How much is being wasted?

Figure 2
Estimated total value of food loss in the United States by food group, 2010

- Fruit, $19.8 billion, 12.3%
- Vegetables, $30.0 billion, 18.6%
- Dairy products, $27.0 billion, 16.7%
- Meat, poultry, & fish, $48.5 billion, 30.0%
- Eggs, $3.1 billion, 1.9%
- Tree nuts & peanuts, $2.1 billion, 1.3%
- Added sugar & sweeteners, $6.6 billion, 4.1%
- Added fats & oils, $13.4 billion, 8.3%
- Grain products, $11.2 billion, 6.9%

Billion dollars

Source: ERS (2012a).
Why are we wasting produce?

Figure H: Weight of avoidable food and drink waste by food group, split by reason for disposal

Consumer: More than 1/2 mile to Access Produce

- Inaccessibility
- Purchase ≠ Consumption
- > Proportion Packaged Food
- Wastage

Copyright. Shannon Kennedy, Todd McGarvey
Food Access and Poverty in the District of Columbia

Grocery Stores

Insufficient Food Access & Low Poverty

Insufficient Food Access & Moderate Poverty

Insufficient Food Access & High Poverty

Data Sources:
Food Access: DC Office of Planning
Tract Population: 2008-2012 American Community Survey (Tracts)
Poverty Information: 2008-2012 American Community Survey (Tracts)

Definitions:
Insufficient Food Access: Greater than a 10 minute walk to any grocery store
Low Poverty: 0-20% of population are with income below 185% of the poverty level
Moderate Poverty: 20-50% of population with income below 185% of the poverty level
High Poverty: 50%+ of population with income below 185% of the poverty level

Office of Planning ~ May 19, 2014
Government of the District of Columbia
This map was created for planning purposes from a variety of sources. It is neither a survey nor a legal document. Information provided by other agencies should be verified with them where appropriate.
What has been done, What is being done?

DC Fresh!  Mobile Market  Healthy Corners
INTRODUCING: Lettuce Move

Source: Food Share, Toronto, 2015
But wait, isn’t this the same as is already occurring?

We are...

• Introducing education and advocacy for waste reduction

• Filling the gap: Year round availability

• More trucks and resources to provide weekly sufficient produce
Positive Recognition

SUPERMARKET → CONSUMER
District of Columbia’s Role

• Waste reduction education
• Resident outreach
• Facilitating permitting process
• Partner recognition
• Mobile storefront
District of Columbia Benefits

• Alignment/expansion of Sustainable DC goals
  • Send zero solid waste to landfills per year and reduce total waste generation by 15%
  • Ensure universal access to secure, nutritious, and affordable food supplies
    • Action 2.1: Expand the DC Healthy Corner Store initiative
    • Action 2.2: Introduce fresh food circulators and mobile vendors in neighborhoods with poor access to fresh food
Implementation of Lettuce Move

**Step 1:** Gauge interest from supermarkets and secure a partner

**Step 2:** Reach out to communities through community groups and pamphletting

**Step 3:** Acquire and repurpose government owned large vehicles that are not in use

**Step 4:** Trash survey of pilot cohort

**Step 5:** Run pilot

**Step 6:** Trash survey of pilot cohort to evaluate impact
Proof of Concept

The Facts:
- 59.6% of residents have no vehicle and are more than 1/2 miles away from produce
- 29% of population are children
- 13% are senior citizens
FACT: a person that consumes 2,000 calories in a day should eat 2.5 cups of vegetables and 2 cups of fruit (Center for Disease Control).

**TODAY IS:** Saturday 6/20

**WE HAVE:**
- Apples
- White peaches
- Whole, seedless watermelon
- Strawberries
- Baby spinach
- Sweet potatoes
- Baby carrots
- Collard greens
- Red onions
- Fresh basil
- Garlic cloves

**YOU BOUGHT:**
- 2 apples
- 1 white peach
- 1/2 lb of strawberries
- Handful baby spinach
- 1 bag of baby carrots
- 1 red onion

**Baby Spinach Recipes:**
- Spinach salad with strawberries and shaved almonds
- Sautéed spinach with garlic and sweet potato

**Strawberries Recipes:**
- Strawberry Onion salad (using onion, left over spinach, milk, and more)
- Strawberry and peach crumble
Evaluation

• Actually impacting food waste at each end?
• What is the best day of the week to reach the most people?
• Is there an impact of traffic on route completion and timeliness?
• What is the actual demand?
References
