

FOOD IS TREASURE

Discovering the Secret Ingredient

City of Rochester's
Food Waste Education and Outreach Program



Believe.

City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

TABLE OF CONTENTS



Why is reducing food waste important?

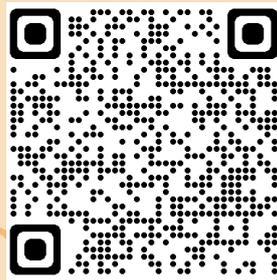
Food waste reducer suggestions for beginner, intermediate and ambitious levels.

Pledge.

Shopping list.

Resources and recipes.

To learn more, scan the QR code below or visit www.cityofrochester.gov/foodwasteeducation/



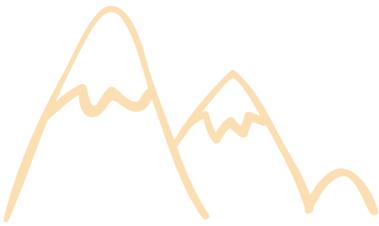
FOOD IS TREASURE

Why is reducing food waste important?

1. 80 billion pounds of food is thrown out each year in the United States.



2. The average American family of four spends \$1,500/year on food that goes uneaten.



3. Food waste is the largest component of landfill space (18% in NY). In a landfill, food waste creates methane, a greenhouse gas 28 times more potent than CO₂.



4. In the United States alone, the production of lost or wasted food generates the equivalent of 37 million cars' worth of GHG emissions.



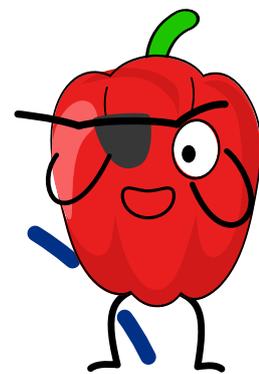
5. Food that is never eaten in the United States consumes 21% of all freshwater, 18% of cropland, 19% of all fertilizer, and 21% of landfill volume.

6. Food waste contributes to the wasting of fresh water. Every pound of beef thrown out sends to the landfill the equivalent amount of water as 370 minutes of the shower being run — 104 min for every pound of chicken, 5 min for each tomato, 42 min for every pound of bananas, and 122 min for every pound of cheese.

7. The City of Rochester is estimated to produce 29,812 tons of food (about 293 pounds per person per year), yet one in four Rochesterians is food insecure.

8. Reducing food loss and waste by just 15% could feed more than 25 million people a year.





Beginner food waste reducer suggestions:

- Take a pledge to help reduce food waste and hang it on your refrigerator.
- Use smaller plates and portions and encourage asking for seconds.
- Create an "Eat me First" box to highlight the fruits and vegetables or other foods that can be prioritized for meal preparations.
- Shop your refrigerator and your pantry! Before you buy something new at the grocery store, take a look at what's in your fridge and pantry, and get creative with your next meal.
- Use about to go bad fruit and vegetables to make healthy smoothies.
- Use different sauces, dips, and spices to keep meals interesting from day to day.

Additional Resources:

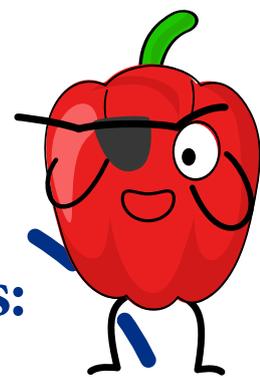
Learn more about the City's Food Waste Reduction, Donation and Organics Recycling Program at <http://www.cityofrochester.gov/foodwaste/>

Learn more food waste reduction tips including planning, recipes and storage at <https://savethefood.com/>

*I pledge to store
my food properly to
reduce food waste
in Rochester.*

**FOOD IS
TREASURE**
Discovering the Secret Ingredient

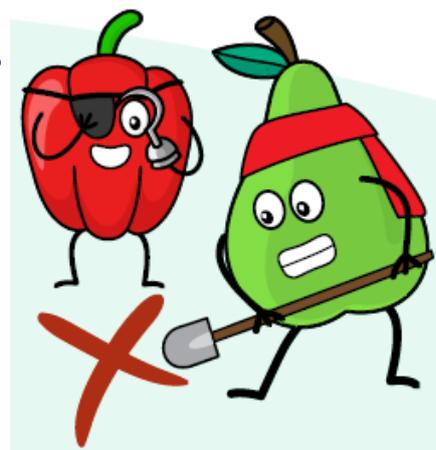


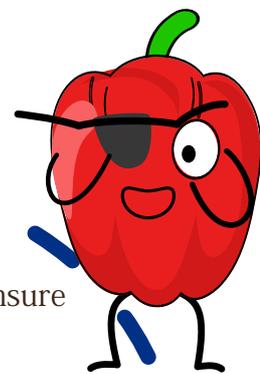


Intermediate food waste reducer suggestions:

