

NO FOOD LEFT BEHIND - CORVALLIS -

A project of the



FINAL REPORT

2018-2019

DEQ Agreement # 091-18

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for
Oregon Department of Environmental Quality
Materials Management Division
2017 Grants Cycle

The Corvallis Sustainability Coalition (Coalition) is a 501(c)3 nonprofit organization in Corvallis, Oregon, a university town with a population around 59,000. Established in 2007, we are a network of 350+ partner organizations and 400+ individuals who are working together to create a sustainable community. The Coalition includes businesses, nonprofit organizations, faith communities, educational institutions, and government entities — all committed to creating a community that values environmental quality, social equity, and economic vitality.

Our primary purpose is to foster communication and collaboration, so we can accelerate progress toward a sustainable future. Our work has built on the efforts and accomplishments of the City of Corvallis and other community groups. Participation is open to local organizations and individuals who support our vision, mission, and goals.

The Coalition's workforce of hundreds of volunteers is organized into Action Teams working on 12 different topic areas of community sustainability: Community Inclusion, Economic Vitality, Education, Energy, Food, Health & Human Services, Housing, Land Use, Natural Areas, Transportation, Waste Prevention, and Water.

In 2016, volunteers with the Coalition's Waste Prevention Action Team (WPAT) were compelled to respond to the overwhelming data coming out about the impacts of modern food production and consumption on the climate and the planet, with staggering waste and losses along every step of the food chain. After learning that as much as 40% of edible food in America is being thrown out (and just 5% of that diverted from landfills by composting), we realized the importance of embarking on a grassroots effort to prevent wasted food -- *starting in our own community*. We also knew that Corvallis is a place where a program to waste less food would be well-received and therefore get some traction for the long-term.

With support from Oregon Department of Environmental Quality (DEQ), the WPAT leadership created a project based upon the US EPA's "Food: Too Good to Waste" campaign, called "No Food Left Behind – Corvallis" (NFLB). Thanks to Ashley Zanolli, formerly with the U.S. EPA for her original "Food: Too Good to Waste" programming and to DEQ's vision, leadership, and financial support, our community now has a growing awareness of the consequences of wasted food and a new toolkit for helping residents learn *why* and *how* to prevent wasted food in their daily lives.

We are pleased to share the following Final Report on the inaugural 18-month period of NFLB, during which we reached over 9,000 individuals and provided over 20,000 strategic tools to help residents make a difference on this global issue at a local level.

FINAL REPORT – NO FOOD LEFT BEHIND-CORVALLIS

Executive Summary:

The No Food Left Behind-Corvallis (NFLB) campaign of the Corvallis Sustainability Coalition (Coalition) received an 18-month Materials Management grant from Oregon DEQ to create a community-based educational project to help Corvallis residents waste less food. The project received matching funds from the Coalition and support from several other organizations and businesses, including the local waste hauler. A comprehensive educational website was created (NoFoodLeftBehindCorvallis.org), branding was established, and educational tools were developed and uploaded to make it easier for local residents to learn why and how to prevent wasted food at home.

In June 2018, NFLB launched a six-week pilot with 87 local households, to measure and track the amount and type of food they wasted, and the reasons why. After establishing their baseline waste, participants then utilized NFLB's toolbox of Smart Strategies such as meal planners, "Eat First" signs, and produce storage charts. The resulting outcomes from the 31 households that completed all phases of the Challenge showed an average household reduction of wasted food by 21% and a reduction in money wasted on food by 44%.

Following the Challenge, NFLB began tabling at the local Saturday Farmers' Market with a roll-out of an interactive "Test Your Food Storage IQ" game, visual aids with eye-opening wasted food facts, and printed supplies of all Smart Strategies. Market patrons were engaged in friendly exchanges about their household's habits around food, and offered appropriate Smart Strategies for helping them waste less. We also offered counter-top compost pails which proved to be an excellent attention draw and conversation starter. However, pails that were distributed were always accompanied by messaging that composting is not a solution to preventing wasted food.

Market tabling continued through Thanksgiving, and was so popular and effective that the Coalition matched funds to have it resume again in January and run through all of 2019. Nearly 2000 people were reached through our local Farmers' Markets.

In Fall of 2018, we launched the "EcoEduTainment" portion of our project, delivering original, musical, interactive programming to fifth graders in public, private and charter schools. The 50-minute presentation by NFLB's School Outreach Specialist taught about the upstream impacts of getting food from farm to plate, and provided kid-friendly tricks for lessening those impacts at home. Presentations continued through March 2019 and reached 327 students in 11 classrooms.

Throughout the 18 months ending in September 2019, NFLB's Project Manager delivered lively, informative PowerPoint presentations to the public. Venues included a City Council meeting, a local EcoFilm Festival, "Tap Talks" at local breweries, a church, a local media outlet's Climate Change Panel, a statewide sustainability conference session, an upper-level Oregon State University Food Systems class, and at four, free OSU Extension Office Master Food Preserver

summer workshops coordinated by NFLB. She was interviewed by a newspaper and two radio stations, mentioned in an Earth Day newspaper column, and posted frequently on NFLB's Facebook page. Additional outreach included tabling at Sustainability Town Halls, NFLB materials distribution by the 500 Women Scientists local chapter, and by staff or volunteers from Good Samaritan Hospital, Casa Latinos Unidos de Benton County, the Corvallis Multi-Cultural Center, and Linn-Benton Community College's Food Sciences class.

