

Food Waste Prevention Week on March 5-9, 2018 is quickly approaching! Food Waste Prevention Week is an opportunity to raise awareness on the impacts of food waste in our homes, workplaces and communities.

UC ANR's Nutrition Policy Institute is leading this exciting initiative with the Public Health Alliance of Southern California in collaboration with state agency partners* throughout the state. A [Communications Guide](#) is available to implement this social media campaign: <http://phasocal.org/healthy-food-systems/2018-food-waste-prevention-week/>. The Guide includes sample messaging, graphics for web banners, a press release for local partners and sample social media messages. We are coordinating across UC ANR so that we can make this as easy for you all as possible and not overburden your inbox!

1) UC ANR will be issuing a press release and posting social media messages throughout the week that will make it easy for you to retweet and share on your social media platforms. Please use the following hashtags: **#SavetheFoodCA**, **#GoFurtherWithFood** and **#FeedPeopleNotLandfills**. We have shared this great event with VP Humiston and look forward to her kicking it off on March 5!

2) The **Food Waste Reduction Hero Photo Challenge** is a great way to engage people to find food waste in their homes, workplaces and communities, and determine solutions they can enact. We encourage participants to submit a few photos during the week that demonstrate:

- Food waste happening in your home, workplace or community
- Barriers to reducing the amount of food you throw away, such as food packaging or portion size options available for purchase, bulk pricing incentives, storage or time constraints
- Actions or changes you are making, or solutions you see happening around you to reduce food waste

Photos may be submitted on social media platforms using the hashtag **#SavetheFoodCA**. Or they may be emailed to SaveTheFoodCA@gmail.com

3) The Communications Guide offers many examples, with detailed posts, graphics, hashtags and media to share with your constituents. ANR will be posting what's included in the Guide to be easily shared and retweeted, so all you need to do is stay tuned each day of the week to easily retweet and share ANR's posts. Here are the ANR Twitter and FB addresses: <https://twitter.com/ucanr>
<https://www.facebook.com/ucanr>

Here is a brief schedule for reference:

What Partnering Organizations Can Do

March 5, 2018 – Official Organizational Launch

- Endorse or Declare Food Waste Prevention Week
- Issue All-Staff Communications
- Present the Food Waste Reduction Hero Photo Challenge
- Public messaging to Launch the Week

March 6, 2018 – Find Food Waste

- Encourage pictures of where food waste is happening
- Public messaging about why food waste matters

March 7, 2018 – Prevention by People

- Encourage pictures of how people will prevent food waste in their homes
- Public Messaging about individual solutions

March 8, 2018 – Prevention in Communities & Worksites

- Encourage pictures of how people will prevent food waste in their communities
- Public messaging about community-level solutions
- Public messaging about climate/natural resource impacts

March 9, 2018 – Keep it Going!

- Public messaging to spark ongoing actions to reduce food waste in CA

Food waste is a significant issue in California.

- The United States is losing up to 40% of its food from farm, to fork, to landfill. Uneaten food wastes enormous quantities of precious land, water, energy, fertilizer, human resources and money.
- In California, nearly 5 million people are food insecure, lacking consistent access to enough food. Roughly 1 in 8 Californians are experiencing hunger, and 1 in 5 of those are children.
- Food waste also represents the largest single category of waste in landfills in the US. Food waste decaying in landfills emits methane, a powerful greenhouse gas linked to climate change.

We look forward to your participation in Food Waste Prevention Week and seeing your photos posted for the Food Waste Reduction Hero Photo Challenge!