

Preventing wasted food

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Hennepin County

Let's discuss



Where we started



Research & Engagement

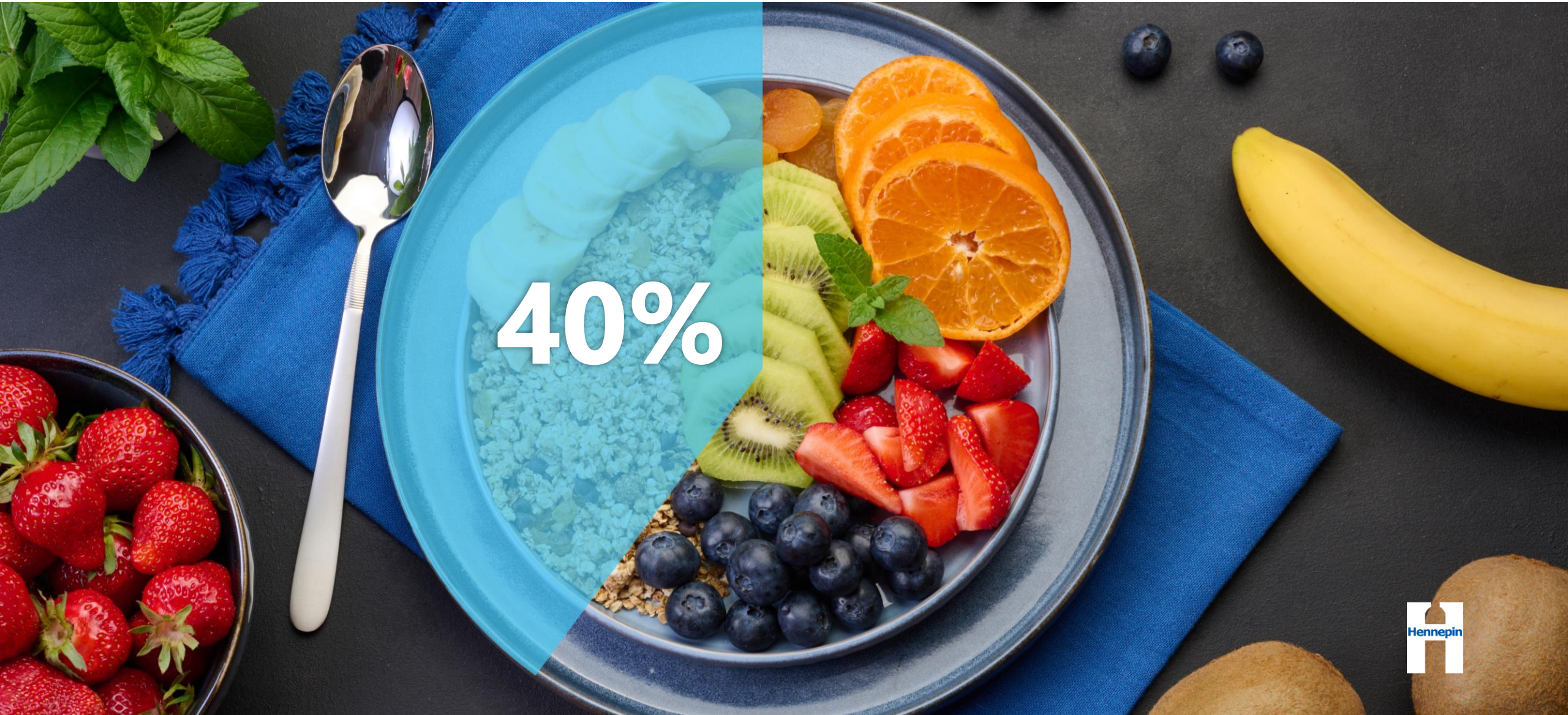


Target & Strategies



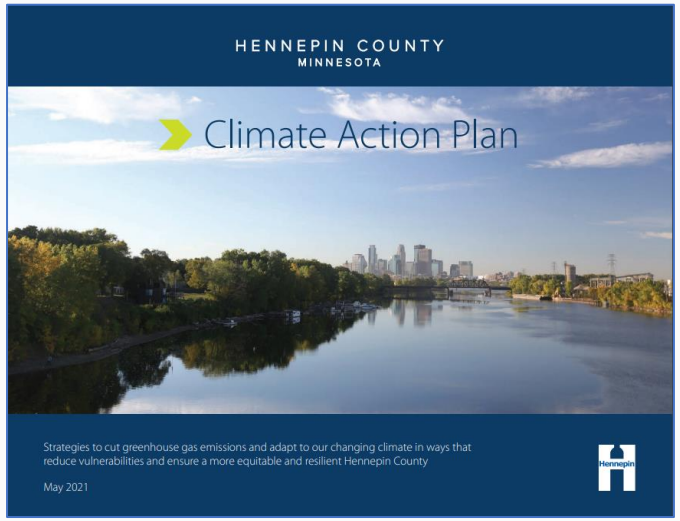
Stop Food Waste Challenge

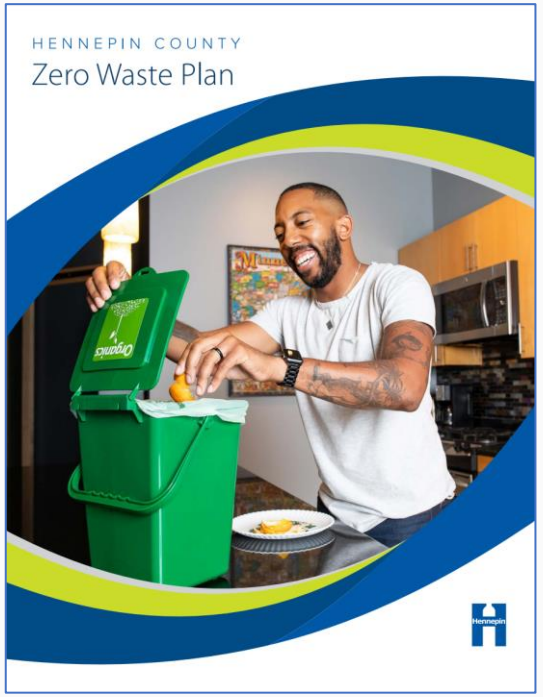
Nearly 40% of all food in the U.S. goes uneaten





Preventing wasted food is critical for *climate action*, *zero waste*, and *disparity reduction*





