

Proposed Actions to Achieve 60% Residential Waste Diversion Other Organics Management – Food Waste Avoidance Strategy

12. Develop and implement a food waste avoidance strategy

Summary of the proposed food waste avoidance strategy:

- Develop a food waste avoidance program in 2019 based on a 'Avoid Food Waste, Save Money' campaign
- Provide residents with food waste reduction tools and tips to help reduce their food waste
- Every tonne of food waste avoided saves Londoner's \$5,000

Background

Food Waste Avoidance

On average London households throw out 105 kilograms per year of avoidable food waste (i.e., food that at one point could have been eaten). The monetary value of this wasted food is estimated to be between \$450 to \$600 per household annually which is worth between \$60 to \$100 million city-wide, per year. This food waste also represents a considerable part of our household carbon food print not to mention lost nutrition. Food waste avoidance entails better management of the food that we buy so that less of it ends up in the garbage. In short, this means optimizing household food planning, purchase, storage, preparation and serving of food.

The City in conjunction with Western University, PhD Candidate Paul van der Werf and 2cg Consulting piloted two outreach projects for reducing the amount of avoidable food waste thrown into the garbage.

Pilot Project #1 focused on reminding people of the annual value of household food waste using a 'Reduce Food Waste, Save Money' campaign. Homeowners were provided with a package of information including a fridge magnet with tips and over the pilot project study period were sent a series of email messages reinforcing the saving money theme, each highlighting a unique food waste reduction tip and directing households to the www.foodwaste.ca website for more detailed information.

Pilot Project #2 provided households with a range of containers they could use to manage their food. The kit included plastic containers, mason jars, and Ziploc bags. This included a fridge magnet with food saving tips, a grocery list note pad and freezer bag stickers. These households also had access to the www.foodwaste.ca website.

The lower cost program, Pilot Project #1, was determined to be more effective in reducing the amount of avoidable food waste thrown into the garbage.

Based on research, local data in London, community feedback and survey data, it is recommended that the City:

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- develop a food waste avoidance program in 2019 based on a 'Avoid Food Waste, Save Money' campaign

For planning purposes it is estimated that a food waste avoidance program will result in a 10% reduction in food waste in 10% to 30% of London households and will cost \$150,000 to \$200,000 per year. This would divert 200 to 600 tonnes of food scraps and save residents \$900,000 to \$2,700,000.

It is noted that the food waste reduction program has the potential to reduce significantly more food waste. This would result in additional savings for residents and increased greenhouse gas reductions but have a smaller impact on increased diversion as it is expected that the food waste going to the Green Bin would decrease as food waste avoidance increased. This would however reduce the cost of the Green Bin program.

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Consideration			Food Waste Avoidance	
			Moderate Outreach Program	Significant Outreach Program
Environmental	Change in Diversion	Annual Tonnes Diverted	200 to 600	800 to 2,100
		Contribution to 60% Target	0.1% to 0.4%	0.5% to 1.3%
	GHG Benefits	Reduction per Tonne Diverted	2.9 tonnes	
		Annual Reduction (tonnes)	580 to 1,750 (145 to 440 cars removed from the road ^a)	2,300 to 6,100 (580 to 1,500 cars removed from the road ^a)
Social	Public Support		Strong support for some kind of program	
	Resident Benefits/ Issues		<ul style="list-style-type: none"> Potential homeowner savings of \$900,000 to \$2,700,000 	<ul style="list-style-type: none"> Potential homeowner savings of \$4,000,000 to \$10,000,000
Financial	Cost ^b	Collection	\$0	\$0
		Processing	\$0	\$0
		Other	\$150,000 to \$200,000	\$1,100,000 to \$1,200,000
		Total	\$150,000 to \$200,000	\$1,100,000 to \$1,200,000
	Cost per Household		\$0.9 to \$1.1	\$6.5 to \$7.0
	Market/Revenue		Not applicable	Not applicable
Technical	Collection Issues		Not applicable	Not applicable
	Processing Issues		Not applicable	Not applicable
	Other		<ul style="list-style-type: none"> Pilot project completed, lower cost program more effective in reducing avoidable food waste in garbage Effectiveness on large scale unknown 	
Notes				
<p>(a) The diversion of these materials has avoided the Greenhouse Gas (GHG) emissions equivalent to removing the identified number of vehicles per year.</p> <p>(b) Based on industry estimates, literature review and data from other municipalities.</p>				