

# Reducing Food Waste & Wasteful Production

By Teagan Ross and Karli Murphy



# Target Group and Location

- Virginia Beach is located on the east coast of Virginia, above the NC, VA state border
- In 2016, VA Beach saw 15.2 million tourists
- If this project were to become reality, food workers, restaurant owners, local residents, farmers, food producers, landfill/waste remover workers, and health inspectors would be impacted.
- Restaurants would have to adjust to the new standards of judging food adequacy
- Health inspectors would have to adjust rules for food items impacted by the project
- Cost for buying locally may increase
- Restaurants would save money by needing to buy less products
- Local residents benefit from lower taxes due to minimal imports
- Farmers benefit from restaurants buying locally
- Landfill collection workers will deal with less waste from commercial food operations



# Background

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- Tourism is the cause for many local issues, especially when it comes to wasteful consumption and production
- In a tourism-dependent community or economy, products are made to best accommodate visitors
- Americans have a very wasteful food complex
- Restaurants throw out hundreds of pounds of fresh, unsoiled food every week
- Tourism destinations experience this at a disproportionate rate as they try to keep up with the influx of tourists
- So much food that is sent to landfills every single day is perfectly fine and could be donated or resold at a reduced price but is not because of food quality regulations



# Project Goals and Initial Idea

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- Our project goal is to reduce the amount of food waste that is being produced in Virginia Beach, as well as responsibly deal with any food waste that is created.
- Addressing the tourist issue of creating a high volume of food waste, but can also serve as a model for other cities interested in managing their food waste.
- **Step #1:** Decrease dependence on international food exports by increasing use of locally sourced food
- **Step #2:** Create a climate where donating unused food is a habit
  - Creating a second-hand farmer's markets
  - Marketing local food banks
- **Step #3:** Regulate composting and implement a legal incentive for not composting food scraps
  - [similar to California]
- **Step #4:** Use the compost created and distribute it at a low cost to local farmers



# Action Plan

- **Step #1:** Plan transition away from foreign exports and survey local farms to figure out available produce
- **Step #2:** Implementing donation into local culture through social media and other public marketing tactics
  - Inform restaurants of local donation centers
  - Provide donation transportation
  - Second-hand farmers markets would need location scouting and reaching vendors
- **Step #3:** Regulating composting involves local politicians and requires support for a new law about fining non-compliance with the composting procedure.
- **Step #4:** Local distribution of compost to farms requires transportation costs, which are built into the cost of the compost.
  - Self-sustaining

# Measure of Success

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- Success will be measured by our second-hand farmers markets having high volumes of regular buyers
- Restaurants producing less food waste and being able to use products that were sourced locally
- Effectively implementing a composting regulation for food providers
  - Having a legal backing for our composting project
- Significantly reducing or eliminating the amount of imported goods that are used in VA Beach
  - Seen through reducing the city's carbon footprint



# Team and Roles: Teagan

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- Co-Executive Director
- In charge of overseeing the transition away from the globalized market to a more locally-sourced environment
- International studies major
  - Functional understanding of foreign markets / economic situations that led to a TNC dominated supply chain
- Interested in international economic and political relationships
- In charge of the media production associated with publicizing the project
  - Worked in a communications department for a government organization



