

NO FOOD LEFT BEHIND - CORVALLIS -

A project of the



FINAL REPORT

2020-2021

DEQ Agreement # 104-20

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for
Oregon Department of Environmental Quality
Materials Management Division
2020 Grants Cycle

BACKGROUND INFORMATION

The Corvallis Sustainability Coalition (Coalition) is a 501(c)3 nonprofit organization in Corvallis, Oregon, a university town with a population just under 60,000. Established in 2007, the Coalition is a network of more than 350 partner organizations and hundreds of individual volunteers 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 and 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. We realized then the importance of embarking on a grassroots effort to prevent wasted food -- *starting in our own community*. We also knew Corvallis is a place where a program to waste less food would be well-received and would get some traction for the long-term. This has proven to be accurate.

With grant support from Oregon Department of Environmental Quality (DEQ), the WPAT leadership created a successful community education project called “No Food Left Behind – Corvallis” (NFLB), which is based upon the US EPA’s “Food: Too Good to Waste” campaign. After the inaugural 18-month period, NFLB once again received DEQ grant funding, to continue building upon its successes, helping residents make a difference on this global issue at a local level. **This Final Report is a synopsis of the program’s latest efforts during 2020-21.**

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FINAL REPORT – NO FOOD LEFT BEHIND-CORVALLIS

Executive Summary:

The No Food Left Behind-Corvallis (NFLB) campaign of the Corvallis Sustainability Coalition (Coalition) received another Materials Management grant award from Oregon DEQ to continue its community-based educational project helping Corvallis residents waste less food. The goals were to continue its effective face-to-face outreach at Farmers' Markets, to expand outreach into Spanish speaking communities by partnering with another local community-based organization, to expand NFLB's Eco-Edutainment in schools to include fourth as well as fifth grade classrooms, to create an online "Kitchen Confessions" blog, and to provide more community presentations.

The project once again received matching funds from the Coalition and support from other organizations and businesses, including our local waste hauler. NFLB's comprehensive educational website (NoFoodLeftBehindCorvallis.org) was maintained and expanded to include these new focus areas, to continue making it easier for local residents to learn why and how to prevent wasted food at home.

Before the onset of COVID-19, NFLB engaged Farmers' Market patrons in friendly exchanges about their households' habits around food and offered appropriate printed Smart Strategies for helping them waste less. We also offered counter-top compost collection pails, which served as an excellent attention draw and conversation starter for the important message that composting is great for scraps but not a solution to *preventing* wasted food. COVID-19 subsequently pushed all non-essential (non-food vendor) booths out of the Farmers' Market until vaccines became available and risk was more manageable, at which time Market tabling resumed with all the appropriate safety protocols. At least 1,050 people were reached directly through our local Farmers' Markets, despite the pandemic.

COVID-19 also caused major disruptions to both Spanish outreach and the "EcoEduTainment" portion of our project. The organization with which we had planned to partner for Spanish language outreach was no longer available; key outreach material distribution points were closed for extended periods; and plans to deliver original, musical, interactive in-person programming in public, private and charter schools came to a complete stand-still when schools closed.

The 45-minute presentation by NFLB's School Outreach Specialist, teaching about the upstream impacts of getting food from farm to plate and providing kid-friendly tricks for lessening those impacts at home, had to be completely digitized since in-person lessons were no longer possible. This was a colossal undertaking, from both a physical and a financial standpoint. Pandemic- and wildfire-induced obstacles and delays, diversity/equity/inclusion concerns, and tech plans changing mid-stream led to additional fundraising needs, tech contractor turnover, creative volunteer wrangling and a lot of volunteer labor. NFLB ultimately produced six excellent, professional videos in both English and Spanish, with subtitles, which will enable students to learn either remotely or in the classroom about preventing wasted food at home.

Spanish language outreach was thus able to move forward through tabling at both Farmers' Markets and through Eco-Edutainment videos, and is still unfolding at key Latinx community service points in Corvallis.

All Spanish-translated Smart Strategies were reviewed/re-translated as needed and updated on NFLB's website, and our dual-language Eco-EduTainment videos are being rolled out first to the general public, and then to area fourth and fifth grade teachers in Spring 2022 in cooperation with the Corvallis 509J School District. Educators will also receive an accompanying Teacher's Guide to help them incorporate Preventing Wasted Food issues more deeply into their classroom curriculum, and meet Common Core ELA Standards, STEM and Next Generation Science Standards (NGSS: 3-5-ETS1-1 / 4-ESS3.A / 5-ESS3-1, and MU.1.CR1.5).

Our "Kitchen Confessions" blog was developed and launched as planned, on Earth Day 2020, via NFLB's website (nofoodleftbehindcorvallis.org/kitchen-confessions). Well-researched and professionally-written in an upbeat, engaging tone, the blog gave NFLB a new platform for education and promotion of our key concepts and messaging, and for sharing and promoting online and local resources. Diversity, cultural awareness and racial sensitivity were considered throughout the blog drafting process, influencing selection of blog images and graphics. Over 18 months, 30 blogs were published and promoted to many thousands of community members Via Facebook on NFLB's page, as well as the Coalition's email listservs and Facebook page, and on several other groups' Facebook pages. To generate excitement and website traffic, we also created a Leftovers Recipe Contest/Drawing for Earth Day 2021, which engaged the community to try out and share new creative ways to use up leftover food at home - a hands-on, actionable solution. Submissions were published in a special section of NFLB's website.

