



# save the food, san diego!

## Champions Toolkit

December 2019

### Social Media Posts

Content Category	Image	Content
<b>Food Waste Education</b>	<p>FOOD WASTE CONSUMES:</p> <ul style="list-style-type: none"> <li>21% OF ALL FRESH WATER</li> <li>19% OF ALL FERTILIZER</li> <li>18% OF CROPLAND</li> <li>21% OF LANDFILL VOLUME</li> </ul> <p>@ReFED</p>	<p>The value of food can't be measured by its price tag. Land, labor, water and other precious resources are used when growing food. To honor it's true value we must <i>Save The Food!</i></p> <p>#SaveTheFoodSD @sdfoodsys @savethefood</p>
<b>Food Waste Reduction Strategies</b>		<p>Worried about all of those Holiday leftovers? Encourage your family and friends to bring their own reusable tupperware to your holiday dinner and take their favorite dish home!</p> <p>#SaveTheFoodSD @sdfoodsys @savethefood</p>
<b>Social and Environmental Impact</b>		<p>While food ends up in the garbage, many of our neighbors go to sleep hungry. As we throw away over 500,000 tons of food here in San Diego County, over 500,000 people don't know where their next meal is coming from. Recovery of just 30% of all wasted food would be enough to feed every hungry person in America!</p> <p>#SaveTheFoodSD @sdfoodsys @savethefood</p>
<b>Food Waste Reduction Strategies</b>		<p>Have you organized your fridge lately? Help avoid food waste by keeping your fridge well organized and not letting those leftovers go "out of sight, out of mind." #tipoftheweek #SaveTheFoodSD @sdfoodsys @savethefood</p>

## Articles, News, and Short Stories

Content Category	Link	Content
<b>Food Waste Reduction Strategies</b>	<p>“We Are Wasting a Massive Amount of Food. Here Are 4 Concrete Ways to Change That”</p> <p><a href="https://time.com/5722982/food-loss-waste-reduction/">https://time.com/5722982/food-loss-waste-reduction/</a></p>	<p>“Food waste might be finally getting the focus it deserves.”</p> <p>TIME lays out four critical ways we can impact food waste, such as changing social norms and engaging local government. “It’s good that global leaders are finally putting this front and center on their policy agendas. The world is watching, and now it’s time for us to stop wasting.”</p> <p>#SaveTheFoodSD @sdfoodsys @savethefood</p>
<b>Food Waste Reduction Strategies</b>	<p>“8 Ways to Reduce Food Waste During the Holidays”</p> <p><a href="https://www.foodnetwork.com/healthyeats/holidays/2017/12/8-ways-to-reduce-food-waste-during-the-holidays">https://www.foodnetwork.com/healthyeats/holidays/2017/12/8-ways-to-reduce-food-waste-during-the-holidays</a></p>	<p>Create a holiday menu . Use your guest list . Eat root to stem . Repurpose leftovers . Compost .</p> <p>How will you reduce food waste this season?</p> <p>#SaveTheFoodSD @sdfoodsys @savethefood</p>
<b>Social and Environmental Impact</b>	<p>“How cities are turning food into fuel.”</p> <p><a href="https://www.politico.com/news/magazine/2019/11/21/food-waste-fuel-energy-sustainability-070265">https://www.politico.com/news/magazine/2019/11/21/food-waste-fuel-energy-sustainability-070265</a></p>	<p>More and more cities are making biogas out of tons of wasted food instead of sending it to landfills. However, diverting food waste to anaerobic digestion can be much more expensive to start than composting.</p> <p>“We could take a hundred percent of the city's food waste. I mean, it's not a crazy idea. What the problem is, it's a logistics problem.”</p> <p>#SaveTheFoodSD @sdfoodsys @savethefood</p>
<b>Food Waste Education</b>	<p>“Want to give a present to the earth? Cut down on holiday waste”</p> <p><a href="https://www.nbcnews.com/better/lifestyle/want-give-present-earth-cut-down-holiday-waste-ncna1082356">https://www.nbcnews.com/better/lifestyle/want-give-present-earth-cut-down-holiday-waste-ncna1082356</a></p>	<p>“Americans throw away <b>25 percent more</b> trash than usual between Thanksgiving and New Year’s — about a million extra tons of garbage each week.” Check out these tips to cut back on waste this season, like having to-go containers ready for guests to take leftovers!</p> <p>#SaveTheFoodSD @sdfoodsys @savethefood</p>