar with a logo that says 'WASTED FOOD WASTED MONEY' and a photograph of a man in a grocery store aisle.



# 9. ADS

These ads can be downloaded and used in media buys.  
Additional sizes can be provided upon request.

Half page ads

**Save money. Save resources. Be a leader.**  
**JOIN OTHER OREGON BUSINESSES AND BE PART OF THE SOLUTION TO STOP WASTED FOOD.**

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**The good news is that reducing waste isn't hard and really pays off.**

Website.com

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**The good news is that reducing waste isn't hard and really pays off.**

Website.com

Quarter page ad

**Save money.  
Save resources.  
Be a leader.**

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Website.com



# 10. PHOTO LIBRARY

The online toolkit contains a link to an extensive photo library with images of all shapes and sizes to use during outreach efforts. A few samples are shown below. The photos can be used in both online and in print materials. The photo library can be accessed here:

<http://www.oregon.gov/deq/mm/wpcampaigns/Pages/commercialfood.aspx>.



# 11. SAMPLE PLAN

To use this program element, you will need to fill out the Waste Prevention Campaign Targeting Residential Generator Plan. Sample plans are posted on the website as well as contact information for your local DEQ technical assistant.



## WASTE PREVENTION CAMPAIGN TARGETING COMMERCIAL GENERATORS PLAN OAR 340-090-0042(4)

A local jurisdiction that chooses to implement the waste prevention campaign targeting commercial generators is required to complete and submit a campaign description and an implementation plan to the Oregon Department of Environmental Quality. The campaign must target commercial or institutional generators of waste and focus on one or more toxic or energy-intensive materials or consumer purchasing practices. "Consumer purchasing practices" means the act of purchasing a toxic or energy intensive material, a product containing toxic materials, or a product consisting of at least 50 percent by weight of energy intensive materials. A targeted business assistance program would qualify as a campaign if the program included components that promoted changes in waste generating behavior or practices consistent with the requirements and targeted businesses with applicable waste generating behaviors or practices.

Complete this form to describe how the local government will meet these requirements and what action will be taken to provide a waste prevention campaign to commercial generators.

Name of Local Jurisdiction:

Population Served:

Name of Local Hauler(s):

Dates the Program will be implemented:

Describe the toxic, energy-intensive material or consumer purchasing practice targeted in your program and the waste generating behavior targeted for change.

Describe the campaign implementation strategy and a performance measurement plan that specifies one or more outcomes the local government will use to demonstrate the campaign reached the target audience or achieved the waste prevention objective.

Describe the campaign materials to be used. Descriptions should cover general content, format and delivery methods. Please include copies and examples. The campaign must include multiple components such as: different visual images to convey core messaging, variations on core messaging language, or a variety of media, such as print, websites, social media or radio.





**OREGON DEQ**

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