NFLB's Director also made a number of informative public presentations, in person to P.E.O. International - Corvallis Chapter, and virtually at the 500 Women Scientists – Corvallis chapter's "Tap Talks", the Crescent Valley High School's student Sustainability Team meeting, and to the general public through Corvallis Parks and Recreation programming. She was also interviewed live on Thanksgiving morning in 2020 by Portland's KOIN TV for their "A.M. Extra" segment.

Additional outreach successes included a featured spread in First Alternative Natural Food Co-op's quarterly magazine, *The Thymes*, as well as a promotional article in the local waste hauler Republic Services' quarterly newsletter. NFLB's printed Smart Strategies were also distributed by 500 Women Scientists while tabling, and through Emergency Food Boxes coordinated by the Corvallis 509J School District. Moving forward, these materials will also be available at Benton County Health Department Community Health Centers and the Corvallis 509J School District offices.

While COVID-19 certainly made it challenging to fulfill our original goals, with DEQ's support and flexibility, we were nonetheless able to continue program momentum and creatively meet our grant deliverables. NFLB staff took advantage of every safe opportunity to publicly advocate and educate about the importance of not wasting food and to provide the tools to make it easy. Again, despite the various challenges presented by a pandemic, **No Food Left Behind was still able to reach over 1,000 individuals in person with 4,700 printed Smart Strategies and pails, and reach another 9,400 online.**



Oregon DEQ Grant Agreement #104-20
FINAL PROGRESS REPORT for the period of 2/10/2020 - 9/30/2021
Corvallis Sustainability Coalition's "No Food Left Behind – Corvallis"

FROM EXECUTED CONTRACT: Recipient will begin new and continue current educational projects that will benefit Corvallis area residents using community-based outreach, tangible strategies, and resources to aid in the prevention of wasted food. Recipient will continue its "EcoEduTainment" program that provides outreach in schools and educate students about food waste, upstream impacts, and food waste prevention strategies. Recipient will expand its community outreach by partnering with community-based organizations in order to distribute the previously translated publication "Smart Strategies" in Spanish speaking communities. Recipient will be participating in the Corvallis Saturday Farmers' Market and will create a blog "Kitchen Confessions" for social media.

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.

In DEQ's Grant funding cycle for 2020-21, the Corvallis Sustainability Coalition's No Food Left Behind project goals/objectives were established by DEQ in the form of Tasks to accomplish (Table 1, below).

It is critical to note that DEQ's contract with Corvallis Sustainability Coalition (Coalition) was executed in February 2020, just one month before the COVID-19 pandemic shut down our state. These actions affected the deliverability of nearly every task in the Coalition's grant agreement.

Given that No Food Left Behind (NFLB) was specifically designed as a face-to-face community outreach project, and the pandemic prevented face-to-face outreach until mid-2021, there were a number of necessary program pivots that had to be negotiated and revisions made to contracted tasks before NFLB staff could proceed. These were also guided by specific messaging adjustments from DEQ based on the results of focus group research released early in 2020:

- Movement *away* from overwhelming environmental issues and statistics that can contribute to an individual's feelings of insurmountable doom-and-gloom.
- Movement *toward* specific actionable steps to help individuals easily prevent wasted food at home, improving their own financial and food security situations.
- Emphasis on financial savings for families/individuals as a motivator for prevention efforts.

Throughout their work, NFLB staff also stayed on-point with DEQ's *additional* messaging adjustments following the onset of COVID-19:

- Getting our food "to go the distance"
- Honoring / having gratitude for frontline (food chain) workers

These messages are especially evident in the Kitchen Confessions blogs, and in the Eco-Edutainment videos for fourth and fifth grade students in English and Spanish.

As part of implementing these public message pivots, DEQ subsequently solicited and approved the following revisions to NFLB’s 2020-21 original grant tasks:

TABLE 1: COMPARISON OF ORIGINAL AND REVISED CONTRACT TASKS

ORIGINAL TASKS FROM EXECUTED CONTRACT	DEQ-APPROVED REVISED TASKS
Task 1: Recipient will resume its Corvallis Farmers’ Market outreach booth.	Revised Task 1: Recipient will resume its Corvallis Farmers’ Market outreach booth if/when allowed by local officials; recipient will pursue alternative, safe tabling or other outreach opportunities.
Task 2: Recipient will hire a Spanish-speaking outreach specialist who will meet with Casa Latinos Unidos (an Oregon non-profit) and plan outreach strategies.	Revised Task 2: Recipient will connect with Casa Latinos Unidos (an Oregon nonprofit) to plan outreach strategies for Spanish-translated materials.
Task 3: Recipient will continue its program “EcoEduTainment” by recruiting new teachers, signing up new participating classrooms, and giving presentations.	Revised Task 3: Recipient will continue its “EcoEduTainment” program by converting its existing interactive classroom presentation into a digitized video, for distribution to teachers.
Task 4: Recipient will establish a new online blog, “Kitchen Confessions”, with two monthly posts.	Revised Task 4: Recipient will establish a new online blog, “Kitchen Confessions,” that will include up to four posts per month.
Task 5: Recipient will continue community outreach and presentations.	Revised Task 5: Recipient will continue community outreach and presentations as funds allow.

