Food Waste Reduction Pilot Project

Objective C-3

2016 Supplement to the Tacoma-Pierce County Solid Waste Management Plan
Community Based Social Marketing

How can we encourage sustainable behavior?

Behavior change campaigns delivered at the community level that seek to remove barriers and enhance benefits.
<table>
<thead>
<tr>
<th>Behavior</th>
<th>Impact Lbs./Household/Year</th>
<th>Probability (0 to 4)</th>
<th>Penetration</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy groceries with a list based on a meal plan</td>
<td>352 (66%)</td>
<td>4</td>
<td>20%</td>
<td>281.6</td>
</tr>
<tr>
<td>Prepare and eat older food first</td>
<td>352 (66%)</td>
<td>2</td>
<td>18%</td>
<td>126.72</td>
</tr>
<tr>
<td>Buy perishable food in quantities that can be eaten before spoilage</td>
<td>352 (66%)</td>
<td>1</td>
<td>27%</td>
<td>95.04</td>
</tr>
<tr>
<td>Cook and eat meals prepared at home</td>
<td>80 (15%)</td>
<td>3</td>
<td>32%</td>
<td>76.8</td>
</tr>
<tr>
<td>Prepare and eat locally grown produce</td>
<td>107 (20%)</td>
<td>2</td>
<td>32%</td>
<td>68.48</td>
</tr>
<tr>
<td>Use FoodKeeper app to determine food safety</td>
<td>107 (20%)</td>
<td>1</td>
<td>64%</td>
<td>68.48</td>
</tr>
<tr>
<td>Store fruits and vegetables for maximum freshness</td>
<td>352 (66%)</td>
<td>3</td>
<td>5%</td>
<td>52.8</td>
</tr>
</tbody>
</table>

**Notes**
- 195,000 single family households (SFR) in Pierce County’s solid waste system
- 400,000 tons trash disposed (2015)
- 13% edible food in waste stream (SFR)
- 52,000 tons of edible food in waste stream (SFR)
- 533 lbs/SFR household/year

*Food Waste Reduction Pilot Project*
Pilot Area

Sumner

• Demographics similar to Pierce County as a whole
• On automated service already (not part of 2017 updates)
• City council were early supporters of the objectives in our 2016 Supplement
## Plan your meals and shop with a list

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>• I don’t know what I want to eat</td>
<td>• Saves money</td>
</tr>
<tr>
<td>• Busy schedule</td>
<td>• Saves time</td>
</tr>
<tr>
<td>• I’ve never developed the habit</td>
<td>• Feeling of satisfaction</td>
</tr>
<tr>
<td>• It takes too much time</td>
<td>• Use up what’s on hand</td>
</tr>
<tr>
<td>• I don’t know how to plan meals</td>
<td>• Make healthier choices</td>
</tr>
<tr>
<td>• I don’t know how to cook</td>
<td></td>
</tr>
<tr>
<td>• Forgot my list</td>
<td></td>
</tr>
</tbody>
</table>
Food Waste Reduction Pilot Project

**Program**

- Info-only group received brochure
- Program group received brochure + meal planning notepad

**WHAT’S FOR DINNER?**

Each week, the average Pierce County household throws three pounds of edible food in the garbage. Multiply that by all the households in the county, and it quickly adds up to tens of thousands of tons of food going to the landfill.

You can waste less food with some planning ahead and a few simple steps:
1. Make a list of the meals you plan to eat.
2. Use your meal plan to make a shopping list.
3. Take the list with you to the grocery store.

This guide is here to help you get started. Find more tips and ideas at piercecountywa.org/whatfordinner.

Are you already a great meal planner? Share your story with us. We’d love to know what works for you!

**Shopping List**

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tortilla Chips</td>
<td>3 packs</td>
<td>$4.00</td>
</tr>
<tr>
<td>Cheese</td>
<td>2 ounces</td>
<td>$5.00</td>
</tr>
<tr>
<td>Salad Mix</td>
<td>1 package</td>
<td>$2.99</td>
</tr>
<tr>
<td>Steak</td>
<td>3 ounces</td>
<td>$20.00</td>
</tr>
</tbody>
</table>

Food Waste Reduction Pilot Project
Barriers and Benefits

ANYONE CAN BECOME A MEAL PLANNER

Try some of these strategies for common meal planning issues. No expert organizational skills required!

I'm too busy
My plans change

If finding time to shop is difficult, consider ordering groceries or meal kits online and having them delivered to your home (but see our note about meal kits below).

An unpredictable schedule can make it hard to plan. Start with just one or two meals a week. That way, ingredients won’t go uneaten and spoil in your refrigerator.

I don't like leftovers
I'm cooking for one

Leffters are great for lunch the next day, but not everyone likes them, and some recipes make too much for just one person. Many online recipes and meal planning apps allow you to adjust the number of servings.

You can also try making things that mix and match with different ingredients. A roasted chicken can be used in tacos or soup later.

I don't like to cook
I don't know how to cook

Not everyone enjoys being in the kitchen. The trick is getting in and out as quickly as possible!

Look for recipes that can be made in 30 minutes or less and rely on just a few ingredients.

A lot of edible food wasted is from forgotten takeout and doggie bags. Keep those containers front and center in your refrigerator so you’ll remember to eat them.

I never know what I want to eat

If planning specific meals ahead of time just isn’t your thing, it may help to keep your kitchen stocked with things you can use to put together different meals.

Keep cans of beans and tomatoes and pasta and grains in your pantry. Freeze meat to keep it until you are ready to use it, and stock your refrigerator with versatile fresh ingredients like lemons, limes, garlic, ginger and parsley.

Meal kits can help you learn to cook and take the hassle out of shopping. Just be aware that the ingredients are usually packaged in plastic bags, wrap and containers that are not accepted in our curbside recycling program. See piercecountywa.org/recycle for details.

BENEFITS OF MEAL PLANNING

Save money
You’ll use up what you have and won’t overbuy at the grocery store.

Cook once, eat twice
Leftovers equal tomorrow’s lunch.

Healthier choices
You’ll make fewer unhealthy impulse purchases.

Less stress
Make a busy schedule less hectic because you already know what's for dinner.
76% believe they throw away less food than the average American.

58% feel less guilty about wasting food if it is composted.

NRDC Report

Next Steps

- More efficient sorting
- Incentives
- Partnerships

EPA FOOD RECOVERY HIERARCHY

- Source Reduction: Reduce the amount of food waste being generated
- Feed Hungry People: Donate extra food to food banks, soup kitchens and shelters
- Feed Animals: Divert food scraps to animal feed
- Industrial Uses: Anaerobically digest food scraps for energy or fuel production
- Composting: Create a nutrient-rich soil amendment
- Incineration or Landfill: Last resort to disposal

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