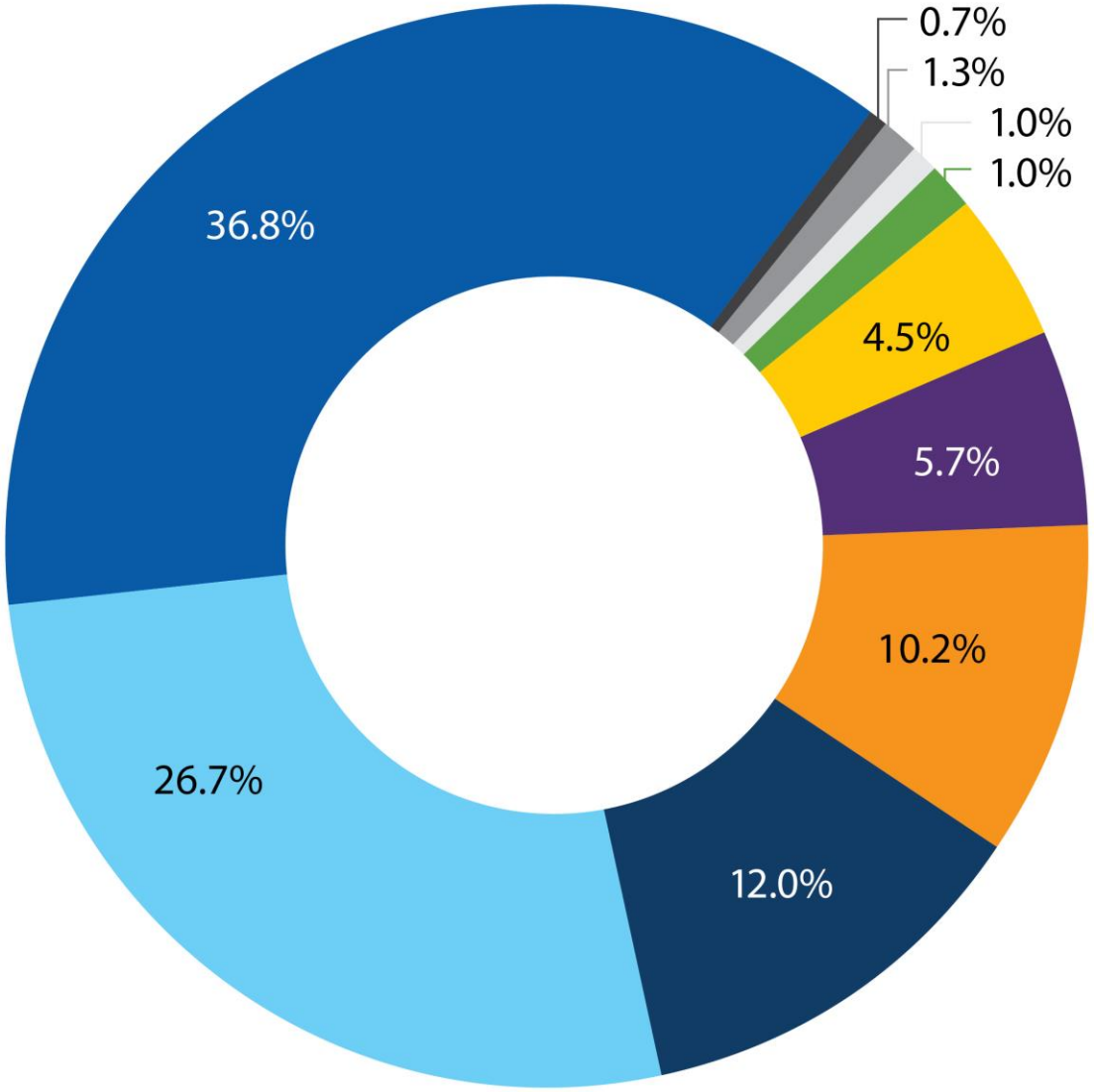


What we're doing about it

From plans to action

Wasted food happens in all sectors

Nearly 5,000 tons of food could potentially be rescued each year



- Residential
- Restaurants
- Food manufacturing and processing
- Food wholesalers and distributors
- Hospitality
- Grocers and markets
- Healthcare
- Event and recreation facilities
- Colleges and universities
- K-12 schools
- Correctional facilities **0.0%**
- Other **0.0%**

Amount of food waste generated by sector in Hennepin County

Our journey

Contractor hired Feb 2024 to:

- Research systems – flow of food in county
- Engage with commercial sector
- Set targets
- Identify and prioritize strategies

→ **Results: The Report and The Plan**

Set the target



Cut discarded edible food in half

How do we get there?

Strategies



OVERALL

- Landfill food waste ban
- Date labeling advocacy
- Adjust variable rate pricing

SCHOOLS

- ✓Fund best practices
- Education: staff, students
- Explore taking home food
- Donation resources
- Consider how to support staff
- Coordinate health dept guidance







FOOD RESCUE

- ✓Fund food, prepared food recovery
- Provide inspector training
- Donation resources
- Track food waste
- Centralized food hubs
- Address logistics barriers

COMMERCIAL

CURRENT

- ✓Fund best practices
- ✓Ordinance diversion requirements
- ✓Donation guidance



COMMERCIAL



- Restaurants plate waste campaign
- Cohorts of similar businesses
- Promote, educate on upcycling
- Increase tracking
- Provide incentives for prevention
- Look at county-operated food services



RESIDENTIAL

- Consumer campaigns
- Meal planning, kitchen skills education
- Community group grants
- Food sharing networks
- Increase in-home tracking