All Smart Strategies were translated into Spanish and made available on NFLB's website. We took advantage of every reasonable community opportunity to share the importance of not wasting food and the ease with which it can actually happen, given the proper tools. No Food Left Behind reached well over 9,000 individuals with more than 20,000 strategies tools in just 18 months.

DEQ Agreement # 091-18
FINAL PROGRESS REPORT, for the period of 2/16/2019 – 9/18/2019

Corvallis Sustainability Coalition's Project to Prevent Wasted Food:
"No Food Left Behind – Corvallis"

FROM EXECUTED CONTRACT: Recipient will implement an 18-month project that will teach and demonstrate to residents how to prevent wasted food. They will utilize the EPA's Food Too Good to Waste toolkit and DEQ wasted food strategy study to help raise consumer awareness. This project will be accomplished through direct face-to-face outreach, investing in consumer education efforts that increase awareness, offering tips for extending food shelf life and storing perishables properly, and promoting a culture of active waste avoidance.

TASKS / GOALS & OBJECTIVES <i>Grey = from Progress Reports #1 and #2</i> <i>Black = from FINAL Reporting period</i>	START DATE	RESULTS	ACCOMPLISHMENTS
Master Planning: Meet with principles for overall program planning and refinement, review EPA Toolkit, gather web content, organize Wasted Food Challenge and general outreach	3/1/18	Completed	Our entire team was able to start meeting and planning earlier due to funds being made available 2/15/18. The principles got right to work in our different roles.
Graphics/Branding: Work with graphic designer and EPA Toolkit for logo, color schemes, branding.	3/1/18	Completed	We ultimately chose a color scheme to match the branding of the organization, the Corvallis Sustainability Coalition.
Online: Secure domain and email address, build website include Wasted Food Challenge reporting mechanism.	3/15/18	Completed by Challenge start on 4/30	Website built from scratch. Participant login for Challenge to Waste Less Food provided, including intake survey, weekly reporting mechanism for measured data, exit survey, and all Smart Strategies & Tools also made available to the public.
Design and plan promo materials	3/15/18	Completed	Challenge promo materials also serve as project promo materials, with edits.
Schools: Create program content for presentations and contact school district and individual schools for 2018-2019 school year.	4/1/18	Ongoing	Project Manager worked with Eco-Edutainer to provide information; Edutainer continues to create audience-appropriate content specific to 5 th graders, for sign-ups in Sept 2018 and presentations in schools starting October 2018.***
Wasted Food Challenge*: Recruitment, finalize data gathering tools and instruments, plan for results analysis and final preparation for launch.	4/1/18	Completed	Challenge recruitment began upon program launch in February; Challenge organized and ready to begin by 4/30, ran through 6/15/18. More details below.
Translation of materials into Spanish as needed.	4/1/18	Completed & ongoing	A-Z Fruit & Vegetable Storage Guide and compost pail sticker translated; Prep Now Eat Later document and Facts & Impacts sheet in process.
Press Release and email blast.	5/1/18	Completed	Press release and emails sent; radio and media interviews given as requested.
Wasted Food Challenge launch, participant reminders/follow up and data analysis.	6/1/18	Completed	Challenge was ready to begin by 4/30, ran through 6/15/18. Details below.

TASKS / GOALS & OBJECTIVES <i>Grey = from Progress Reports #1 and #2</i> <i>Black = from FINAL Reporting period</i>	START DATE	RESULTS	ACCOMPLISHMENTS
Assess challenge results with team and adjust outreach materials and plan accordingly.	7/1/18	Completed	Results of Challenge were assessed and documented, will be presented at Public Library during Coalition's Quarterly Gathering on 7/27/18.*
Begin providing school edu-tainment assemblies as planned in Spring 2019 with 509J school district.***	10/1/18	Ongoing, thru May 2019	Project Manager assisted Eco-EduTainer with contacting schools to provide presentations to local fifth grade classrooms; presentations began in fall and continue again in Spring 2019 to fill remaining spots. Details below***
Meetings with outreach contractors, web designer, graphic designer, advisor, as needed.	Ongoing	Ongoing	This continues, as needed, except with the graphic designer whose funding was fully expended.
Wrap-up Farmers' Market Outreach; assess data gathered and all measurements for success.**	11/18/18	Completed	Very successful at reaching individual households face-to-face. Reached 650 individuals in 17 weeks (who take information home to entire households), and distributed: 1075 Smart Strategies; 100 compost collection pails; and took 15 photos with the "To Waste Less Food, I Will:" apple-shaped chalkboard for future social media posts. More Farmers' Market outreach details below.**
Translation of materials into Spanish, as needed.	Ongoing	Completed	All nine Smart Strategies have been translated into Spanish and reproduced; a webpage summarizing the entire website was also created and translated into Spanish.
Outreach to Interfaith Climate Justice Committee, Farmers' Market, businesses and other event outreach.****	Ongoing	Ongoing	Ongoing. See below.****
Prepare and submit semi-annual report for DEQ	3/1/19	Completed	See above.
Meetings with outreach contractors, web designer, graphic designer, advisor, as needed	3/1/19	Completed	Meetings with Project Manager and NFLB contractors and advisor occurred all throughout grant cycle as needed.
Wrap-up Farmer's Market Outreach; assess data gathered and all measurements for success	11/18/19	Completed AND continued	Measurements tallied – see results below. Coalition realized how successful this particular outreach method is in Corvallis, and opted to match funds to keep it going for another whole year.
Attend 2019 AOR conference; speak in session re: preventing wasted food, if asked	6/12/19	Completed	Project manager was indeed invited by DEQ Materials Management staff to speak in a session at Association of Oregon Recyclers annual sustainability conference.
Begin program wrap-up: assessment of success, failures, documentation, follow-up feedback from Food Waste Challenge participants, data	6/1/19	Completed	Final Report complete narrative to accompany this table.

