

Use Food Well

Partner Toolkit



About Use Food Well

The Department of Ecology and its partners are working to cut food waste in half by 2030! Food waste has environmental, social, and economic costs. In fact, food waste costs the average household almost \$1,500 a year. We want to help individuals and families become experts in meal planning and unlock their pantry's potential. Be part of the solution by using simple tips to save both food and money. From meal planning to proper storage, small changes can make a big impact.

Ecology's Use Food Well campaign helps Washington residents and businesses take small steps to reduce food waste. Ecology developed this toolkit to help our partners easily plug in to the Use Food Well campaign. Together we can help reduce food waste!

Visit the Resources page on usefoodwell.org to access the materials. Feel free to use these materials in your own advertising channels. If possible, share how you used them with our team by emailing FoodCenter@ecy.wa.gov.

Key Messages/Talking Points

Key Messages

- Know the costs of the food you buy. On average, food waste can cost a family \$1,500 a year.
- Use food well by becoming an expert in food storage, shopping smart, meal planning, and using creative recipes.
- Food waste affects everyone. Reducing our collective food waste could help reduce Washington's greenhouse gas emissions by over 1.9 million metric tons a year. That's the same as removing emissions from more than 500,000 cars each year.

Talking Points



- The Use Food Well campaign aims to help Washington residents and businesses learn about the impact of food waste and provide them with tools to reduce food waste through prevention, rescue, and recovery.
- It is easy to become a food waste reduction expert. The Use Food Well website provides tips on meal planning, shopping, mindful cooking, and using what you have at home.
- Food waste is a big part of Washington's solid waste stream. In 2015, Washington sent over a million tons of food waste to landfills. Following the Use Food Well Washington Plan could cut Washington's greenhouse gas emissions by over 1.9 million metric tons per year and shrink the state's food waste by 1.2 million metric tons.
- To meet our goals, the state needs to rescue 78,000 tons of edible food from the landfill by 2025 and use it to feed people. We also need to reduce edible food waste and total food waste by at least 195,032 tons and 579,373 tons, respectively.

Sample Social Media Posts

The posts below are ready to use! Just copy and paste. The text is formatted for Facebook and Instagram.

Here are some additional tips to consider:

- Consider using graphics found on usefoodwell.org to supplement your posts, or link to the program website or video.
- Share posts from Ecology’s [Facebook](#) or [Instagram](#) pages anytime.
- Tag Ecology’s pages using the following handle:
 - Facebook: [Washington Department of Ecology](#)
 - Instagram: [@ecologywa](#)
 - Twitter: [@ecologyWA](#)
- Use the following hashtag(s) when promoting Use Food Well and Food Waste Prevention Week!
 - #UseFoodWellWA
 - #FoodWasteAddsUP
 - #FWPW
 - #FoodWastePreventionWeek

Suggested posting dates	Social Media Copy
April 1 – 7, 2024 (National Food Waste Prevention Week)	 Don't cut corners, cut food waste! 🌱 Join us this week in the fight against food waste. Simple steps like meal planning and proper storage can make a big difference, one meal at a time. Check out more tips @usefoodwell.org (link to website). #FoodWasteReduction #FoodWastePrevention
April 1 – 7, 2024 (National Food Waste Prevention Week)	It's National Food Waste Prevention Week, and we're here with some tricks to help you make the most of your food!  <ul style="list-style-type: none"> • Make a list before grocery shopping • Meal prep for the week ahead • Use what you already have in your pantry Visit our site for more ways to reduce food waste! (link to the website) #FoodWasteReduction #FoodWastePrevention
Anytime	Ever wondered how much your food waste is costing you? Brace yourself: the average family loses \$1,500 each year to food waste. Discover ways to save money and stretch your grocery budget further @usefoodwell.org. (link to the website) #UseFoodWellWashington #FoodWasteAddsUp
Anytime	Tired of opening a drawer only to be greeted by smelly produce? Cut down on food waste with these savvy storage solutions: <ul style="list-style-type: none"> • Seal leftovers in airtight containers • Maintain a well-organized fridge • Freeze food items not needed right away For more tips on keeping your food fresh, head to usefoodwell.org. (link to the website) #UseFoodWellWashington #FoodWasteAddsUp

Sample E-Newsletter

Create your own content or use the sample e-newsletter below to promote Use Food Well.

Title: Save money and help Washington cut food waste in half by 2030!

We're working to cut food waste in half by 2030, and we need your help to get there. Did you know that food waste costs the average household about \$1,500 a year? And it's not just your wallet that pays the price. Food waste also has a big effect on the environment. You can be part of the solution by buying only what you need, eating what you have, and storing your food properly. This is all part of "using food well," the focus of a new, statewide campaign: Use Food Well.

We're here to guide you through your Use Food Well journey. Check out usefoodwell.org for tips on how to plan ahead and shop smart, guides to better food storage, and tips on meal prep and planning. You'll also find creative recipes for items that often go bad before they've been eaten.

Learn more about what you can do to reduce food waste and save money. Visit the Use Food Well website at www.usefoodwell.org.

Promotional Materials

The Use Food Well campaign has materials available for partners on our [Resources](#) page, including:

- Digital ads
- Videos
- Social media ads
- Brand Guide

To request an ADA accommodation, contact Ecology by phone at 360-407-6900 or email at FoodCenter@ecy.wa.gov, or visit <https://ecology.wa.gov/accessibility>. For Relay Service or TTY call 711 or 877-833-6