Stop Food Waste Challenge

August 1-30

Month-long, online challenge to inspire change

Started in 2020

Expanded in 2023

RAMSEY COUNTY

Washington County

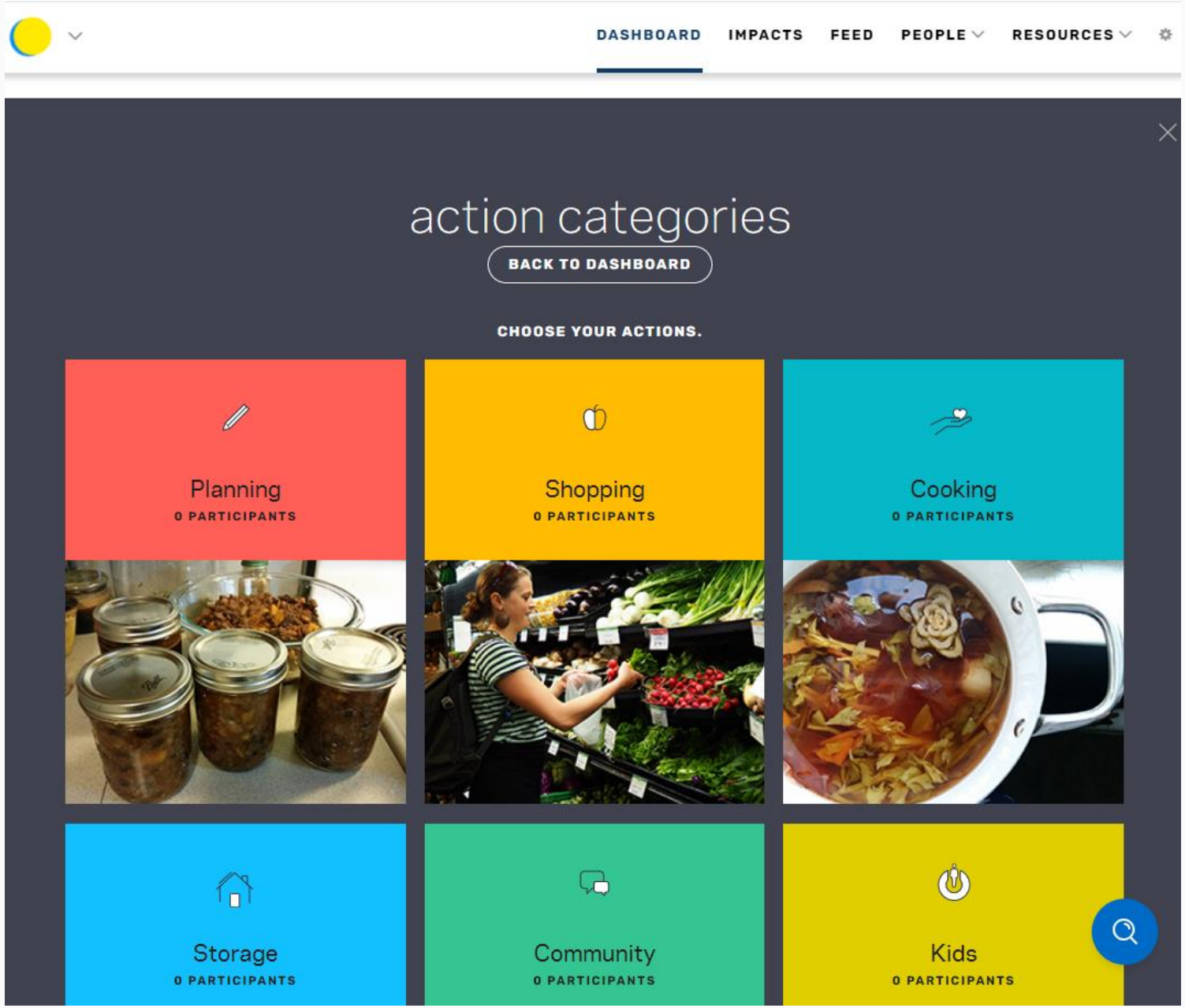
