

7.8 Develop a Food Waste Reduction Campaign

10 Points

Objective

Reduce or eliminate food waste.

What to Do

1. Choose one or more target sectors and implement or maintain an ongoing food waste reduction campaign in those sectors. Consider any measurable impacts observed as a result of the program. If you collaborate with one or more neighboring municipalities, each municipality will earn points. Examples of campaigns eligible for points under this Action are listed below. **(10 points)**
 - o An educational campaign to raise awareness about food waste in schools. Schools may then implement a campaign to proactively decrease and divert food waste.
 - o A campaign to reduce residential food waste. Strategies include educating community members on backyard composting, distributing compost bins to members of the community, which may be obtained with government grants, and educating residents on the difference between “sell-by,” “use-by,” “best-by,” and expiration dates.
 - o An educational campaign to promote the benefits of reducing food waste in local businesses and disseminating resources to help businesses conduct and analyze a food waste assessment.

Submit: An overview of outreach (5 sentences maximum), including target populations (if any); at least one example from among materials disseminated, which could include flyers, articles, letters, newsletter, powerpoint presentations, website links, or other digital communications materials. Include a list of any campaign-sponsored events or public meetings where the campaign was highlighted and discussed.

Potential Municipal and Community Collaborators

The municipal recycling coordinator, public works department director, or other appropriate municipal staff involved in materials management should be involved in the implementation of this Action. Community partners include representatives from the target sectors involved.

Funding

For a complete listing of potential funding opportunities to assist with implementing Sustainable CT Actions, please visit the [Sustainable CT Grants Portal](#), which is searchable by Action. Please also visit the [Sustainable CT Resources for Certification](#) page for opportunities for technical assistance and other supports.

Resources

Toolkits, Calculators, Guidance Documents

- [EPA Food Scraps](#)
- [EPA Food too Good to Waste Guide](#)

- [EPA Small Business Guide on Preventing Waste](#)
- [Managing Food Waste for Sustainability: Composting versus Landfills](#)
- [USDA Food Product Dating](#)
- Institute for Local Self-Reliance "[Yes! In my Backyard: A Home Composting Guide for Local Government](#)"
- [EPA's Sustainable Management of Food](#): Excess Food Opportunities Map

Organizations and Relevant Programs

- [CT DEEP Food Waste Reduction and Recovery](#)
- [United States Environmental Protection Agency \(EPA\)](#)

Why This Matters

The primary component of solid waste in Connecticut is organic waste, most of which is discarded food. Through composting, food waste can become a precious agricultural resource (organic fertilizer). When food waste goes into waste-to-energy facilities, it does not decompose, but rather off-gases methane. Not only does the off-gassing contribute to climate change, but also that earth-friendly fertilizer resource is lost.

Benefits

When you reduce the food waste in your community, you also lower the adverse environmental impacts on your air and water supply, reduce your greenhouse gas emissions, and decrease your solid municipal waste. As a result, both the sector targeted by your campaign and your municipality will save money through less over-purchasing and reduced disposal costs. Thoughtful and strategic donations of uneaten food can also ensure that low-income residents in your community have something to eat, helping build community and promote equity.

CT Success Stories

- [West Hartford Food Waste Recycling in Schools](#)

Credit for Past Action

- Each campaign must have been initiated or actively continued within 1 year prior to application submission.