2. Goals/Objectives (Revised Tasks) and Accomplishments, Reasons if Goals Were Not Met, and other Pertinent Information on Progress of Project (listed by task)

TASK 1: Resume Corvallis Farmers’ Market outreach booth if/when allowed by local officials; pursue alternative, safe tabling or other outreach opportunities.

TASK 1 Deliverables:

- # of contacts made at Farmers' Markets and other tabling opportunities
- # of compost pails and other materials distributed

TASK 1 Accomplishments and Pertinent Information on Progress:

As noted in previous Progress Reports, Farmers’ Market tabling became unavailable to non-essential (non-food) vendors due to COVID-19, so NFLB staff had to find alternate opportunities for safe, in-person outreach. In compliance with local health and safety directives, as enforced by our local Farmers’ Markets, we pared down our display, including temporarily removing our interactive Test Your Food Storage IQ game, and observed masking, social distancing, sanitizing and other protocols. NFLB in-person outreach tabling was eventually possible at the following locations:

- Corvallis Indoor Market, 2/15/2020 through 4/4/2020 (pre-COVID-19)
 - South Town Farm Stand & Market, 6/15 through 9/8/2020 and 6/15 through 9/28/2021
 - Corvallis Farmers' Market, 8/21/2021 through present
 - Various cooperative tabling efforts with the 500 Women Scientists – Corvallis Chapter, which displayed NFLB outreach materials alongside their own, including:
 - Fruit & Veggie Storage Guides in English and Spanish
 - DIY Wasted Food Discovery Week form in English and Spanish
 - **# of contacts made at these Farmers' Markets and other tabling opportunities: 1,050**
 - Actual # of individuals reached may be closer to 2,000-3,000+ when considering those exposed to tabling materials brought home by table visitors
 - **# of compost pails distributed: 190**
 - As a no-touch option by email request, approximately 20 pails were individually distributed in cooperation with a local natural food grocer's customer service staff during the height of the pandemic, before vaccinations were available; another 10 were distributed by NFLB staff.
 - The remaining 160 pails were distributed at Farmers' Markets, when allowed.
 - **# of other printed materials distributed: over 4,500** (figures below rounded to nearest 5):
 - 250 Fruit & Veggie Storage Guide (225 English, 25 Spanish)
 - 100 Eat First! sign (85 English, 15 Spanish)
 - 135 Facts & Impacts (125 English, 10 Spanish)
 - 135 Prep Now, Eat Later (125 English, 10 Spanish)
 - 110 Freezer Inventory (100 English, 10 Spanish)
 - 25 Meal Planner
 - 20 Smart Shopping List
 - 120 Fridge Clips with NFLB website URL
 - 3,525 DIY Wasted Food Tracking Form (3270 English, 255 Spanish) (*see Task 2 below)
 - 100 "Rind Is a Terrible Thing to Waste" Compost How-To Flyers
 - **Another 9430 individuals (7160 in English, 2270 in Spanish) were reached online through Facebook "boosted posts" and paid ads.**
 - Those figures do not include the additional thousands reached through regular Facebook posts, promoting newly-published blogs and wasted food prevention-related articles.
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TASK 2: Recipient will connect with Casa Latinos Unidos, an Oregon nonprofit, to plan outreach strategies for Spanish-translated materials.

TASK 2 Deliverables:

of distribution locations established for reaching Spanish speaking residents/ households with translated Smart Strategies messages

TASK 2 Accomplishments and Pertinent Information/Alternatives on Progress:

As noted in previous Progress Reports, the community non-profit Casa Latinos Unidos (CLU) was unavailable to work with NFLB. This was initially due to their full-time pandemic work helping disperse Governor-approved \$10 million for rental assistance and other emergency needs to families in Linn, Benton and Lincoln Counties. COVID-19 safety protocols and multiple CLU Executive Director turnovers further prevented this relationship from being established as per the original intent of the grant. **However, we created several work-arounds to enable NFLB to continue getting all our Spanish-translated Smart Strategies out into the community.**

