



DATE: August 8, 2024
TO: Recycling Board
FROM: Robin Plutchok, Program Manager
SUBJECT: Stop Food Waste Campaign Update

SUMMARY

The Agency's Stop Food Waste campaign is a broad scale public awareness campaign that helps people reduce wasted food at home. Launched in spring 2017, the campaign is geared to a residential audience and complements a suite of programmatic activities working to reduce wasted food through multiple channels of community outreach. At the August 8 meeting, staff will present an overview and update of the campaign materials, and its evolution to align with Agency priorities to serve a broader and more inclusive audience.

BACKGROUND

StopWaste has a history of conducting public awareness campaigns to leverage messaging on topics of countywide priorities. Reducing food waste and organics in the landfill through upstream waste prevention and food scrap composting has been an ongoing focus. Results from the 2024 Waste Characterization study show that food remains one of the largest components of the waste stream, contributing to climate change.

As part of the Agency's long-term aims of equity and partnership, the Stop Food Waste campaign incorporates community partner input to broaden messaging to be more inclusive of diverse audiences and languages. The campaign messaging has shifted emphasis from "not wasting food" to making the most of food at home to maximize family resources.

The campaign promotes actionable and multilingual food-saving tips and resources delivered through a variety of channels, including paid advertising, evolving and seasonal content on the StopFoodWaste.org website, e-newsletters, social media, and community partnerships.

RECOMMENDATION

This item is for information only.