2025 goal: 850 participants



Challenge format

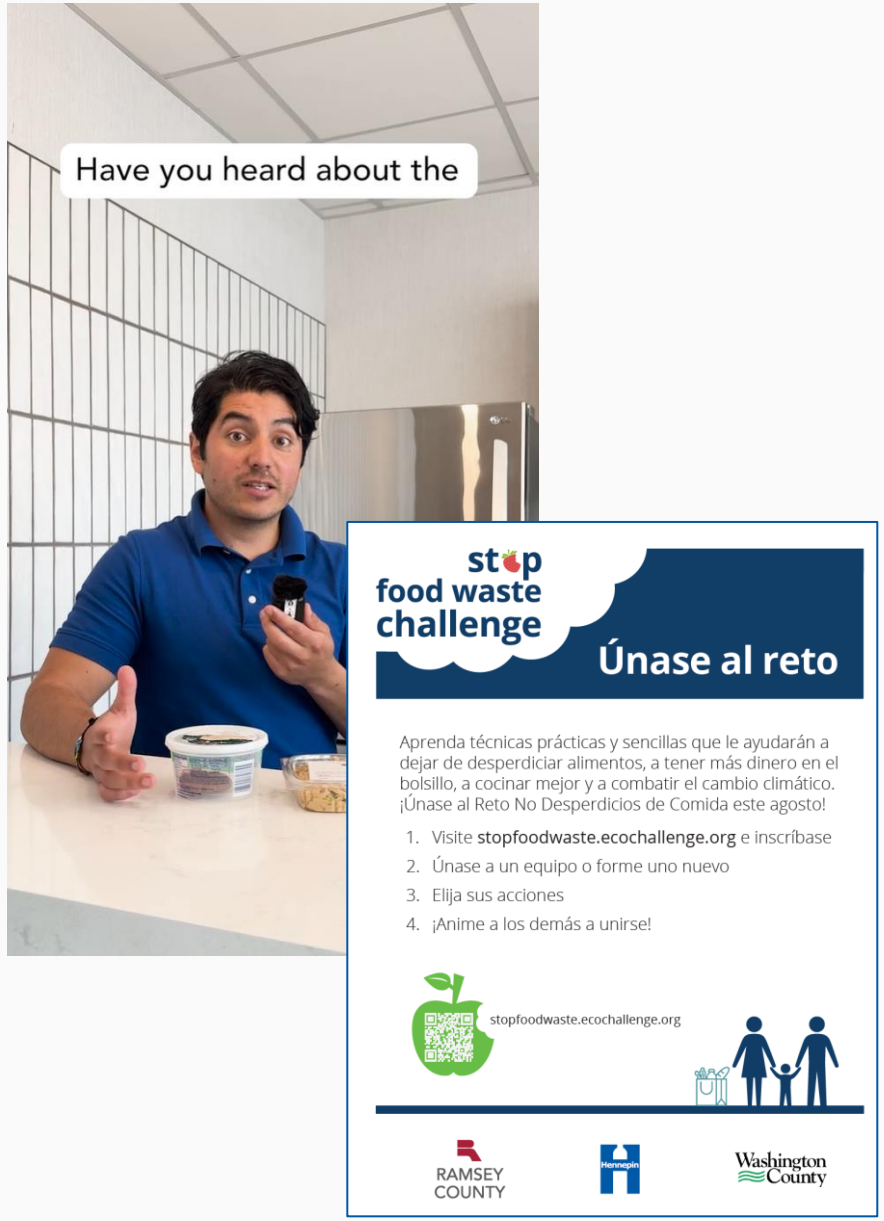
1. Create a profile
2. Select actions
3. Check in regularly and share with others

Individual and collective impacts calculated.