- In late summer 2020, the Corvallis 509J School District invited NFLB to provide printed Smart Strategies in **English and Spanish for distribution to 50 low-income families in English and Spanish through Emergency Food Boxes**, helping meet this deliverable.
- We intended to do our own targeted distribution of Spanish-language outreach materials once local public distribution points opened back up, but this was further and further delayed due to pandemic and even wildfire/smoke closures (Fall 2020). Instead, we focused on creating a whole set of **Eco-Edutainment Videos in Spanish** as well as English (see Task 3) and on our new **DIY Wasted Food Tracking Forms in both languages**, to help fulfill Task 2’s goal of reaching Spanish-speaking residents with Smart Strategy messaging.
- ***255 Spanish-translated “DIY Wasted Food Tracking Forms” were designed, distributed, and advertised on social media**
 - The new one-page form (see deliverable examples) is similar to our three-page version created under the 2019 grant, and a one-week version of the six-week wasted food tracking form used in our Challenge to Waste Less Food during NFLB’s launch period. The newest version was pared down to one page (double-sided, full-color) with a fresher look, more graphic appeal, and DEQ’s new pivoted messaging: *Wasted Food = Wasted Money*.
 - Each year, WPAT’s Recycling Block Captain (RBC) volunteers distribute printed material of varying themes to select neighborhoods “adopted” by Block Captains. As with the 2018-19 DEQ grant, NFLB staff worked with the RBC program in 2021 to create and distribute information to community neighborhoods about preventing wasted food.
 - The form explains how to track amounts wasted and why, and approximate cost to replace the wasted food. The user is then encouraged to multiply by 52 to determine how much money and food they could save in a year by wasting less food, using NFLB’s Smart Strategies.
 - Following consultations with colleagues in the Latinx community, NFLB staff and RBC volunteers created several Facebook ads in English and Spanish to promote the forms.

- Final steps to meet Task 2’s deliverables are still unfolding in Fall 2021. In cooperation with the Benton County Health Department and the 509J School District, **up to FIVE three-tiered acrylic stands are being placed in strategic locations** for maximum visibility to Spanish-speaking families. These include the Community Health Center serving Linn/Benton Counties, Benton County Health’s Dental Clinic and Mental Health department, Lincoln Health Center at Lincoln School (serving Title 1 schools), and the Corvallis 509J School District office. These stands contain Spanish-translated Smart Strategies, including the Fruit & Veggie Storage Guide, Freezer Inventories, the new DIY form, and Eat First! signs.
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TASK 3: Continue “EcoEduTainment” program by converting its existing interactive classroom presentation into a digitized video, for distribution to teachers.

TASK 3 Deliverable:

Completion of Eco-Edutainment digitized videos for post-grant school outreach

TASK 3 Accomplishments and Pertinent Information on Progress:

As noted in previous Progress Reports, once the pandemic hit and schools across the US were closed, the NFLB team realized that going digital was the only way to bring our popular, interactive musical classroom presentations to fourth and fifth graders, and proceeded with plans for making them available virtually. This has proven to be invaluable during the 2021-22 school year as teachers are reportedly struggling to make time for anything extra in their lesson plans. We anticipate that the digitized versions will allow teachers to fit any of three 12- to 19-minute videos into their days more easily than scheduling a live, in-person presentation. Digital presentations also eliminate pandemic health risks and makes these lessons available to families of students and the entire community, with internet access.

Multiple unanticipated challenges arose during the development of these videos:

- pandemic closures at filming locations and risks to NFLB staff
- difficulty securing participation from and scheduling of farm workers and young students
- wildfire and smoke delays preventing critical farm footage
- school district restrictions and unknown future access to classrooms
- switching from subtitles to overdubbing and shooting additional necessary footage
- videography contractor turnover and file access

Thankfully, an additional \$13,000+ in matching funds from the Coalition carried this project through to completion. The NFLB team and its many contractors and volunteers persevered, finally **completing six professionally-produced, high-quality, ADA-compliant, educational and entertaining videos in English and Spanish**, (available at nofoodleftbehindcorvallis.org/videos) and as detailed in Table 2, below:

TABLE 2: ECO-EDUTAINMENT VIDEOS

COMPLETED VIDEOS IN ENGLISH	CHAPTER DESCRIPTIONS	VIDEO LINKS	VIDEO LENGTHS
Part 1: Chapters 1 & 2	Breathing with the Trees & Field Trip to the Farm	https://youtu.be/62XXkTPIG5k	15:45
Part 2: Chapter 3	Why Wasted Food Matters	https://youtu.be/4bjRDGQE_QI	12:25
Part 2: Chapter 4	Getting Our Food to Go the Distance	https://youtu.be/swFFEzy9K6Y	17:10
COMPLETED VIDEOS IN SPANISH	CHAPTER DESCRIPTIONS	VIDEO LINKS	VIDEO LENGTHS
Part 1: Chapter 1 & 2	Breathing with the Trees & Field Trip to the Farm	https://youtu.be/MQwTbcXa9nE	17:14
Part 2: Chapter 3	Why Wasted Food Matters	https://youtu.be/Zam2zVzTnto	13:39
Part 2: Chapter 4	Getting Our Food to Go the Distance	https://youtu.be/jGLRjseBBml	19:36

(See deliverable examples for screengrabs from the English version of the videos)

TASK 4: Recipient will establish a new online blog, “Kitchen Confessions,” that will include up to four posts per month.