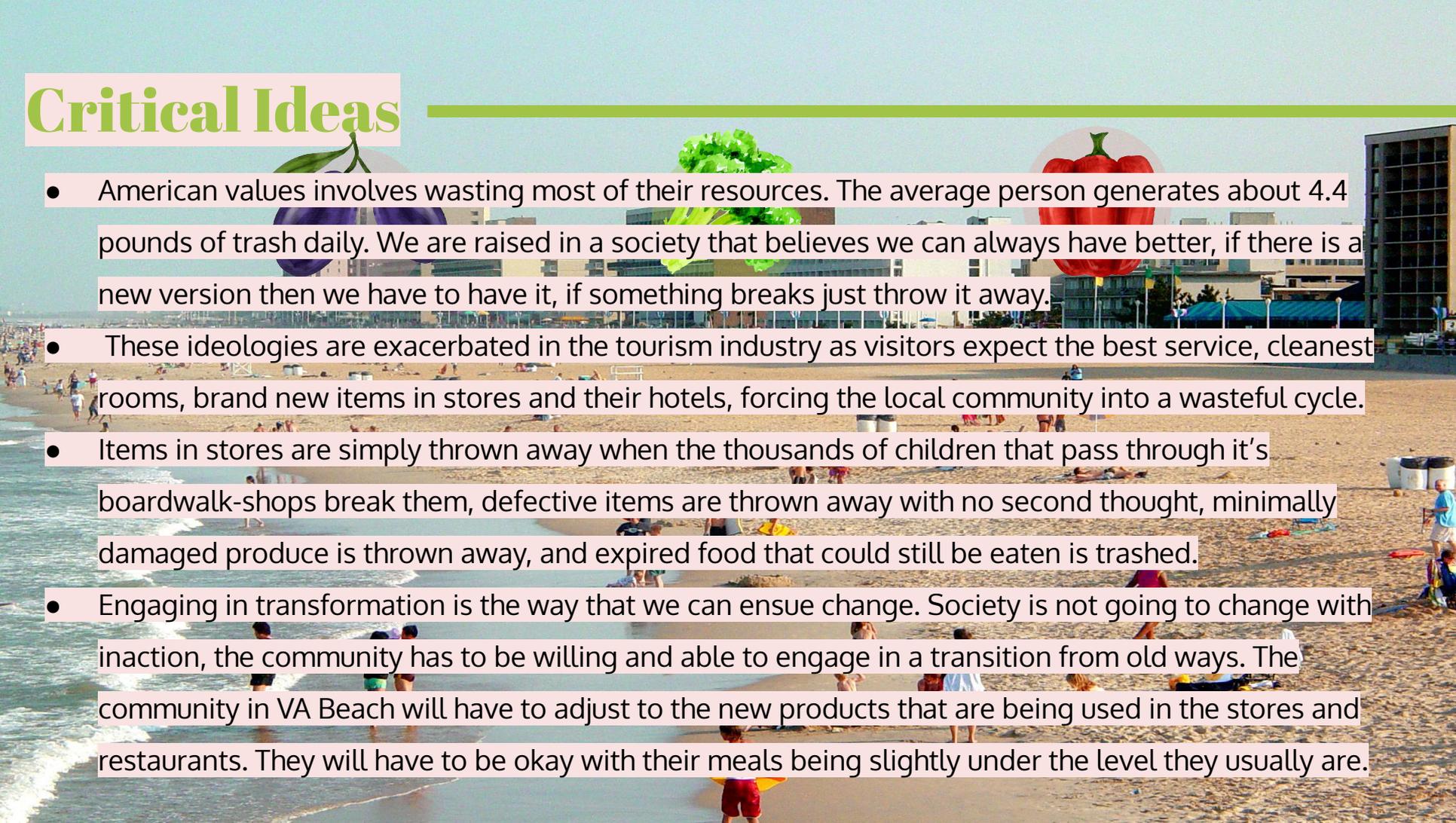
# Team and Roles: Karli

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- Co-Executive Director
- In charge of finding resources and reaching out to local farmers / food producers to facilitate connections and providers
  - Find at least 3 viable contacts for each restaurant
- Go into the community and create a platform to educate public on food waste and wasteful consumption
- Effective communicator, understands the community, is able to make connections with people
- Wildlife conservation major, interested in using less fossil fuels in our transport and conservation of food resources
  - Conserving food resources that would otherwise be thrown away to be sold to the local community
  - Not contributing to foreign imports



# Critical Ideas

The background is a bright, sunny beach scene with people walking and playing. In the distance, there are modern buildings. Overlaid on the image are several semi-transparent white text boxes containing bullet points. There are also three vegetable graphics: a purple eggplant on the left, a green lettuce head in the center, and a red bell pepper on the right.

- American values involves wasting most of their resources. The average person generates about 4.4 pounds of trash daily. We are raised in a society that believes we can always have better, if there is a new version then we have to have it, if something breaks just throw it away.
- These ideologies are exacerbated in the tourism industry as visitors expect the best service, cleanest rooms, brand new items in stores and their hotels, forcing the local community into a wasteful cycle.
- Items in stores are simply thrown away when the thousands of children that pass through it's boardwalk-shops break them, defective items are thrown away with no second thought, minimally damaged produce is thrown away, and expired food that could still be eaten is trashed.
- Engaging in transformation is the way that we can ensue change. Society is not going to change with inaction, the community has to be willing and able to engage in a transition from old ways. The community in VA Beach will have to adjust to the new products that are being used in the stores and restaurants. They will have to be okay with their meals being slightly under the level they usually are.