- How can your different ingredients do double duty? If you're thinking of making tacos one night, what other meal can you make with those tortillas?
- For ideas to reinvent leftovers, to use up excess fruits and veggies and more, visit <https://savethefood.com/recipes/>
- To preserve freshness and nutrition, use perishables like seafood and meat earlier in the week, and save staples like pasta, dairy, and eggs to eat later in the week. Additionally, some heartier greens, like kale and chard, will stay fresher longer than others.
- Store your fruits and veggies in the fridge — or on the counter — based on their specific needs for staying fresh! For more storage tips visit <https://savethefood.com/storage>
- Choose fresh foods that will freeze (broccoli, Brussels sprouts, beans, peas, etc.)

- Wilted? A quick soak in ice water for 5 to 10 minutes is often enough to reinvigorate wilted veggies.
- Frozen foods last longer. Try using frozen vegetables and buy smaller amounts of fresh vegetables— this way, you won't end up with veggie-less meals by the end of your week.
- When ordering take-out, only order what you can finish by asking about portion sizes and be aware of side dishes included with entrees. Or, plan on ordering enough to keep leftovers for your next meal.
- Whether you have a vegetable garden at home or have some leftovers from your most recent shopping trip, share your abundance with neighbors! Post in the NextDoor app or in your neighborhood Facebook Group to prevent food waste in our community.





Ambitious food waste reducer suggestions:

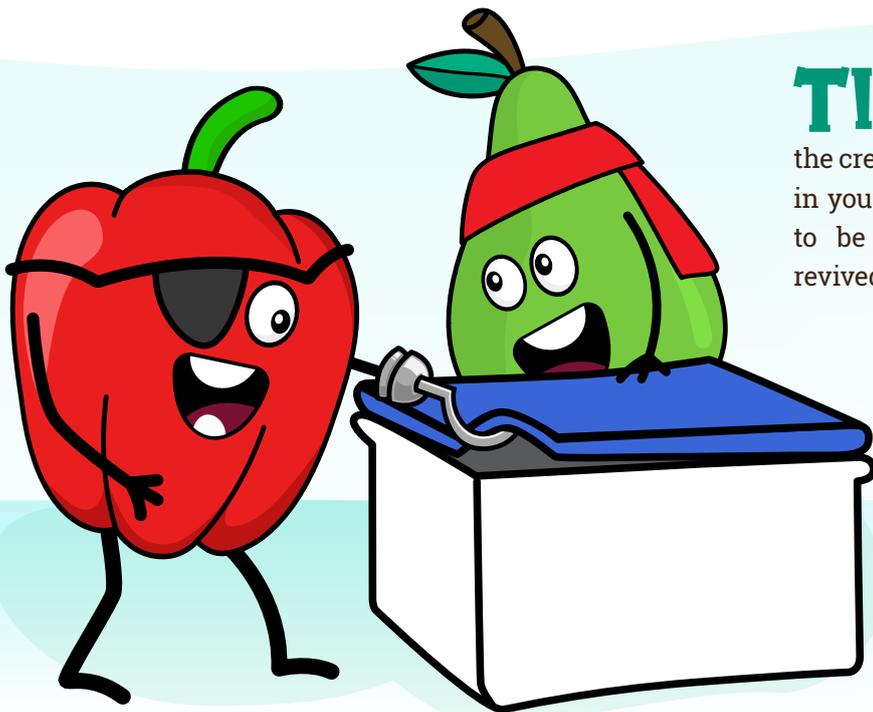
- Make a plan each week for what meals you're going to cook. Use a shopping list to ensure that you buy all the ingredients you need and the correct portions.
- When you get home from the store, wash dry, chop, dice, slice, and place all your fresh food items in clear storage containers for snacks and easy cooking.
- Don't start from scratch! Successful meal planning doesn't mean hours spent with a cookbook. Start with family favorites or your go-to meals. Repeat them every week or two.
- Start with building blocks for your week. Pick two types of protein, one or two grains, and a vegetable medley to make at the beginning of the week (or every other night) and incorporate them into different meals throughout the week.
- Learn about portion planning. Use the Guest-imator tool at the meal planning link below to determine how much of a meal you need to cook, depending on your household size.
 - For more meal planning tips, visit <https://savethefood.com/planning>
- Once you've gotten the hang of meal planning, throw in a new recipe.
- Create a recipe book. That way, when you're looking to put together a meal plan, you can flip quickly through it for ideas.
- For recipe ideas visit <https://savethefood.com/recipes/>
 - Save time by batch cooking meals that can be stored in the fridge (for a day or two) or in the freezer for later in the week. For example, bake and freeze chicken breasts that can be defrosted and used later in salads, pasta, sandwiches, or soup.
- Try to revive kitchen scraps. Onion and green onion bottoms, celery, and lettuce cores can be replanted to generate more of themselves. Just throw them in a cup with some water, once rooted, put into a small bowl with soil. Visit <https://savethefood.com/articles/5-ways-to-revive-food>