TASK 4 Deliverables:

of Kitchen Confessions posted

TASK 4 Accomplishments and Pertinent Information on Progress: 30 blogs published in 18 months

This is the only task that, pre-COVID, NFLB staff was already planning to execute online, so we were well-positioned to reach this goal. We experimented with publishing frequency (varying from once monthly to once weekly); use of stock versus staff photos, photos with and without faces, etc.; and tracked results. We will report on those details in Question 4. Each blog was:

- published on NFLB’s website (nofoodleftbehindcorvallis.org/kitchen-confessions)
- promoted to thousands of potential readers on Coalition email listservs
- promoted on Coalition’s and NFLB’s Facebook pages (2,600 and 400 “fans” respectively)
- tracked internally on a spreadsheet to watch for possible correlations between better-performing blogs and variations such as those mentioned above (see deliverable examples)

TABLE 3: “KITCHEN CONFESSIONS” BLOGS

BLOG #	BLOG NAME	BLOG LINK	PUBLISH DATE	BLOG THEMES
1	Welcome to Kitchen Confessions!	https://nofoodleftbehindcorvallis.org/welcome-to-kitchen-confessions/	4/17/2020	Intro to Kitchen Confessions
2	Not just another Earth Day	https://nofoodleftbehindcorvallis.org/not-just-another-earth-day/	4/22/2020	Earth Day
3	Hooray for our local “helpers”! And less wasted food.	https://nofoodleftbehindcorvallis.org/hooray-for-our-local-helpers-and-less-wasted-food/	5/28/2020	Workers

4	No strawberries left behind... And hooray for the harvesters!	https://nofoodleftbehindcorvallis.org/no-strawberries-left-behind-and-hooray-for-the-harvesters/	6/16/2020	Storage and workers
5	'Chillin' with those summertime fruits and veggies	https://nofoodleftbehindcorvallis.org/chillin-with-those-summertime-fruits-and-veggies/	7/31/2020	Storage
6	Mind your 'maters!	https://nofoodleftbehindcorvallis.org/mind-your-maters/	8/14/2020	Tomatoes
7	No Questions Left Behind (ok, a few)	https://nofoodleftbehindcorvallis.org/no-questions-left-behind-ok-a-few/	8/28/2020	FAQ
8	Post-apocalypse produce	https://nofoodleftbehindcorvallis.org/post-apocalypse-produce/	9/18/2020	Food handling
9	Caring and sharing food in a crisis: "It's On Us Corvallis"	https://nofoodleftbehindcorvallis.org/caring-and-sharing-food-in-a-crisis-its-on-us-corvallis/	9/24/2020	Community
10	Zukes & cukes & squash, oh my! It's Preservation Time.	https://nofoodleftbehindcorvallis.org/zukes-cukes-squash-oh-my-its-preservation-time/	10/2/2020	Preservation
11	Check before you chuck it	https://nofoodleftbehindcorvallis.org/check-before-you-chuck-it/	10/8/2020	Date labeling
12	How do you like (not waste) them apples?	https://nofoodleftbehindcorvallis.org/how-do-you-like-not-waste-them-apples/	10/15/2020	Apples
13	Pumpkin guts are good for you!	https://nofoodleftbehindcorvallis.org/pumpkin-guts-are-good-for-you/	10/22/2020	Zero waste
14	No more "freeze it and forget it"!	https://nofoodleftbehindcorvallis.org/no-more-freeze-it-and-forget-it/	10/29/2020	Storage
15	Adventures in Leftover Land	https://nofoodleftbehindcorvallis.org/adventures-in-leftover-land/	11/6/2020	Leftovers
16	Talking Turkey and wasting less	https://nofoodleftbehindcorvallis.org/talking-turkey-and-wasting-less/	11/12/2020	Meal planning
17	Counting Our Blessings and Savings This Thanksgiving	https://nofoodleftbehindcorvallis.org/counting-our-blessings-and-savings-this-thanksgiving/	11/19/2020	Holiday meals
18	Happy fridges for happy holidays	https://nofoodleftbehindcorvallis.org/happy-fridges-for-happy-holidays/	12/4/2020	Storage
19	Smart Shopping & Saving - not just for the holidays	https://nofoodleftbehindcorvallis.org/smart-shopping-and-saving-not-just-for-the-holidays/	12/21/2020	Shopping
20	Our Top Takeaways of 2020, for 2021	https://nofoodleftbehindcorvallis.org/our-top-takeaways-of-2020-for-2021/	1/7/2021	Summary
21	Keeping spices spicy with Smart Storage	https://nofoodleftbehindcorvallis.org/keeping-spices-spicy-with-smart-storage/	1/26/2021	Storage
22	Waste-less cooking for one can be fun!	https://nofoodleftbehindcorvallis.org/kitchen-confessions/	2/18/2021	Portioning
23	Recipe Contest for Leftovers!	https://nofoodleftbehindcorvallis.org/recipe-contest-for-leftovers/	3/11/2021	Leftovers
24	Waste happens. Own it-Track it-\$ave!	https://nofoodleftbehindcorvallis.org/waste-happens-own-it-track-it-save/	3/31/2021	DIY tool
25	Leftover Recipe Contest Winners!	https://nofoodleftbehindcorvallis.org/leftover-recipe-contest-winners/	4/22/2021	Leftovers
26	Carrot Top Pesto & other "zero waste" ideas	https://nofoodleftbehindcorvallis.org/carrot-top-pesto-other-zero-waste-ideas/	5/12/2021	Zero waste
27	No "Alligator Pears" left behind	https://nofoodleftbehindcorvallis.org/no-alligator-pears-left-behind/	6/17/2021	Storage
28	Kids Rocking the Waste-Less Kitchen	https://nofoodleftbehindcorvallis.org/kids-rocking-the-waste-less-kitchen/	7/16/2021	Kids
29	Converting Confessions to Lessons Learned	https://nofoodleftbehindcorvallis.org/converting-confessions-to-lessons-learned/	8/20/2021	Actions
30	Back to school eats and Eco-EduTainment	https://nofoodleftbehindcorvallis.org/back-to-school-eats-and-eco-edutainment/	9/22/2021	Kids

