

A GUIDE TO BECOMING A

# DON'T WASTE FOOD SC

PREVENT • DONATE • COMPOST

## AMBASSADOR

[www.scdhec.gov/dontwastefoodsc](http://www.scdhec.gov/dontwastefoodsc)



**INDIVIDUALS &  
COMMUNITIES**

**BUSINESSES &  
INSTITUTIONS**

**SCHOOLS &  
COLLEGES/  
UNIVERSITIES**

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## DID YOU KNOW?

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### Food waste is a serious problem across the country.

Each year up to **40 percent** of the food supply in the United States is thrown away – an annual loss of **\$218 billion**. All this while more than **41 million Americans** are food insecure.

In South Carolina, nearly **700,000 tons** of food waste were created in fiscal year 2017 while at the same time **1 in 7 South Carolinians** struggle with hunger including **1 in 5 children**.



Food waste occurs at all levels of the system from farm to plate with **nearly 83 percent occurring at home and at food-service businesses** (e.g., restaurants, grocery stores).

SOURCES: Feeding America, Natural Resource Defense Council, S.C. DHEC

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## DON'T WASTE FOOD SC (DWFSC)

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DWFSC is a collaborative outreach campaign that brings together ambassadors from the public and private sectors dedicated to sharing knowledge, coordinating resources and working together to reduce food waste in South Carolina.

The goals of the campaign are to:

- **Increase the awareness** of the economic, environmental and social impacts of wasted food;
- **Inspire individuals, communities, businesses, organizations, schools and others to take action** to reduce food waste through prevention, donation and composting; and
- **Cut South Carolina's food waste in half** by 2030.



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# AMBASSADORS WANTED

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## **Food waste is a solvable problem.**

The DWFSC campaign is centered on everyone doing their part to address this issue.

Each ambassador – from individual consumers to nonprofits, faith-based communities, grocery stores, restaurants, caterers, governments, farmers, schools, colleges/universities and more – has the opportunity to reduce food waste.



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## AMBASSADORS: WHAT IS EXPECTED?

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Each ambassador is required to:

- 1. Participate in a food waste reduction activity;** and
- 2. Promote the campaign.**

To become an ambassador, **you must complete the Ambassador Checklist and Profile.**

See inserts.



# WHAT ARE THE BENEFITS?

Reducing wasted food is your opportunity to lead by example and make a difference. **By doing your part you can help feed hungry people, save money and more.**

As part of the campaign, the benefits include having:

- **Your logo placed on the DWFSC website;**
- **Your success story placed on the DWFSC website** and/or Facebook page, shared on DWFSC YouTube videos, presentations and used in articles (all with your permission);
- **Automatic entrance into the DWFSC annual recognition program;**
- **Customized signage, posters and other material provided to you;** and
- **Support for your efforts.**

**We're better together.** Participating in the DWFSC campaign gives each of us the chance to shape the community that we live in – **everybody wins.**



Just right for business.

This collaborative campaign is a joint partnership between the **S.C. Department of Health and Environmental Control (DHEC)** and the **S.C. Department of Commerce.**

**NOTICE:** DHEC does not endorse any of the ambassadors participating in DWFSC.

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# WAYS TO PARTICIPATE

## FOOD WASTE PREVENTION METHODS

- **Local sourcing** – Purchasing food from farms, vendors or markets in the immediate area (define “local” as within South Carolina or from the Southeast)
- **Crop planning** – Coordination between restaurants/retailers and local farms/producers including:
  - **Restaurants/retailers** planning menus and sales based on a farm’s high-yielding crops
  - **Farmers** planting crops based on a restaurant’s/retailer’s requests
  - **Farmers** developing cooperatives to coordinate what crops each farm will produce, preventing market saturation
- **Meal planning** – Deciding on meals before purchasing food to reduce spoilage
- **Offer vs. serve** – Providing multiple options and the ability to decline food items or having individuals serve their own food rather than distributing set foods in set amounts to everyone
- **Upgraded Food Inventory – FIFO: First In, First Out** – A system for cycling through food where older items are eaten first to prevent spoilage
- **Decreasing stock levels** – Keeping lower quantities of food items on hand to prevent spoilage
- **Purchasing imperfect food** – Buying food that doesn’t meet most retail standards (e.g., too small, too “ugly”)
- **Cooking demos/tastings** – Cooking lessons or product samples to use and sell overstocked food
- **Measuring food loss and developing a reduction plan** – Keeping track of how much food waste is generated and creating a strategy to prevent this waste
- **Other** – Approved methods of preventing food waste not listed above

## DONATION METHODS

- **Picked up by** – Organization(s) that pick up your donations
- **Delivered to** – Organization(s) where you drop-off donations
- **Food Rescue US app participant** – App connects excess food with agencies that need donations and volunteers to deliver them
- **Share table** – A table or cart where specific food and beverages are placed for others to take at no cost
- **Other** – Approved methods of donating potential food waste not listed above



## COMPOSTING METHODS

- **Commercial composting with** – Name of your contracted, commercial composter
  - **Picked up by** – Name of your hauler
  - **Dropped off to** – Name of the compost site
- **On-site composting** – Small-scale compost on your professional/personal property
- **Commercial composter** – Large-scale compost facility on your professional/personal property:
  - **Permitted** – Compost operation that meets all DHEC requirements and has received the proper permit(s)
  - **Hauler** – Providing food waste hauling from customers to a compost facility
  - **Drop-off only** – Accepting food waste brought to a collection site by various customers
- **Other** – Approved methods of composting food waste not listed above