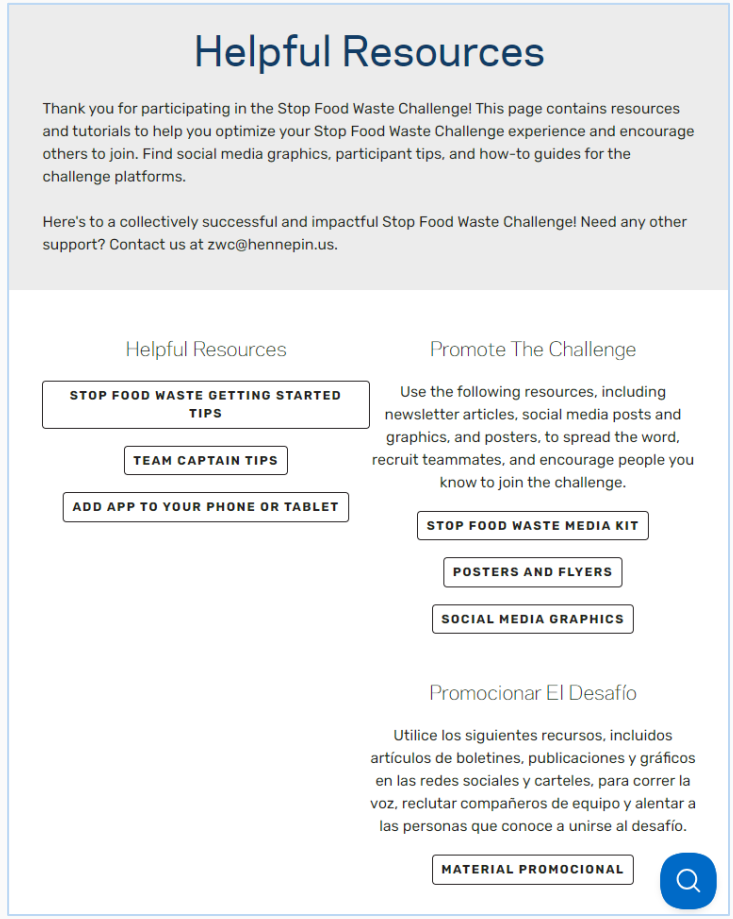
Collaboration

- Facilitation
- Content creation + review
- Recruitment + paid marketing
- Participant & partner interaction
- Results