Through these internal metrics, as well as anecdotal feedback, Kitchen Confessions can be considered a success in helping to fulfill our mission to keep Preventing Wasted Food on the community's radar. We will continue to utilize NFLB's and the Coalition's Facebook pages for this purpose and to reshare certain

blogs at certain times of the year that are still relevant, such as Blog 13’s “Pumpkin Guts are Good For You!” around Halloween and Blog 16, “Talking Turkey and Wasting Less”, for upcoming holiday seasons.

TASK 5: Recipient will continue community outreach and presentations as funds allow.

TASK 5 Deliverables:

of community or social media outreach and presentations performed

TASK 5 Accomplishments and Pertinent Information on Progress:

As noted in previous Progress Reports and per DEQ staff guidance, NFLB community presentations were de-emphasized to ensure adequate funding for additional admin required for task pivots. However, NFLB was able to capitalize on the following opportunities that were either offered or already in the works for additional community outreach:

TABLE 4: COMMUNITY OUTREACH AND PRESENTATIONS

PRESENTATIONS / PROMOTIONS	OUTREACH TYPE
P.E.O. International - Corvallis Chapter meeting	In-person
500 Women Scientists – Corvallis chapter, Tap Talks (see deliverable examples)	Live, virtual
500 Women Scientists – Corvallis Chapter, various tabling opportunities	Printed
Crescent Valley HS student sustainability club meeting	Live, virtual
Portland’s KOIN TV live interview Thanksgiving morning, AM Extra segment (see deliverable examples for link)	Live, virtual
Corvallis Parks and Recreation presentation, just after grant period ended	Live, virtual
Promotional piece in Republic Services’ quarterly newsletter (see deliverable examples)	Emailed to RS customers & online
Featured spread in First Alternative Natural Food Co-op’s quarterly publication, <i>The Thymes</i> (see deliverable examples for .pdf and link)	Printed & online
Emergency Food Boxes to Low-Income Families, in English and Spanish	Printed
Coalition Annual Meeting presentation and slides in 2020 and 2021	Pre-recorded
NFLB Leftovers Recipe Contest/Drawing	Online
Multiple paid Facebook ads	Online

Our most recent presentation, for Corvallis Parks and Recreation Department, resulted in one attendee inquiring about NFLB providing a similar presentation for a corporate “Lunch & Learn” in the future at the local Hewlett-Packard campus.

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

Given the worldwide pandemic's effect on nearly every aspect of society, many project design and implementation problems were unavoidable in 2020. However, DEQ staff were willing to work closely with Grantees to pivot their plans, enabling us to succeed into 2021 and beyond, despite such immense adversity.

The following outlines problems NFLB encountered and how these problems led to changes:

Task 1: Farmers' Markets and other tabling

- Without our interactive Test Your Food Storage IQ game to draw in visitors, we had to rely on our Outreach Specialist's people-engaging skills, once tabling resumed. Luckily, countertop compost collection pails were also enticing and enabled her to steer brief but effective conversations about composting to *prevention* instead. This will be further clarified in Question 4, Task 1, below.
- To enable touchless distribution of Smart Strategies for our booth visitors, we created a QR Code sign to direct them to the appropriate spot on NFLB's website for downloading these waste prevention tools themselves (see deliverable examples).

Task 2: Spanish language outreach

- As noted in Question 1 - Task 2 of this report, we were unable to work with the other community-based organization originally slated to help us reach Spanish-speaking communities with our Spanish-translated Smart Strategies. Instead, we had to rely on distribution through other means, including through Emergency Food Boxes, in soon-to-be-placed three-tiered stands in Community Health Centers and other locations where Spanish-speakers receive services, and also through our Eco-Edutainment videos in both English and Spanish.
- Reaching Spanish-speakers without face-to-face contact also meant experimenting with Facebook posts and ads. However, reaching non-English speakers on social media turned out to be a moving target. Following multiple boosted posts and trial and error, we deduced that targeted Facebook ads are not as effective as we hoped. They reached many not in the targeted group and Facebook even rejected certain ads. We ultimately decided it's not worth the expense.
- Following feedback from a few Spanish-speaking colleagues and acquaintances, we also came to realize that the original Spanish-translated versions of our Smart Strategies from 2018 were not effective in the colloquial sense. In 2021 we recruited and worked with a younger native-speaking volunteer to review and re-translate all previous Smart Strategies, and made adjustments.
- Utilizing Facebook ads to reach audiences of a non-specified language *is effective* and we will continue that as applicable.