FINAL REPORT DATA

- 1) **A comparison of actual accomplishments with the Project goals and objectives as outlined in this Agreement. If a baseline assessment was done, include a description of that process and what was learned. Include a description of Project accomplishments not included in the goals and objectives, if applicable.**
 - **Project Accomplishments not included in the goals and objectives are listed below.**
- 2) **Report measurements on the following activities**

For the broader, general outreach (most numbers rounded to nearest 5):

- **# of people or households reached at each type of outreach event: 9025**
 - 1170 at Coalition events, meetings
 - 500 at non-Coalition community speaking engagements and tabling opportunities
 - 1950 at Farmers Markets
 - 160 at Master Preserver Workshops
 - 250 at Workplaces to employees
 - 130 HOUSEHOLDS in Challenge to Waste Less Food (actual # of individuals is higher)
 - 4000 HOUSEHOLDS through Recycling Block Captain program (actual # of individuals is higher, and they were reached TWICE with different relevant flyers)
 - 330 local fifth grade students through EcoEduTainment school presentations
 - 310 additional school HOUSEHOLDS through school Staff, Faculty and Student compost pails with Smart Strategies
 - 240 others through individual staff contacts
 - TOTAL 9035
 - **Number is actually much higher if we were to estimate the number of people in each household.**
 - **Does NOT include those reached through newspaper and radio interviews, or through social media posts and ads.**
- **# of surveys taken during each outreach event, as appropriate: 615 game participants instead of surveys**
 - We realized that person-on-the-street surveys were invasive, and stepping too far from one's booth to attract visitors is not allowed at the Corvallis Farmers' Markets.
 - Instead, Project Manager was inspired by an EPA Food: Too Good to Waste "Peer Group call" to create a fun, interactive game display to "Test Your Food Storage IQ" detailed below.
 - TOTAL 615 games played across all outreach events (mostly at Farmers' Markets)
- **# of households receiving Fruit & Vegetable Storage Guides during outreach events**
 - Our #1 take-away.
 - TOTAL 2695 English guides across all events

- TOTAL 195 Spanish guides
- **# of schools receiving our Eco-Edu-Tainment programming (exact numbers)**
 - Multiple schools had two or three fifth-grade classrooms, so we measured the number of classrooms instead of schools, and the number of students receiving the programming.
 - TOTAL classrooms: 11
 - TOTAL students: 327
- **# of counter-top compost collection containers provided to residents**
 - TOTAL 645 pails out of 1200 purchased with \$6,000 in matching funds by Coalition
- **Additional outreach activities:**
 - “Facts & Impacts of Wasted Food” info graphic flyer,
 - Usually also included “Prep Now, Eat Later” on the back, explaining most of our Smart Strategies.
 - Two-sided version was also the Coalition’s Recycling Block Captains handout, paid for with DEQ grant funds.
 - Block Captains delivered 4000 of these, bringing such sustainability hand-outs door-to-door to households 3x/year
 - TOTAL 5355 Facts & Impacts in English (most with Prep Now on back)
 - TOTAL 5005 Prep Now, Eat Later in English (most on back of Facts & Impacts)
 - TOTAL 135 combo flyer in Spanish
 - “Rind is a Terrible Thing to Waste” flyer
 - A guide to composting at the curb, also created and disseminated by the Coalition’s Recycling Block Captains.
 - Flyer included the Yes/No sticker from our compost pails (vetted by DEQ) which emphasized pail use for spoiled/stale/inedible foods, produce scraps/trim, soiled paper, etc., picturing spoiled foods and scraps instead of beautiful uneaten foods. Also included the message, “Don’t waste food! Buy what you need, eat what you buy.”
 - TOTAL 4100 flyers
 - Apple-Shaped Chalkboard:
 - We took photos of willing Market visitors, holding an apple-shaped chalkboard, with their own personal message filled-in after, “To waste less food, I will:”
 - More details below.
 - TOTAL 26 photos