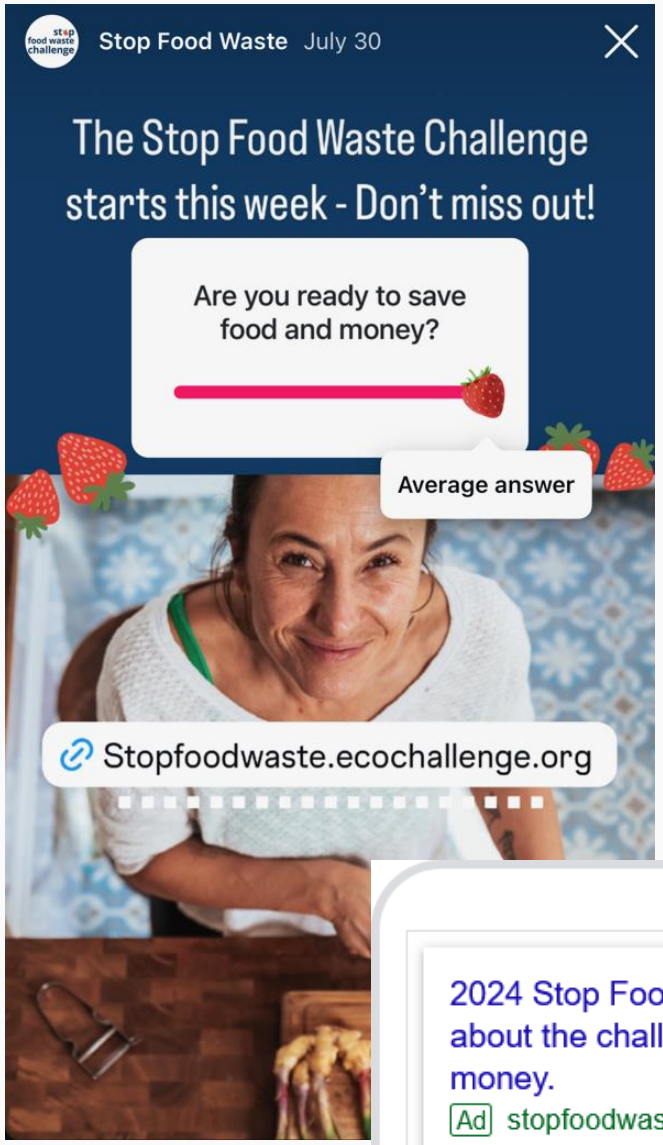


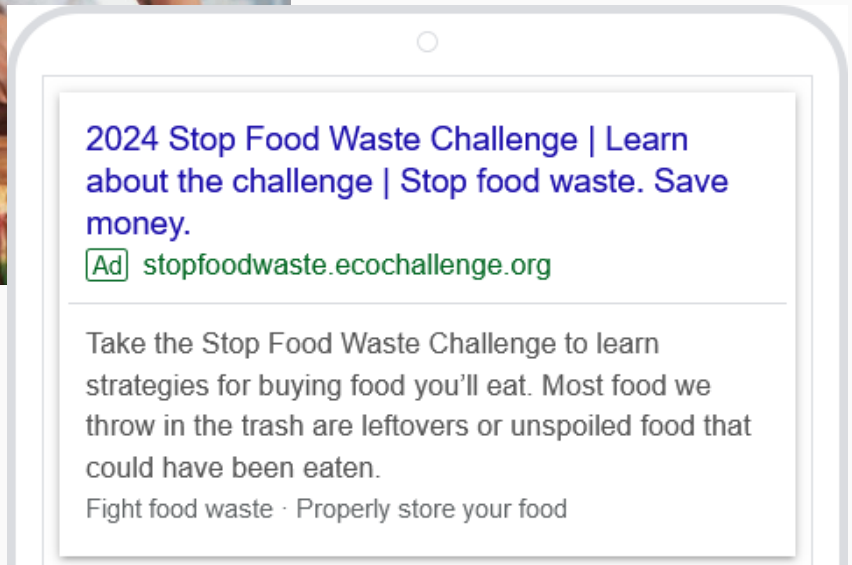


Content creation

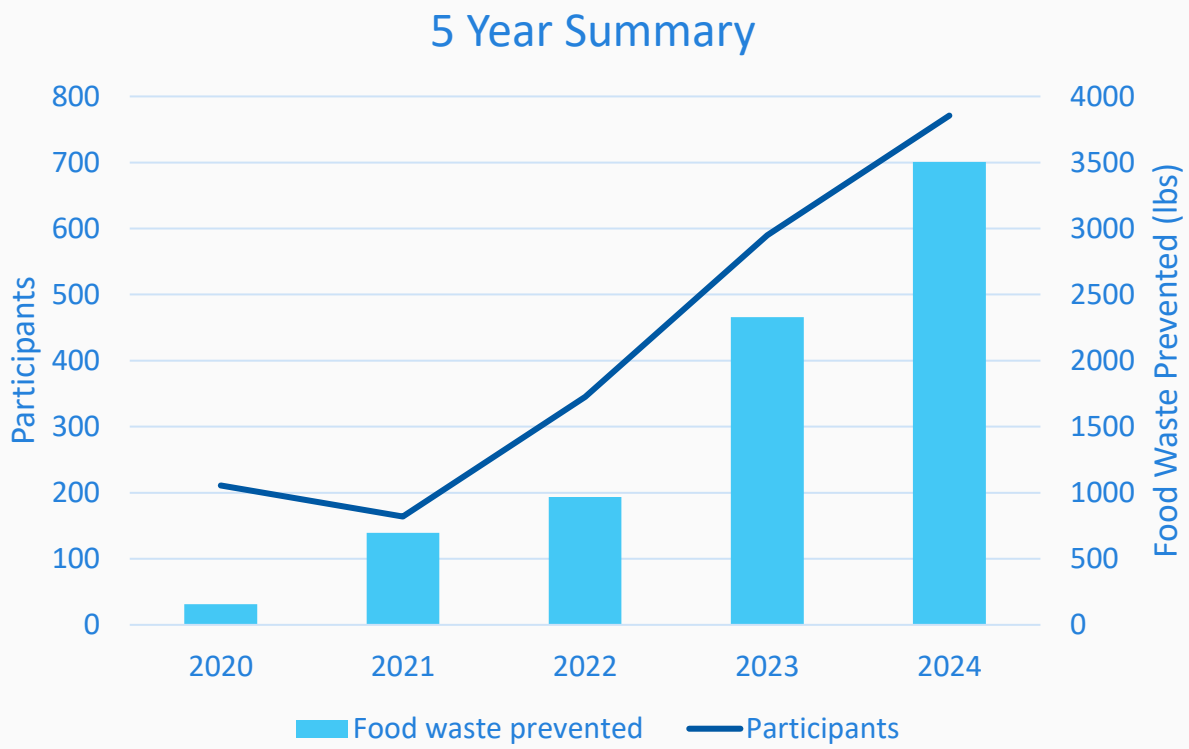
Recruitment

- Partner promotion
- In-person outreach
- Social media – organic & paid
- Target emails to interest lists
- Paid promotions (Metre)
- New in 2024: Spanish!





Results



2024 Results

Thank you to the 771 participants in the Stop Food Waste Challenge!

Together, you completed 6,728 actions to reduce food waste in your home and community and made a big impact!