FOOD IS TREASURE

Discovering the Secret Ingredient



About 40% of food produced in the US is wasted each year and many households in our city remain food insecure due to lack of access to enough healthy and nutritious food. By changing our perception around food, we can play a significant role during the lifecycle of our food. If we begin to understand the true value of food and become more intentional about what we do with our unused food, then our food will return the favor by growing again and creating a second opportunity for our food – and our world – to bloom. Check out the Captain and Crew's tips for becoming the secret ingredient to reduce food waste!



TIP 1 Use the food you buy! Join the crew as they search for hidden treasure in your fridge. Food you may think needs to be thrown out could be donated, revived, or composted!

TIP 2 Repurposing leftovers take creativity but the payoff is huge! Sometimes we end up making more food than needed for one particular meal. Give your food a second life by inventing new meals with your leftovers or putting a new sauce on top!

TAKE ACTION

Pledge to reduce food waste today and share your pledge with friends and family!

I pledge to reduce food waste by:

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USE THE FOOD YOU BUY!

One great way you can divert food from the landfill is to regularly check your refrigerator.

Tip: Use about to go bad fruit and vegetables to make healthy smoothies in many different and delicious pairings. Using about to go bad food in creative ways not only reduces the amount food you throw out but also saves you money! Smoothies are also a great way to sneak vegetables into kid's diets without them knowing!

Check out 25 recipes for smoothies with three ingredients or less by scanning this QR code or visiting <https://www.allrecipes.com/gallery/easy-smoothie-recipes/>

For more food waste tips, visit savethefood.com

Key Points

Coarsely chopping fruits and vegetables can make blending easier

You can substitute yogurt, ice, water, and even ice-cream for milk to change up your smoothies



Milk banana smoothie

Ingredients

1 cup milk

1½ Bananas

1 tsp sugar

Optional:

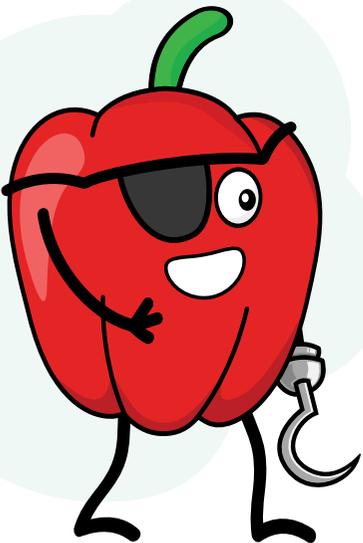
A touch of vanilla

A pinch of cinnamon and nutmeg

Instructions

#1 Blend milk, bananas, and sugar in a blender or food processor until smooth.

#2 You can add a touch of vanilla, and a pinch of both cinnamon and nutmeg for additional flavor.