- D.I.Y. Wasted Food Discovery Week – After running the six-week Challenge to Waste Less Food in 2017, we realized that there were people who like the concept of tracking their wasted food but weren't able to commit to such a long study.
 - Translated into Spanish as well.
 - Front page includes EPA Food Recovery Hierarchy and instructions.
 - Began public distribution at City Council meeting 1/22/19
 - TOTAL 125 in English, 13 in Spanish
- **BONUS DATA: # of EACH Smart Strategy distributed**
 - 25 pics for social media
 - 540 "Eat First!" signs
 - 5360 Facts/Impacts (includes 4000 by Block Captains)
 - 5000 Prep Now (includes 4000 by Block Captains)
 - 135 Facts/Impacts with Prep Now, in Spanish
 - 175 Freezer Inventories
 - 134 Meal Planners
 - 105 Smart Shopping Lists
 - 250 Magnet Clips with website URL
 - 125 DIY, plus 15 more in Spanish
 - 4100 Rind Flyers (includes 4000 by Block Captains)

For the participants in the Food Waste Challenge:

- **# households participating**
 - 129 Households signed up
 - 102 committed
 - 87 picked up their Challenge packets/tools/recording worksheets
 - 31 households completed all Challenge aspects including intake/exit surveys
- **# of baselines measured and food waste generated at baseline**
 - Between 31 and 87 – this number isn't as relevant as the 31 who completed both the baseline measurements AND stuck it out for the entire six-week Challenge.
- **# of each tool provided and measurable food waste prevented after implementation of tools**

TOTALS:

 - 83 Counter-Top Compost Pails
 - 87 A-Z Fruit and Veggie Storage Guides
 - 87 Facts & Impacts
 - 87 Prep Now Eat Later
 - 87 Freezer Inventories
 - 87 Meal Planners
 - 87 Smart Shopping Lists

- 87 Fridge Clips with website URL
- 21% average reduction in wasted food across 31 households that completed all aspects of the Challenge including intake and exit surveys
- **# of follow-up levels measured**
 - We did not complete any follow-up measurements, never having asked permission from participants whether we could contact them post-Challenge.
 - We did however hear from multiple participants when they subsequently visited our Farmers' Market booth that they are still using tools from the Challenge, and how much of a preventative difference participating in the Challenge made (and is still making) in their household.
- **Cost avoidance from food waste prevented**
 - 44% average reduction in money from wasted food across 31 households that completed all aspects of the Challenge including intake and exit surveys

3) A description of significant problems encountered during Project design and implementation and how these problems resulted in Project changes or expected accomplishments.

- The original website URL we wanted (NoFoodLeftBehind.org) was available when we checked it on GoDaddy.com, but DEQ funding had not yet been released so we did not purchase it. Within two days, it was "Parked" by GoDaddy and suddenly available for \$795 + \$18 a year, instead of \$15. Yikes!
 - LESSONS: Do not look up URLs through domain sites, unless prepared to purchase them immediately. Merely type into a browser search bar to see if it's already an established website.
- Implementing our website's data collection portal for the six-week Challenge to Waste Less Food, we encountered numerous issues when participants entered data in unexpected ways. Had we tested out the portal more comprehensively beforehand, it would not have resulted in a lot of extra communications with Challenge participants, apologizing for the errors.
 - LESSONS: Try to anticipate the different ways participants might not follow directions, test them out on your web portal, check how data was received on your end, and report any errors to Webmaster to fix before launch.
- Challenge participant hand-holding required a lot more time than anticipated, answering everyone's questions and dealing with their data entry error messages. Numerous emails had to be fielded, such as, "Should I measure and track the food my dinner guests didn't eat?" and "If we feed it to the dog, do we still need to count it as wasted food?" In addition, the Challenge Final Report was also a super important document on which all subsequent program work would be adjusted and based. We wanted to prepare a formal, professional document that DEQ could make publicly

available, and creating all the charts and graphs took more time than anticipated. As a result, we had to ask DEQ to reallocate hours from Personnel over to Professional Services to cover the extra time.

- LESSON: Build in more participant communication time and Final Report creation time.
- We budgeted \$500 for translation of our documents into Spanish, but did not anticipate the extensive work required by the Project Manager to *implement* those translations into our already-created English language digital documents. Every NFLB document is now available in Spanish, helping the Coalition meet its goal of being more inclusive and accessible. But the Coalition needed to provide additional labor funding to cover costs.
 - LESSON: Anticipate this taking more time. See question #4 below for details.
- We created brand new content for our EcoEduTainment presentations, but were surprised by the amount of additional outreach effort required to recruit teacher and classroom participation (an ongoing issue in other counties, as well). We also didn't realize that teachers are deeply involved with testing in the Spring months.
 - Reach out to school officials earlier and seek out subgroups to meet with before recruiting, such as Teachers groups. Do not plan on making presentations in Spring. See question #4 below for details.
- We were planning to do person-on-the-street surveys at the Farmers' Market booths to gather information about wasted food habits in people's homes, but as noted in Question #2 above, we realized that not only was that too invasive but it was also not allowed at our community's Markets. Luckily, we got a better idea to engage visitors in conversations: our popular and effective "Test Your Food Storage IQ" game, which was infinitely more informative and interactive.
 - LESSON: Check with Farmers' Market leadership to ensure program execution plans fit the rules of the venue.
- Limited and expensive Graphic Artist time goes quickly, and can easily be squandered.
 - LESSONS: Bring *completed* ideas to designer as much as possible, rather than spending so much time working them through together. Decide color scheme ahead. Give ample turn-around time. Consolidate ideas, requests, questions.