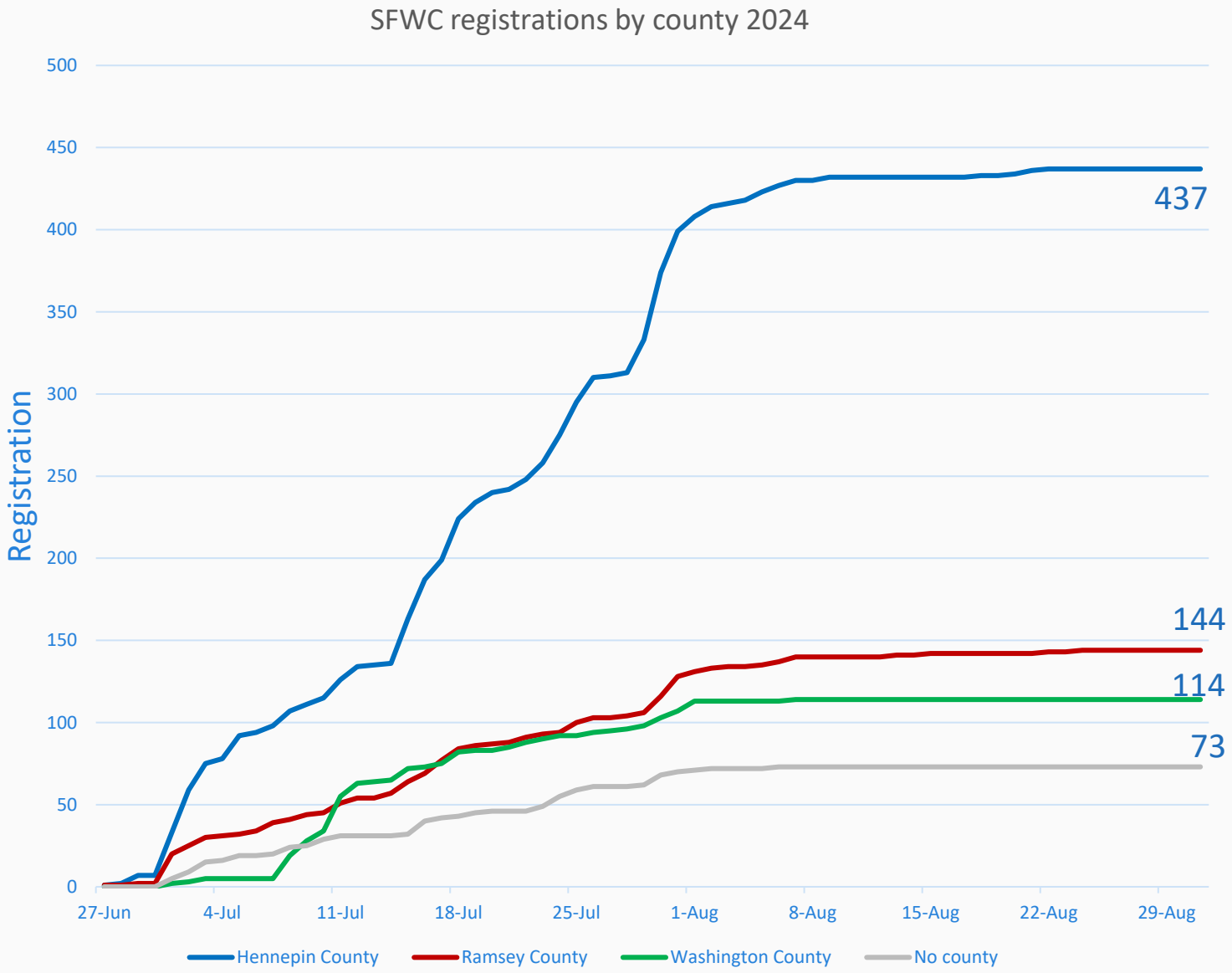
7,270
pounds of carbon dioxide emissions avoided

3,503
pounds of food waste prevented

1,362
zero waste meals consumed

2,739
minutes spent learning

Registration trends – by county



Thank you, past partners!

- City of Bloomington
- City of Brooklyn Park
- City of Eden Prairie
- City of Edina
- City of Golden Valley
- City of Minneapolis
- City of Minnetonka
- City of St Louis Park
- Homegrown Minneapolis (Minneapolis Health Department)

Interactions

Partner-hosted events

- Presentations
- Documentary screening
- Hands-on workshop
- Cooking demos



What we know works

- Employee events
- Incentives and take-homes
- Comradery / competition
- Attaching to other events



Wasted food is a problem.
Will you be a part of the solution?

