



Food Waste Measurement and Consumer Education in Households:

Save the Food, San Diego! EcoChallenge



The Save the Food, San Diego! EcoChallenge was funded by a Grant from the Department of Resources Recycling and Recovery (CalRecycle) through California Climate Investments



The *Save the Food, San Diego!* EcoChallenge is a fun, online social competition that leverages the power of collective impact and consumer education to reduce food waste

Engage residents and households



Provide strategies for food waste reduction



Reduce food waste in target population by 10%



Household Food Waste Tracking



FOOD WASTE TRACKING

Food Waste Tracking
Ready. Set. Record!

PLEASE PROVIDE ADDITIONAL INPUT

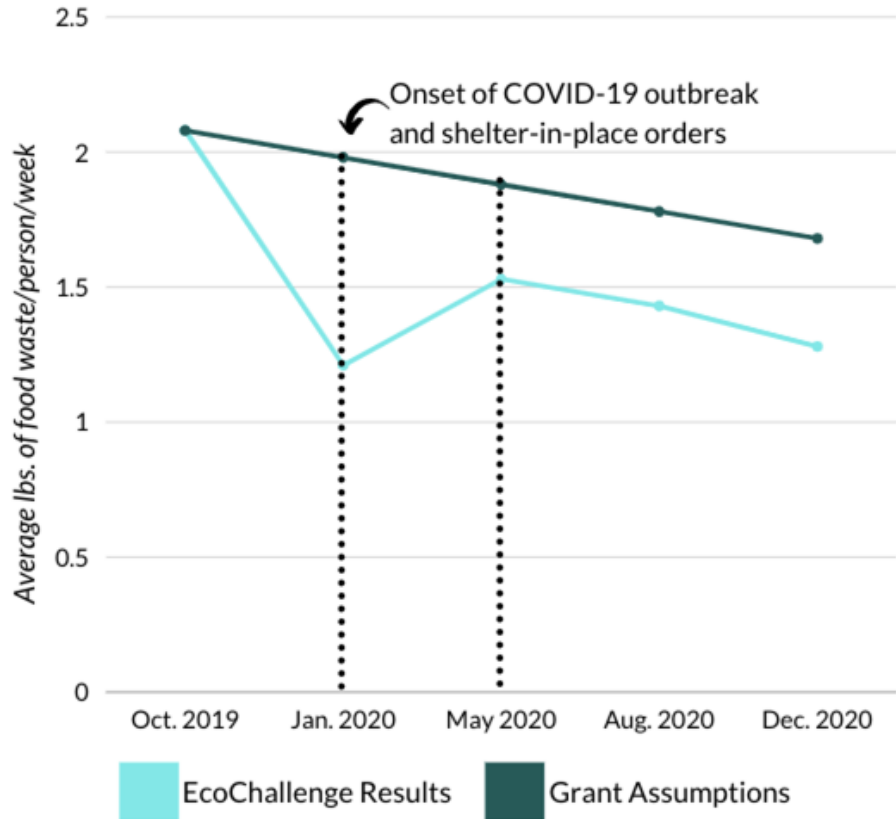
What is the total weight of your food waste today?

How many people in your household (including yourself) generated this food waste?

SUBMIT



Food Waste Reduction



887
participants
enrolled



6
institutional
partners



5
food waste
tracking periods
across 15-months



38%
reduction in
household food
waste

78% of survey respondents reported learning new food waste reduction strategies after participating in the EcoChallenge

PREVENT FOOD WASTE WITH PROPER STORAGE!

Store in a cool, dark cupboard or pantry

- Potatoes
- Onions
- Garlic
- Mango
- Pineapple
- Watermelon

Store on the counter

- Bananas
- Winter squash
- Basil (in a jar with water)

Ripen on the counter, then store in the fridge

- Avocados
- Apples
- Tomatoes
- Citrus
- Stone fruit

save the food, san diego!

Store in the fridge

HIGH HUMIDITY DRAWER

- Carrots
- Broccoli
- Leafy greens
- Lettuce

LOW HUMIDITY DRAWER

- Cherries
- Berries
- Grapes

ON THE SHELF

- Asparagus (in a jar with water)
- Mushrooms (in a paper bag)
- Leafy herbs (in a jar with water)



24,500

food waste reduction actions completed on the EcoChallenge website



460,308

social media impressions through digital consumer education

Qualitative survey responses support quantitative food waste reduction results

"This program has made me realize how much food we truly waste, it is unbelievable."



"Thank you for the encouragement to use my slightly over ripe apples & blueberries!"



save the food, san diego!

"I really enjoyed participating, and I would definitely participate in a future challenge. This program really raised my awareness about food waste and has changed how I shop, prepare meals, and store food."



90%

reported an increased awareness of food waste



93%

would recommend the EcoChallenge program to a friend



Thank you!

Sarah Feteih (she/her/hers)

Program Manager, Wasted Food Prevention

San Diego Food System Alliance

sarah@sdfsa.org



facebook.com/sdfoodsyst



[@sdfoodsyst](https://instagram.com/sdfoodsyst)



[@sdfoodsyst](https://twitter.com/sdfoodsyst)



[San Diego Food System Alliance](https://www.linkedin.com/company/san-diego-food-system-alliance)