4) A description of the most and least successful components of the Project explaining why they were or were not successful.

MOST SUCCESSFUL:

*** = successful but needed tweaking**

- WEBSITE – Our comprehensive and mobile-friendly website is the cornerstone of all of our residential outreach, and was a critical tool for data collection during the Challenge

to Waste Less Food. We are always directing people to visit our website, <https://nofoodleftbehindcorvallis.org>, because it contains so many great resources:

- Smart Strategies toolbox for viewing or download, with an entire Spanish section.
- Links to all of DEQ & University of Michigan's Food Product Environmental Footprint Literature / Food Fact Sheets.
- Links to DEQ's "Wasted Food, Wasted Money" commercial campaign for grocers, restaurants and food service.
- A small assortment of informative videos including the Ad Council's classic, "The Extraordinary Life and Times of Strawberry."
- Great new mobile apps including USDA's Food Keeper for safe food storage, Big Oven for finding recipes when plugging in ingredients, and OLIO for sharing food.
- Former NFLB Assistant Project Manager's thesis about Carnism and Climate.

Having a clean, professional-looking website that can stand alone as an outreach tool has been paramount to our success, especially in a day and age when a lot of people don't want to take home any extra paper, and so many use their mobile devices to access information.

- LESSON: Post more videos and recipes more often – keep things fresh.
- GRAPHIC ARTIST – For maximum credibility, it's important to establish clean, clear, professional branding and not rely on any in-house skills. The Graphic Artist we hired was worth every penny. He also had marketing skills and advised us on latest research on Best Practices for Social Media (day of week, time window, character limit and content type for maximum saturation/viewership in each type, Facebook, Instagram, Twitter) which was helpful. NFLB staff can provide that research to DEQ upon request.
- CHALLENGE – Our six-week 2018 Challenge to Waste Less Food was an extremely-effective way for NFLB to launch our project as it created a buzz and great visibility right out of the gate, and enabled us to find out how successful each Smart Strategy tool would be in our community specifically. We asked the recruited households to measure and track the amount of food wasted in their household each day, and the reasons why, first by establishing baseline activities for the first two weeks, then looking for reductions due to the use of strategic tools for the subsequent four weeks.
 - Overall, participating households reduced their wasted food by an average of 21% and reduced their money spent on wasted food by 44%, even with already being resource conservation minded.
 - Our Challenge Final Report analyzing the data collected during our Challenge to Waste Less Food was submitted to DEQ with Semi-Annual Report #2. The report was emailed to all 87 original households that committed to participating in the six-

week Challenge. It can also be downloaded from our website at <https://nofoodleftbehindcorvallis.org/challenge/>.

- We were able to assess the top three most popular Smart Strategies reported during the Challenge: Smart Saving - Eat First sign, Smart Prep - Prep Now Eat Later, and Smart Planning - Meal Planner. Thus, those are three of the top documents (in addition to the A-Z Fruit & Veggie Storage Guide) that we now print and distribute at outreach events.
- Of the 87 households who picked up Challenge materials in order to participate in the Challenge, only 31 households provided a complete data set for all six weeks plus intake and exit surveys. Several of those not fully participating said they realized after the Challenge started that they didn't have the time to commit to the full six weeks, but indicated they might be willing to track and measure wasted food for a shorter period. We even heard this sentiment from people who did not commit to participate in the Challenge.

In response to that feedback, our team created a one-week "D.I.Y. Wasted Food Discovery Week" form, a seven-day tracking activity to help people identify their waste habits over a shorter period. It encourages them to use our Smart Strategies and directs them to the website. For example, if someone finds that they consistently forget about leftovers, they should download an Eat First! sign and create a leftovers area in their refrigerator, to eat before other foods. The D.I.Y. form is a fillable pdf or users can print the form.

The limited feedback we received about the form has been positive. Most people who receive it are excited to try it out. A 400-level Food Systems class in the OSU Department of Applied Economics even used our D.I.Y. form as a class assignment. We had it translated into Spanish and included the EPA's Food Recovery Hierarchy graphic. In either language, this document is located at <https://nofoodleftbehindcorvallis.org/what-to-do/> or can be picked up in printed form at Saturday Farmers' Markets during 2019. It was also submitted in both languages with Semi-Annual Report #2.

- LESSONS FOR CHALLENGE: Aim high for participation numbers – if you want 50 household data sets in your Challenge, it's probably best to recruit 150 households to participate. Consider a four-week Challenge. Have multiple people thoroughly try out your online data collection platform *first* before launching the project, in order to work out all the unanticipated bugs.
- PRESENTATIONS – Project Manager is a dynamic speaker who is also passionate about waste prevention. This goes a long way towards convincing people that a) there is a serious global problem with wasted food and b) NFLB has a tool for breaking every wasteful habit around residential food consumption right here at home.