Task 3: Digitizing classroom Eco-Edutainment presentations

- As noted in Question 2 - Task 3 of this report, NFLB's original education outreach approach of in-classroom presentations during COVID-19 presented us with a daunting task: reaching students that aren't in classrooms. Switching to online and digitizing the live presentations became the answer, but it was most definitely NOT a simple process:

- New graphics and Claymation animations had to be developed to illustrate points the Eco-Edutainer was making and to make it fun enough to keep children’s attention.
- Recruiting child actors during a pandemic was a challenge, especially community kids of the proper age group who also fulfilled our goal of showing diversity, equity and inclusion. Our Edutainer was able to achieve this, even including a student with a prosthetic limb.
- The plan to use subtitling was changed mid-stream, once we realized that kids this age may not be able to read on-screen that quickly. It meant producing TWO separate sets of videos (three in each language) – one spoken in English, the other dubbed-over in Spanish, and each with carefully-crafted (not automatic) subtitles in those languages for the hearing-impaired viewer. This was a huge time-consumer.
- Spanish translations are wordier than expressing the same thing in English, so additional footage had to be planned, arranged, created, and edited to fill the extra screen time.
- All of this work, intended to create effective and engaging video content for kids, became more labor-intensive as it evolved; however, the end result turned out better than we could have even hoped for! (see deliverable examples for screenshots)

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

MOST SUCCESSFUL

TASK 1: Farmers’ Market tabling

- Farmers’ Market tabling, once the primary method of NFLB outreach, was put on hold for a period following the onset of COVID-19. But once state health and safety protocols were established and locally implemented, NFLB’s market outreach methods evolved in some positive ways -- and with new tools that we now consider to be indispensable.
- While a strong existing relationship was maintained with the staff of the downtown Corvallis Farmers’ Market (Saturday mornings), that venue’s pandemic restrictions forced NFLB staff to seek out/establish a relationship with an alternative outdoor market venue in South Corvallis, the South Town Farm Stand and Market (Tuesday evenings). This neighborhood-style venue, while also observing appropriate pandemic safety protocols, enabled NFLB to interact with a localized and more diverse segment of the community, including Latino families.
- Pandemic restrictions also prompted changes in NFLB’s table display and interactions with the public. Our Outreach Specialist adapted to wearing masks, social-distancing behind the table, and a regular sanitizing routine for all tabling supplies. This outreach “new normal” also resulted in a leaner, more streamlined table display and outreach strategy. Successes in this context included:
 - Briefer, yet substantive, interactions with market patrons.
 - Local distillery and Coalition partner organization, Spiritopia, enabled NFLB to offer market patrons a locally-produced hand sanitizer product.

- A pared-down and de-cluttered table display that strengthened the impact of our visual resources. Removing our Test Your Food Storage IQ game (to discourage congregating and potential touch contamination) created more display space for 1) laminates of the Smart Strategies, 2) our branded fridge magnet clips sealed in bags (freebies), 3) the apple chalkboard (featuring a handwritten Tip of the Day) and 4) our ever-popular compost pails. Paper materials were frequently offered and dispensed on request.
- The Market’s encouragement of cashless patron interactions led NFLB’s Director to create a scannable QR Code for accessing Smart Strategies and donations to the Coalition’s website for compost containers. Many patrons were delighted to be able to snap a photo of our table sign with the QR code graphic instead of taking printed materials. It also resulted in a noticeable up-tick in NFLB donations on the Coalition’s donation web page.
- Once vaccines became available and were widely utilized in Corvallis, Corvallis Farmers’ Market allowed NFLB to participate in the downtown Saturday Market again, using one of two special tabling/booth spaces designated for local non-profits, with canopy, table and chairs provided.

Although our access to this space was not consistent since it is shared on a rotating basis among several non-vendor groups sanctioned by the Corvallis Farmers’ Market, these tabling occasions in late summer and early fall resulted in much greater numbers of contacts and materials distribution than experienced at the South Corvallis Market. This is especially attributable to its much greater market visibility (a popular downtown location) and long history.

- Conversations around the **topic of composting became an area of unforeseen success** in NFLB’s Farmers’ Market tabling/outreach during both this and the previous grant period. Passers-by were regularly attracted by the small stack of Coalition-branded Sure-Close countertop compost collection pails, made from 100 percent recycled plastic.

In fact, composting enthusiasts made up a noticeable proportion of NFLB’s Market traffic, so outreach staff quickly learned to capitalize on these interactions as an opportunity for 1) re-framing the dialogue to *prevention*, and 2) distributing Smart Strategies and our one-page flyer on curbside composting, “A Rind is a Terrible Thing to Waste” -- prepared in cooperation with Project/Coalition partner, Republic Services. This piece was first distributed throughout Corvallis neighborhoods in our last grant cycle by WPAT’s Recycling Block Captains.

- While stressing that composting wasted food is preferable to it ending up in the landfill, we ended up surprising visitors with the idea that they would likely be composting LESS as they developed food waste awareness and skills. Ironically, in the wake of COVID-19 tabling restrictions, these interactions also helped drive traffic to our table after we were forced to shelve the Test Your Food Storage IQ game in order to prevent potential congregating.

