



Love Food: Stop Waste – 2015 Project Overview

Project Summary: Love Food, Stop Waste is a pilot project of Seattle Public Utilities (SPU) to engage residents in preventing food from becoming waste. American households spend \$130 per month on food that never gets eaten – creating waste which has environmental, social and economic impacts. By partnering with residents and organizations across the city, our purpose is to explore food-saving strategies and together reduce the amount of edible food that ends up in Seattle’s waste stream.

Primary Audiences for Pilot Program: Young people (18-34) and families with teens; both in Fremont/Wallingford and Columbia City/Rainier Beach

Pilot Program Partners:

- Chinese Information and Services Center
- City Fruit – Save Seattle’s Apples
- Columbia City Farmer’s Market
- Google Seattle
- Rainier Beach Community Kitchen
- Rainier Vista Boys and Girls Club
- Saar’s Marketplace
- Seattle Tilth
- The Moth StorySLAM

Program Materials:

In development:

- Fruit and Vegetable Storage Guide
- “Eat Me First” stickers
- Love Food Pledge
- Incentives/tools to prevent waste (e.g. Pyrex storage containers, reusable produce bags, banana trees, berry “keepers”)

Proposed:

- Guide on freezing foods
- Guide to understand food date labels
- Sample recipes to use up common leftovers/odds and ends

Pilot Program Timeline: Events are scheduled between April and June 2015.

More about Food Waste: From farm to fork to landfill, 40% of food in the US today goes uneaten – a waste which has environmental, economic and social impacts. First, throwing away food also wastes the water and energy used to produce, package and transport it. Worldwide, it takes 2.5 billion acres of land just to grow the food we waste, and 25% of all freshwater in America is used to produce food that is never eaten. Second, wasted food costs the equivalent of \$165 billion per year and can increase the cost of food overtime (as demand for food rises, so do the costs of limited resources—like land and water—to produce it, which drives up prices at the store). Third, in a time when one in six Americans lacks a secure food supply, rising food prices impact people living on low-incomes the most. However, a large-scale reduction is possible: after the UK launched a national Love Food, Hate Waste campaign, total food waste decreased by 13% in five years.