- Well-chosen placement of infographics, charts and photos on PowerPoint slides help to illustrate points.
- Having a free copy of STUFF: The Secret Lives of Everyday Things to give away for the right answer to a tough prevention question (Project Manager got publisher to donate dozens of these!) is a fun addition to speaking engagements.
 - LESSONS FOR PRESENTATIONS: Responding to invitations means a hungrier audience than when NFLB seeks out speaking engagements. Speaking at church functions don't attract enough audience members to be worth it - better to talk with faith community leadership about *them* potentially speaking to their congregations about not wasting food (in sermons, etc.).
- FARMERS' MARKETS – This type of outreach is immensely effective. Anytime you can have one-on-one conversations with people it's an opportunity to steer it in an informative way, meeting people where they are now, and then having a plethora of directions the flow can go.
 - We have a separate document with greater details about how to run a smooth market that we can share with other interested municipalities, upon request.
 - As noted in our Progress Report #2, Saturday Farmers' Markets in our community have been so effective that after DEQ grant funds for this activity were exhausted, the Corvallis Sustainability Coalition leadership decided to match funds for tabling to continue at the Winter and Summer/Fall Corvallis Farmers' Markets on Saturdays through calendar 2019.
 - The most notable conversations included:
 - Elders raised with the Waste Not Want Not ethic appreciated that we are working to bring this back.
 - Plenty of people said, "I'm already doing everything right" but then IF we can we engage them in conversation, we discover that they are just composting everything, including plenty of still-edible or previously-edible foods.
 - Young people living on their own for the first time, expressing gratitude for our tools with which to establish good habits out of the gate.
 - Countless interactions with children who really enjoyed playing the game and getting positive reinforcement.
 - Lots of people who were quite surprised to learn that bananas and other produce off-gas ethylene, ripening nearby produce prematurely.
 - Weekly inquiries about how to compost inedible foods when living in multi-unit buildings without Mixed Organics collection service or backyard composters.

- Older individuals who used to have large families that are embarrassed to admit that they've been wasting so much food in a household of one now (they are super glad to find us!).
- Numbers of people who stop by to say how much they've benefitted from the Smart Strategy or Strategies they picked up from us in the past, either on another Saturday Farmers' Market day or from the Challenge to Waste Less Food toolkits they received from us back in 2018 for the Challenge.
- Many people did not want to take a lot of paper, and some folks would only give us a minute of time before being rushed off to join the rest of their family. For these folks, we created small quarter-page handbills with seasonal recipes, apps and helpful links to our website or upcoming food preservation workshops.
- Farmers' Market conversations are excellent opportunities to provide referrals to other methods for preventing wasted food, including donating to gleaners and food pantries, upcoming food preservation workshops.
 - LESSONS FOR MARKET: Arrive early for the best spot, arriving even earlier during election seasons; have display weights available for blustery days; make nice with market neighbors to keep future interactions smooth; recruit volunteers for booth set-up and tear-down help; find donated warehouse space close to Market to enable easy zero-emissions portability of booth materials; ride bike to market for same reason; more Spanish-speaking volunteers.
- "TEST YOUR FOOD STORAGE IQ" GAME - Inspired by an EPA Food: Too Good to Waste national Peer Group call, our team created a fun, interactive game display to "Test Your Food Storage IQ" particularly for use at Farmers' Market tabling.
 - Details:
 - Kitchen mock-up, branded like our Fruit and Vegetable Storage Guide, with pantry, counter, freezer, fridge drawer and fridge shelves.
 - Variety of colorful approx. 5" photos of produce, laminated and trimmed down, Velcro attached.
 - Outreach Specialist invites booth visitors to test their storage knowledge by attempting to Velcro those food photos onto the kitchen areas where they believe foods are *best* kept fresh until use.
 - Where visitors place the foods directs every conversation and helps us determine which Smart Strategy to offer them to try at home (at least our A-Z Fruit and Veggie Storage Guide).
 - Other strategies are also offered as the game conversation flows. For example, if visitors admit they put foods in front of leftovers, we offer our "Eat First" sign for a leftovers shelf. If they confess that they can't find anything in their freezer, we offer