TASK 4: “Kitchen Confessions” blog

This task is the only one remaining essentially unchanged in DEQ’s executed contract with the Coalition, and it has been a very successful element of our program, along with Farmers’ Market outreach.

Concurrent with the onset of the COVID-19 pandemic and subsequent societal lockdown, NFLB launched this effective virus-proof blog outreach we call "[Kitchen Confessions.](#)"

- Well-researched and professionally-written in an upbeat, engaging tone by our Outreach Specialist, the blog gave NFLB a new platform for education and promotion of our key concepts, messaging and resources, and for promoting local resources such as OSU Extension Services.
- It also has been useful for amplifying DEQ's directives for messaging in the aftermath of the pandemic - themes of community coherence and saving money, for instance. The following are some highlights/successes for this still-evolving publication after 30 posts and 18 months:
 - Blogs all begin with an upbeat challenge by addressing readers as "Conscientious Food Consumers."
 - Detail-oriented, team-editing approach is utilized to make each piece the best it can be.
 - Creative approaches are employed to make mundane topics appealing (e.g., "Adventures in Leftover Land"), utilizing short, punchy headlines and alliteration to generate engagement.
 - Diversity, cultural awareness and sensitivity is considered in the selection of blog images and throughout the blog drafting process.
 - Detailed tracking log was established with dates, links, notes and analytics to determine why certain posts were more engaging than others (see deliverables example).
 - As we published, we learned about Facebook analytics and ads, audience parameters, "post boosting" and the effectiveness of stock versus staff images in generating "likes" and website traffic. It's difficult to determine factors affecting audience reach and topic effectiveness, and interpret dynamic analytics that change hourly and daily. Mostly, we were left to speculate why some blogs were viewed more than others, due to variables such as time of posting and effectiveness of featured graphic (see deliverable example).
 - We learned that professional stock photos to generate interest and click (faces, words) work better on the featured image, and personal staff images work better within the blog.

One final success we are excited to share is our Leftovers Recipe Contest/Drawing, designed to engage the community in trying and sharing their own experiences and creative ways to use up leftover food. It generated excitement, encouraged new blog readership, and became a hands-on, actionable solution for using up leftovers. Drawing winners received one of three \$30 gift cards to our local natural foods co-op and recipes were published in a new page on our website (nofoodleftbehindcorvallis.org/recipes-for-leftovers). We hope to run another contest in 2022.

LEAST SUCCESSFUL

Information about elements we found unsuccessful and how we circumvented that result have been shared throughout this report, in Questions 2, 3 and 4.

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

The only significant difference between NFLB’s Project budget and Project expenditures was a DEQ-approved change to Task 3’s deliverable, producing Eco-Edutainment videos. This modification, to create digitized versions of our in-classroom presentations, was covered by organizational fundraising for the sizable additional expense. Otherwise, **NFLB in DEQ’s 2020-21 grant cycle came in \$4.99 under-budget.**

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.

Again, the vastly-larger expense of producing professional-quality videos - versus in-person presentations - would likely be the largest consideration for anyone considering managing a similar project. There are any number of technical difficulties that can and will come up, such as shoot location challenges and volunteer attrition, not to mention translation, dubbing, subtitling and closed-captioning. Careful handling of diversity, equity and inclusion concerns are a further challenge to be considered.

A smaller but still significant expense was involved in the creation of well-researched and professionally-written blogs on relevant and timely topics, blogs that include appropriate links, effective photos and other graphics, that are also then reviewed and edited by Program Management. These are very time-consuming, and we wouldn’t recommend producing these more than once monthly.

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

TABLE 5: PROJECT MATERIALS (DELIVERABLE EXAMPLES)

TASK #	MATERIAL NAME	FORMAT	LINK
2	NEW DIY Wasted Food Tracking Form ENGLISH	.pdf	https://nofoodleftbehindcorvallis.org/smart-strategies/
2	NEW DIY Wasted Food Tracking Form SPANISH	.pdf	
3	Eco-Edutainment Video Screenshot – from English versions	.pdf	
4	Kitchen Confessions INTERNAL Tracking Sheet	.pdf	
4	Facebook Boosted Post Research	.pdf	
4	Facebook Post and Ad Data	.pdf	
5	The Thymes article: “No Food Left Behind Gets Ahead of Wasted Food”	.png and link	https://firstalt.coop/wp-content/uploads/2021/06/Summer-Thymes-2021-web.pdf
5	500 Women Scientists Tap Talk presentation	link	https://youtu.be/JTT2vgV2YFY?t=1
5	Republic Services newsletter blurb, page 2	.pdf	
5	KOIN TV A.M. Extra interview: “Avoiding Thanksgiving Waste”	link	https://www.koin.com/am-extra/how-to-waste-less-on-thanksgiving/
1, 3, 5	Misc. Promo and Work Example screenshots	.pdf	

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.

We're excited to see how DEQ retools its Grants Program in the future! We also encourage DEQ staff to support community conversations about composting as a means of first engaging a receptive listener – closely followed by messaging that steers them towards the crucial conversation of *prevention*. In our experience, it is definitely an effective in-road for ameliorating behaviors that result in wasted food, saving Oregonians money and reducing their upstream impacts.