



Florida Food Waste Prevention Week

April 5-9, 2021

Elaine Fiore, Food Conservation Alliance

Chris Perry, Florida Department of Environmental Protection

Inspired by California



2018 Food Waste Prevention Week:

California's Food Waste Prevention Week provided a template for Florida.

- Reached an estimated 54 million page views on social media outlets
- Issued official endorsements from government leaders, including the Governor
- Covered by online and traditional news media outlets
- Rated positively (mean: 4.1/5), and respondents were extremely likely to participate in a future Food Waste Prevention Week (mean: 9.8/10)



Founding partners generously offered developmental support.

Unprecedented statewide public/private collaboration



Planning Team

- **Food Conservation Alliance**
- **Florida Department of Environmental Protection**
- **Florida Department of Agriculture and Consumer Services**
- **Recycle Florida Today**
- **Sustainable Events Network, Florida & Caribbean**
- **EPA Region IV**
- **Florida Atlantic University**

Consumer Education Campaign

April 5-9, 2021

**FORTY
PERCENT**

OF FOOD IN AMERICA
IS WASTED.



Purpose:

Collectively raise awareness on the benefits of reducing food waste and inspire action to:

- **Save families money**
- **Protect the environment**
- **Reduce hunger**

Identified as the #1 personal action as a key climate strategy to reduce carbon emissions



If we reduce the up to 3 million tons of annual food waste in Florida....

- **A family of four can save an average of \$1500 on uneaten food annually.**
- **Agriculture is Florida's 2nd largest industry. Reducing food waste conserves water, land, and energy.**
- **1 in 7 Floridians lack consistent access to wholesome food for an active, healthy life**

Potential Benefits of Reducing Food Waste in Florida



Partnership Options

- Light touch messaging: Amplify messaging to your internal workforce and professional networks from our Communication Toolkit Guide on the FFWPW website www.savethefoodfl.com.
- Daily Messaging Social Media Collaboration: Push content through social media
- Sponsor K-12 school and University student contests and activities

Purpose of the toolkit/website:

make it easy to participate in the campaign



The Guide includes the following:



Leadership endorsement materials



Local press release templates



Daily social media message templates



Instructions for engagement in daily challenges



Co-brandable graphics



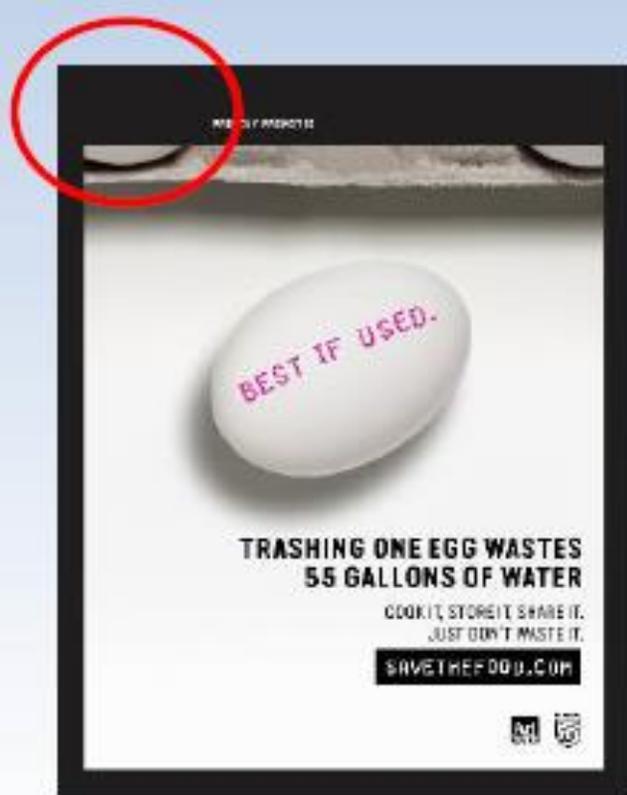
Save the Food Posters

Cook it. Store it. Share it. Just don't waste it."

Purpose: PSA campaign encouraging people to make simple lifestyle changes like making shopping lists, repurposing leftovers, and learning how to properly store a wide variety of foods to help consumers waste less food.

Action:

- Co-branding approved from Natural Resources Defense Council for FWPW partners (government, educators, aligned non-profits) to customize these graphics with their individual logo in the upper left-hand corner.
- Create large co-branded posters for display in building lobbies or waiting areas during the week.
- Campaign comprised of TV, online video, print, digital and mobile assets.





Next Steps:

- Visit www.savethefoodfl.com to register
- Select a point person from your organization
- Attend the webinar **January 26, 2021 at 10:00 a.m. or February 4, 2021 2:00 p.m.** which will walk partners through details of the communication guide and how to prepare for Florida Food Waste Prevention Week.
- For more information email : contact@foodwastepreventionweek.com