# Communication: Website

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- Provide a schedule for when they are open, where, and who will be managing them
- Information about where the products come from and the farmers that produced them, along with a little biography about each
- We can also provide coupons for the restaurants that contribute to the markets
- The website will be posted on pamphlets in each restaurant and food provider that contributes and will be available for customers to take

# Sample Tri-Fold Pamphlet

## STEP 1

STEP 1 IN OUR JOURNEY TO A MORE SUSTAINABLE FOOD PRODUCTION SYSTEM IS DECREASING OUR DEPENDENCE ON INTERNATIONAL FOOD EXPORTS BY INCREASING THE AMOUNT OF LOCALLY SOURCED FOOD USED.



## STEP 2

STEP 2 IS CREATING A CLIMATE WHERE DONATING UNUSED FOOD IS A HABIT! WE ARE DOING THIS THROUGH OUR SECOND-HAND FARMER'S MARKETS WHERE WE SELL FRESH FOOD RESTAURANTS WOULD THROW OUT. WE ALSO MARKET LOCAL FOOD BANKS FOR THE PUBLIC TO SUPPORT



## Save Your Scraps

KARLI MURPHY & TEAGAN ROSS

SDG TARGET 12  
SDG SUB-TARGETS 12-5 AND 12-C

SAVE YOUR SCRAPS IS A FOUR-STEP SUSTAINABILITY PROJECT DEDICATED TO REDUCING FOOD WASTE AND WASTEFUL CONSUMPTION IN VIRGINIA BEACH.



IN ALIGNMENT WITH THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOAL 12, WE ARE COMMITTED TO FACILITATING RESPONSIBLE CONSUMPTION AND PRODUCTION FEEDBACK LOOPS

## STEP 3



STEP 3 IS REGULATING COMPOSTING AND IMPLEMENTING A LEGAL INCENTIVE, LIKE A FINE, FOR NOT COMPOSTING FOOD SCRAPS.



LEARN MORE ABOUT OUR PROJECT AT [SAVEYOURSCRAPS.ORG](https://www.saveyourscraps.org)

## STEP 4

AND STEP 4 IS TRANSPORTING ALL THE COMPOST THAT THE CITY GENERATES AS FUEL FOR OUR LOCAL FARMERS!



FOLLOW US ON SOCIAL MEDIA AND GET INVOLVED!



@SAVEYOURSCRAPS



@SAVEYOURSCRAPS



@SAVEYOURSCRAPS



# Transdisciplinary Collaboration

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- 9. Industry, Innovation, and Infrastructure, 11. Sustainable cities and Communities, 12. Responsible Consumption and Production, 13. Climate Action, and 17. Partnerships for the Goals.
- Applies to 9 because we are attempting to upgrade industries
- 11 is applicable because as we reduce the environmental impact of cities
- Responsible Consumption and Infrastructures is related as we want to substantially reduce waste generation, encourage the restaurants to adopt sustainable reporting, promote sustainable public procurement practices, promote universal understanding of sustainable lifestyles, and remove market distortions that encourage wasteful consumption
- 13. Climate action plan applies as we are building knowledge and capacity to meet climate change head on
- When applying 17 to a local level, encouraging effective partnerships is important to our project



# Human Capital and Community Involvement

- We will need to have people to assist media generation, people to help lobby for the instatement of a legal framework to defend the composting project, and many more people from drivers to coordinators
- Another essential aspect is the relationships cultivated with the community
- Our relationships with local farmers are extremely important
  - Without farmers there is no way that we will be able to provide the local food that this project is centered around



# Tech and Tools

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- There are two challenges in this project: social media associated with the publicization of all of the separate aspects of our project, and the transportation technology with which we will run the composting step of the project. This may require obtaining cars or vans to collect and transport the compost from production sites to local farms.
- For tools, a large portion of what is needed will be related to the second-hand farmers market because this initiative was planned to be started entirely by our project and not come from any previously existing sites.

