



DATE: November 15, 2017

TO: Waste Management Authority Board

FROM: Wendy Sommer, Executive Director

BY: Cassie Bartholomew, Program Manager

SUBJECT: Stop Food Waste Campaign

SUMMARY

Food remains the largest component (18.7% by weight) of the waste stream in Alameda County. Through its Food Waste Reduction project, StopWaste is working to reduce wasted food through multiple channels including industrial kitchens, school cafeterias and households. The project's goals and activities are in alignment with the Board-adopted guiding principles, with an emphasis on upstream activities (i.e. waste prevention) over management of discarded food.

The newest element of this project is the Stop Food Waste outreach campaign, which is geared to a residential audience with the aim of reducing food waste at home. At the November 15 WMA meeting, staff will present an overview of the campaign, including outreach materials, strategies, and activities to date.

RECOMMENDATION

This item is for information only.