Script for Organizational Video Message Template

Hello!  I’m [name], [title] and I’m proud to announce our dept/agency/organization is teaming up with the Governor’s Office and numerous state agencies to launch Florida’s inaugural Food Waste Prevention Week, April 5-9, 2021. Our mission is to raise awareness and inspire a call to action to address food waste in our home, workplace and community.

* Up to 40% of all  food waste occurs at the household level, while 1 in 5 Floridians are food insecure, lacking consistent access to nutritious food.

* Reducing food waste saves families money. A family of four can save on average $1500 annually.

* Greenhouse gas emissions from food decomposing in landfills is a major contributor to climate change. Additionally, reversing this trend provides an opportunity to conserve precious land, water, energy, and human resources.

Food waste is something our organization cares about because [PLACEHOLDER for

contextual relevance]. We, dept/agency/organization, are joining Floridians across the state in the Food Waste Reduction Hero Photo Challenge. Learn how to reduce the amount of food being wasted in your home by joining me and taking the challenge!

Visit  [www.savethefoodFL.com](http://www.savethefoodfl.com) to join the challenge.

I ask you to stand with me to reduce food waste in Florida.