## OTHER PARTICIPATION METHODS

- Approved methods of participation in the DWFSC campaign not listed above

# WAYS TO PROMOTE

## DWFSC LOGO PROMOTION

- **Window clings and car magnets** – Available to DWFSC ambassadors
- **Equipment decals**
  - **Vehicles** – Decals, signage or wraps displayed on business/organization vehicles
  - **Compost bins/buckets** – Decals displayed on commercial food waste containers
  - **Grocery carts** – Signage displayed on shopping carts
  - **Bags** – Printed on commercial ambassador shopping bags
  - **Menus** – Printed on restaurant ambassador menus
  - **Other** – Approved usage of the DWFSC logo not listed above
- **Signage**
  - **Floor vinyls** – Applied by commercial/retail ambassadors (e.g., grocery stores)
  - **Billboards** – Included on large-scale advertising of commercial ambassadors
  - **Produce/grocery tip signs** – Signs providing tips for food waste prevention placed in specific areas of grocery stores (e.g., signage about keeping produce fresh with the banana display, signage about implementing the FIFO system on canned food aisles)
  - **Other** – Approved methods of promoting the DWFSC logo not listed above
- **DWFSC brochure/tip sheet distribution**
  - **Customer service/front desks** – Staff displays literature or provides brochures and tip sheets when asked
  - **Registers** – Retail cashiers hand brochures to customers, pre-stuff bags with tip sheets or leave the information on checkstands/in bagging areas

- **Demos/tasting events** – Distribute information while serving samples
- **Catered events** – Information is provided during or after catering service
- **Display table/community event promotion** – A table dedicated to DWFSC is set up to provide brochures and to answer questions about the campaign
- **Other** – Approved methods of promoting DWFSC literature not listed above

## WEBSITE/SOCIAL MEDIA PROMOTION

- **Add DWFSC logo with crosslink to your website** – Display the DWFSC logo along with a link to the DWFSC website on your web page
- **Follow DWFSC social media (FB/YT) and post using #DontWasteFoodSC or #DWFSC on FB/YT/IG/TW** – Follow DWFSC on Facebook and/or YouTube and post on your Facebook, YouTube, Instagram or Twitter using the hashtags #DontWasteFoodSC and/or #DWFSC
  - **Other** – Approved online methods of promoting DWFSC not listed above
- **Corporate sponsorship** designated for:
  - Outreach (e.g., literature, events, advertising)
  - Promo Items (e.g., reusable bags, water bottles, food containers)
  - Workshop/conference (e.g., classes)
- **Other promotional methods** – Approved methods of promoting DWFSC not listed above



# AMBASSADOR CHECKLIST

DWFSC Ambassadors must have at least one item checked in participation and promotion. A fillable form is available at [www.scdhec.gov/DWFSCambassador](http://www.scdhec.gov/DWFSCambassador). Email completed forms to [dontwastefoodsc@dhec.sc.gov](mailto:dontwastefoodsc@dhec.sc.gov).

## PARTICIPATION EFFORTS

- Food Waste Prevention Methods**
  - Local sourcing ( SC or Regional)
  - Crop planning
  - Meal planning
  - Offer vs. serve
  - Upgraded Food Inventory (FIFO)
  - Decreasing stock levels
  - Purchasing imperfect food
  - Cooking demos/tastings
  - Measuring food loss and developing a reduction plan
  - Other: \_\_\_\_\_
- Donation Methods**
  - Picked up by: \_\_\_\_\_
  - Delivered to: \_\_\_\_\_
  - Food Rescue US app participant (currently in City of Columbia only)
  - Share table
  - Other: \_\_\_\_\_
- Composting Methods**
  - Commercial composting with: \_\_\_\_\_
    - Picked up by: \_\_\_\_\_
    - Dropped off to: \_\_\_\_\_
  - On-site composting
  - Commercial composter
    - Permitted by DHEC  
Hauler or Drop-off only
  - Other: \_\_\_\_\_
- Other Participation Methods:** \_\_\_\_\_

## PROMOTION EFFORTS

- DWFSC Logo Promotion**
  - Window clings
  - Car magnets
  - Equipment decals:
    - Commercial vehicles
    - Compost bins/buckets
    - Grocery carts
    - Bags
    - Menus
    - Other: \_\_\_\_\_
  - Signage:
    - Floor vinyls
    - Billboards
    - Produce/grocery tip signs
    - Other: \_\_\_\_\_
  - Brochures/tips sheets available at:
    - Customer service/front desks
    - Registers
    - Demos/tasting events
    - Catered events
    - Display table/community event promotion
    - Other: \_\_\_\_\_
- Website/Social Media Promotion**
  - Add DWFSC logo with crosslink to your website
  - Follow DWFSC on social media AND post using **#DWFSC** or **#DontWasteFoodSC**
  - Other: \_\_\_\_\_
- Corporate sponsorship** designated for:
  - Outreach
  - Promo items
  - Workshop/conference
  - Other: \_\_\_\_\_
- Other Promotion Methods:** \_\_\_\_\_

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# AMBASSADOR PROFILE

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Ambassador (Company/Individual) Name: \_\_\_\_\_

Ambassador Address(es): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Email Address: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Website: \_\_\_\_\_

Social Media Handles:           FB: \_\_\_\_\_           YT: \_\_\_\_\_

  TW: \_\_\_\_\_           IG: \_\_\_\_\_

Provide a paragraph about your organization and its efforts to reduce food waste. \_\_\_\_\_

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Provide a success story or quote to share on the web/social media. \_\_\_\_\_

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Logo (PDF, JPG, PNG or EPS) emailed to [dontwastefoodsc@dhec.sc.gov](mailto:dontwastefoodsc@dhec.sc.gov) on (date) \_\_\_\_\_

Would you be willing to be interviewed for web/social media?  Yes  No

OPTIONAL: Do you report recycling data to your county/DHEC/ReTRAC Connect?  Yes  No

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