- our Freezer Inventory sheet. If the issue is that they just buy too much and it goes bad before they can get to it, we offer our Smart Shopping List or Meal Planner.
- If there is a wasteful behavior around food at home, we have a Smart Strategy tool to help prevent it - and these interactions through the game helped visitors realize what would benefit them the most.
 - LESSONS OF GAME: add pictures of meat in the future, to initiate conversations about eating lower on the food chain.
 - APPLE-SHAPED CHALKBOARD – This is a chalkboard with the pre-painted message, “To Waste Less Food I will:” which is a particularly Community-Based Social Marketing technique of creating social norms. When people make a public commitment to a behavior change, they suffer from cognitive dissonance if they don’t comply with their own commitment, and people tend to avoid that sort of discomfort.
 - It was understandably challenging to keep people at our table long enough to pose with the chalkboard after also having played the game or having conversation. Photos we did get worked well to promote program, and were even used by DEQ in its statewide online newsletter and in a recent DEQ webinar.
 - The actual chalkboard was commissioned by a local sign maker, a friend of the NFLB Project Manager, and thus was made locally and at a deeply discounted rate, compared to buying one online that was manufactured with toxic materials far away.
 - LESSONS: We did find that it helps to display the chalkboard with a sample commitment already written in, such as, “I will prep market purchases after I get home.”
 - COMPOST PAILS – DEQ was reluctant to allow these because studies show that composting makes people feel better about their waste but does nothing to prevent upstream impacts.
 - However, we understood the importance of providing information about prevention along with the pails when we give them out.
 - We’ve ensured that every time we talk about composting, whether while tabling or during presentations, we explain the importance of prevention through other means. We say, for example, “please remember that composting is not a solution to preventing wasted food, because all the resources that went into that food are still wasted,” and, “when we’re doing an amazing job at preventing wasted food, we’ll have almost nothing in our pails except inedible stuff.”
 - We also found that the pails help draw attention and visitors to the booth.
 - Local volunteers started distributing pails in the schools for the cafeterias, teachers’ lounges, and for staff/faculty to take home.

- LESSONS: We made special stickers for pails that ended up in schools, removing things that are only generated at home; consider a small sticker for just inside the pail that says something like, “Is it still edible?” to get people to stop and think before tossing out good food.
- *TRANSLATIONS –This is successful because it makes our messaging more accessible to a broader audience and also makes Dual Immersion schools be willing to distribute them. However, formatting the translations as a finished document was very time-consuming and therefore expensive.
 - LESSONS: if possible, have a small test translation done by two different translators, and run the pieces by communities speaking that language before hiring to translate the rest. Also, it’s better to overestimate the amount of time it will take to format the translated text into the existing documents which are already complete. It typically takes more words in Spanish to say the same thing in English, so account for that.
- *ECOEDUTAINMENT IN SCHOOLS – This is a wonderfully-effective and memorable component IF you can get schools to schedule the performances.
 - The interactions between a live musician-educator and kids, coupled with catchy songs and raps sprinkled throughout educational information, are key to learning. When humans move while they learn, they have better information retention. Our EcoEduTainer, Magic Mama, is a seasoned presenter with youth, and she really knows how to work a room of sleepy kiddos, to get them engaged and keep their attention. We can’t say enough about this special addition to NFLB; one has to see it to truly appreciate it.
 - LESSONS: Inquire about existence of and access to teacher groups and Green Team leaders. We weren’t aware that there are actually teaching teams for each grade, which would have enabled us to pre-sell the offering, rather than rely solely on busy overworked teachers to open, read and respond to emails amid all their other responsibilities and pressures. As a result, we spent a lot of time on unanswered individual outreach. It’s also ideal to either pre-record some staged footage to show to these teacher groups in a meeting, or ask the EcoEduTainer to give a live, five-minute sample to the groups, so they know what they’re getting and thus be more willing to schedule a presentation.

LEAST SUCCESSFUL:

- SOCIAL MEDIA – It can be time-consuming to randomly create weekly or bi-weekly content, and nerve-wracking to trust and hand over the responsibility to an intern or

volunteer unless they create drafts; then there is also the required time to review and post. Following the Graphic Designer's marketing research showing that creating a bunch of content all at once and then scheduling posts is a very good way to keep the issue on people's radars.

- LESSONS: Have a consistent theme people can rely on seeing post after post, like a Kitchen Confessions blog (which we are planning for next year, if funding allows it). Write and pre-schedule multiple posts. Also be willing to let go and trust trained volunteers to provide content.
- FAITH OUTREACH – We thought faith-community outreach would be easier and guarantee large audiences. But in reality, these Sunday 9am presentations would have averaged a dozen people.
 - LESSON: Meet with ministers, etc. from faith communities that value stewardship and talk about the importance of preventing wasted food; invite them to attend other community presentations to hear content; ask if they might be willing to sermonize on stewardship around food; make printed info and website available.
- ECOEDUTAINMENT AT LIBRARY – Thanks to a generous community member's donation, our EcoEduTainer gave a special NFLB performance at the Corvallis Public Library. It was originally conceived as an opportunity for homeschoolers to enjoy the same presentation being provided to fifth graders in public, private and charter schools. The event evolved to include a Resource Fair with other local organizations, including a Farm-To-School program, the local Interfaith Climate Justice Committee, a Zero Waste group, and the Coalition's Education and Food Action Teams.
 - To document this event, we "hired" a volunteer professional videography team to capture footage and produce a 30-second YouTube video to be used for future promotions to teachers (since school privacy rules may not allow video in classrooms). However, we learned the hard way that volunteer-led videography does not always result in high-quality work, contrary to initial promise. We were disappointed by sub-par raw footage that was not produced at all.
 - Quite a bit of time and labor went into pre-event coordination of the Resource Fair and videography team. Despite promotional efforts with the homeschool families who requested the opportunity, most of them didn't show up. Thankfully NFLB and the Library did a lot of community promotion. While we did successfully reach 110 community members that day, it's unclear whether they came for the musical presentations, the Resource Fair, or both.
 - LESSON: Keep things simple. If the event is intended for homeschoolers, gear it only toward them and choose a smaller venue. Alternatively, do not

accept requests for a presentation for homeschoolers. Investigate separate community grant for professional videography services.