Pita chips

Ingredients

½ cup extra-virgin olive oil

3 cloves garlic, puréed in a press

2 packages pita bread

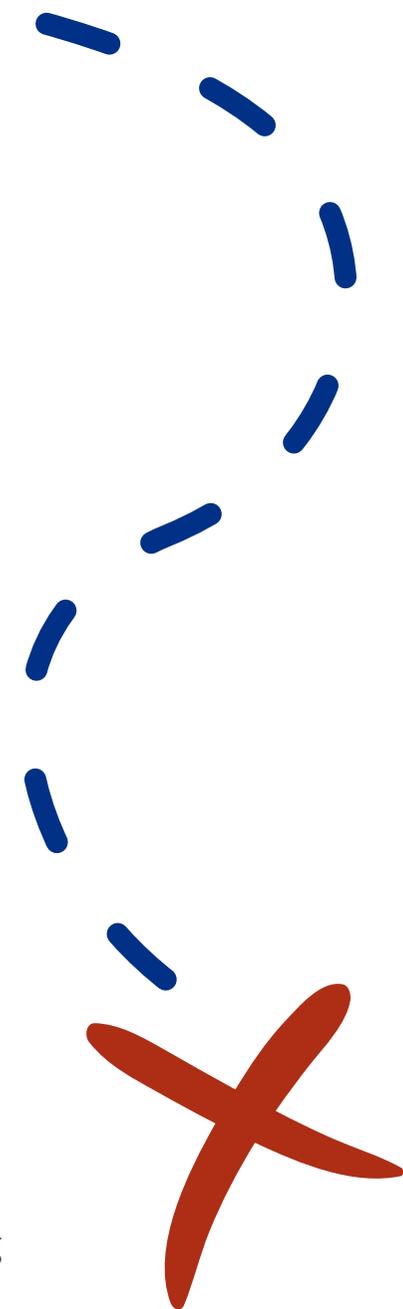
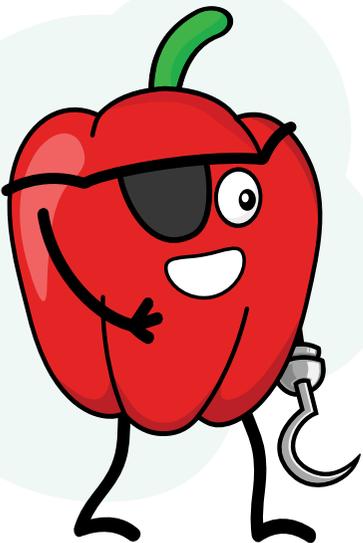
Variety of dried herbs and spices,
like basil, oregano, thyme,
cayenne, paprika, celery salt

Instructions

Cut around the pita edges with kitchen shears, separating each pita into 2 rounds. Then use a pastry brush to lightly brush the rough sides of the bread with the garlicky olive oil. Cut into wedges or tear into chips and arrange on baking sheets, rough side up. Sprinkle with herbs and spices.

Bake for 3 to 4 minutes. Watch carefully — these can go from golden brown to burnt very quickly. Cool the chips and store in sealed bags at room temperature.

Tip: The greatest thing about making your own pita chips, is you can spice them up any way you like. Go traditional with Italian basil, oregano, and pepper, or get more complex with cumin, coriander, and chili powder or Chinese five-spice, ginger, and chili powder. A light dusting of cayenne adds spunk to just about any combination.



Apple cookies

Ingredients

- 1½ cup butter
- 1⅓ cups firmly packed brown sugar
- 1 egg
- 2½ cups sifted all-purpose flour
- 1 teaspoon cinnamon
- ½ teaspoon salt
- ½ teaspoon baking soda
- ½ cup apple juice (pineapple or orange juice, or milk can be substituted)
- 1 cup chopped, unpeeled apple
- 1 cup chopped nuts
- 1 cup raisins
- Optional: ½ teaspoon each nutmeg, allspice and cloves

Instructions

Preheat oven to 375° F. In a large mixing bowl, cream the butter, then cream in the sugar. Beat in the egg. In a separate mixing bowl, sift the dry ingredients together, then add to the creamed mixture, then add the juice and mix.

Stir in the apple, nuts, and raisins.

Using two spoons (rather than your hands), scoop up a small amount of dough with one spoon and push it onto a buttered cookie sheet with the other spoon, leaving about one and a half inches between each cookie.

Bake for about 10 to 12 minutes, or until light brown. Transfer to a rack and let cool. Store in airtight containers.

