Organizational Message Template

For Newsletters, Blogs or All-Staff Email

Governor Ron DeSantis (Proclamation PENDING) has issued a proclamation announcing the week of April 5-9, 2021 as Florida’s inaugural Food Waste Prevention Week. ( Name of Organization) is joining partners and communities throughout Florida in our shared commitment to raise awareness and inspire a call to action to change behaviors in our homes, workplace and communities.

When we see food being thrown away, we feel badly because we recognize its value and what it represents in our lives. Food sustains life and provides nourishment. Food is medicine. Food is love. When we come together with our family and friends to celebrate events, we break bread. When someone is ill or grieving, we bring them a meal. We must remember food is a gift to be valued.

We have become accustomed to tossing unwanted food in the trash, as a result consumers are responsible for more wasted food than farms, grocery stores, or restaurants*.* Forty percent of all food thrown out occurs at the household level. Additionally, reducing food waste saves families money. A family of four can save on average, about $1500 annually, while reducing 960 pounds of food waste, according to a Natural Resources Defense Council estimate.

The quality and amount of food that people eat each day play a vital role in health and wellbeing. A [2014 USDA report](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2501659) estimated that a staggering 1,249 calories per person, per day in the United States are wasted—more than enough to feed the 1 in 5 Floridians currently experiencing hunger and food insecurity. Reducing food waste has the potential to shift available resources to the over 3 million Floridians who experience food insecurity, over 800, 000 of whom are children, 550,000 seniors, according to [Feeding America](http://www.feedingamerica.org/hunger-in-america/california/).

Adopting food waste prevention practices are a key strategy in helping Florida improve sustainability and reduce greenhouse gas emissions from food decomposing in landfills. Reversing this trend provides an opportunity to conserve precious land, water, energy, and human resources.

Across the state, partners throughout the food system, as well as organizations, businesses, schools and community groups are committing to find ways to reduce food waste, [recover food and donate it locally](http://www.calrecycle.ca.gov/organics/food/Donation/default.htm).   
  
[PLACEHOLDER: Highlight here your organization’s efforts and food waste prevention projects.

**Food Hero Photo Challenge**

In celebration of Florida Food Waste Prevention Week, we are issuing a friendly challenge, The Food Hero Photo Challenge. Reducing food waste in your home, workplace and community requires thinking and planning. We ask you to **join us** and take the Challenge!

**Take the Challenge in 3 Easy Steps**

1. Take a photo (drawings and videos also accepted) demonstrating the daily theme
2. Add a short caption
3. Post on social media using the hashtag #SaveTheFoodFL #FoodConservationAlliance and tag @SaveTheFood on Twitter and/or Instagram or email them to [contact@foodwastepreventionweek.com](mailto:contact@foodwastepreventionweek.com).
4. Tag your location and organization and friends.

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| Monday | What Food Means to You/ The Journey of Food |
| Tuesday | The Unintentional Consequences of Food Waste |
| Wednesday | Food Waste Prevention in Hotels, Restaurants and Events |
| Thursday | Food Waste Prevention at Home, School and in the Community |
| Friday | Pick One Pledge - Keep It Going |

**Need Some Ideas?**

Submissions can include before and after pictures, or pictures identifying the food that is the hardest to stop discarding in your household. Food packaging or portion size options available for purchase, bulk pricing incentives, storage or time constraints, food disposal options, etc are a few ideas for barriers. Some solutions-based photos might include things like imperfect or ugly produce being used, appropriate portion sizes on plates, freshly frozen food to be used at a future date, excess fresh produce from a bulk retailer being shared with neighbors, or any other creative strategies you want to highlight. Incorporating a few simple food waste prevention actions - such as freezing food and using leftovers – can immediately help reduce food waste.

Stay tuned all week for resources, tips, and ideas. To learn more, please visit [Save The Food.](https://www.savethefood.com/) Interested in other ways to reduce food waste? Visit [FDACS. resources.](https://www.fdacs.gov/Food-Nutrition/Nutrition-Programs/Food-Recovery-Program)