- **MASTER FOOD PRESERVER WORKSHOPS** – These were really great classes but garnered relatively low attendance (average of 40 people) in relation to the amount of labor and ads to promote and staff each workshop. Also, we spent Coalition money to pay for a live Spanish interpreter to be there, but we hadn't done an adequate job promoting the workshops to the Spanish-speaking community because it wasn't budgeted.
 - **LESSONS:** Don't offer these, but **DO** give out referral cards to Master Preserver's excellent online resources and classes. Include Spanish-speaking family outreach in subsequent grant requests.

5) An explanation for significant differences between Project budget and Project expenditures.

- There were no significant differences between budget and expenditures. In the end, the **NFLB project came in under budget** with \$97.22 left in Professional Services, \$0.12 left in Personnel, and \$0.55 left in Services and Supplies, for a total unspent balance of \$97.89.
- **REALLOCATIONS:** Along the way, we requested two planned reallocations of funds:
 - **Reallocation #1:** \$2500 from Personnel to Professional Services to cover unanticipated level of participant hand-holding required to properly complete Challenge to Waste Less Food and to create Challenge Data Report.
 - **Reallocation #2:** \$2240 from Services & Supplies back into Personnel to replace funds temporarily moved for Challenge work (we realized early on that we had overbudgeted for advertising, and would be able to request to move funds if needed).
- All told, NFLB's parent organization, the Corvallis Sustainability Coalition provided \$7,557 worth of matching funds for purchases including \$6000 worth of compost pails, PLUS another \$7,648 in additional labor to achieve the project goals and also expand into year-round Farmers' Market tabling. This is a total of \$15,205 in matching funding from the grantee for this project.

6) A discussion of the technical and economic feasibility of others carrying out a similar project. Include recommendations on what should be done differently in managing a similar project.

This is definitely a replicable project, and NFLB welcomes any organization or municipality to contact us to discuss. Lessons we learned are shared throughout this report. A few to note here:

- In creating this project, the Project Manager pre-planned and pre-priced every detail, allowing for the shopping around for lower prices on expenditures.

- Super important to have the support of and help from the local waste hauler, particularly with messaging to ensure a consistency between campaign materials.
- Best to really overshoot to get the desired number of Challenge participants. We got 129 to sign up, 102 of those to commit, 87 of those to pick up their materials, and 31 who provided complete data sets.
- Six weeks is not enough time to get really hard numbers, but it's too much time for most people to commit to. We recommend perhaps a one- or two-week baseline and then one or two weeks with Smart Strategy tools.
- Translations: if possible, have a small translation done by two different translators, and share the pieces with communities speaking that language before hiring one to translate the rest. Also, it's better to overestimate the amount of time it will take to format the translated text into the existing documents which are already complete. It typically takes more words in Spanish to say the same thing in English, so account for that.
- See LESSONS in sections above for additional technical and economic tips for carrying out a similar project.

7) Provide copies of materials related to the Project including brochures, public service announcements, photographs, news clippings, or reports.

Submitted with Progress Report #1:

- Challenge to Waste Less Food
 - Tracking Worksheets
 - Instructions
 - Community Press Release
- Compost Pail Stickers (English and Spanish)
- OSU Extension Office Master Food Preserver workshops flyer
- Smart Strategies
 - Smart Planning - Meal Planner
 - Smart Prep - Prep Now, Eat Later
 - Smart Shopping – Shopping List
 - Smart Storage – A-Z Fruit & Veggie Storage Guide (English and Spanish)
 - Smart Storage – Freezer Inventory
 - Smart Saving – “Eat First” signs

Submitted with Progress Report #2

- Final Report - Challenge to Waste Less Food
- Farmers' Market Apple Chalkboard pictures
- D.I.Y. Wasted Food Discovery Week forms (English and Spanish)
- Market Handbills – Seasonal recipes. DIY form, EcoEduTainment, Food Apps
- EcoEduTainment flyer for public library performance

- Coalition's Recycling Block Captains flyer

Submitted with Final Report (to Cat Rhoades, not with 2019 Grant App)

- Screen shots from DEQ newsletter and webinars
- Testimonials from fifth-grade teachers whose classes received our EcoEduTainment, with student feedback and presentation photos
- Rind is a Terrible Thing to Waste flyer, promoting proper composting along with prevention messaging
- Town Hall tabling article from front page of local newspaper
- NFLB on Tap Talk and EcoFilm Fest promos

- 8) Provide a final inventory of real property (i.e., land, structures) and equipment purchased, if applicable, with an acquisition cost exceeding five thousand dollars (\$5,000). Describe what controls are in place to ensure that the property and equipment will be used for purposes authorized by this Agreement.

N/A

- 9) Provide any additional comments, suggestions, or ideas for DEQ's Materials Management Grant Program.

N/A