

Metropolitan Local Government
Waste & Resource Recovery Fund



Food Know How Regional Food Waste Avoidance Project

Funded through the Metropolitan Local Government Waste and Resource Recovery Fund

Final report

City of Yarra
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The Metropolitan Local Government Waste and Resource Recovery Fund

The Metropolitan Local Government Waste and Resource Recovery Fund (Metro Fund) is a Victorian Government initiative aimed at assisting councils in metropolitan Melbourne implement best practice waste collection and management systems in line with the *2009 Metropolitan Waste and Resource Recovery Strategic Plan* (Strategic Plan).

The Metro Fund is administered by the Metropolitan Waste and Resource Recovery Group. For more information please visit www.mwrrg.vic.gov.au.

Executive summary

1. This project designed, developed and delivered Australia's first collaborative food waste avoidance program at the local government level to residents in Melbourne, Victoria. Food Know How provided participants with easy to use tools, support, and interactive demonstrations to make it easy to take action to reduce the amount of food waste sent to landfill.
2. A framework was developed to deliver a deep engagement program that can be used by other councils to increase food waste reduction in residential households. The program is highly flexible and adaptable to suit the needs and resources of any local government.
3. Across the 5 partner councils the project recruited 1,115 address verified participants. There were an additional 204 residents who either had a P.O. Box or did not want to give us their postal address who we did not count as 'official' for the recruitment numbers.

Council	Confirmed	No Address	Total
Darebin	284	45	329
Maribyrnong	113	30	143
Moreland	185	39	224
Whittlesea	100	13	113
Yarra	438	67	505
Total	1120	194	1314

Registrations from outside the 5 councils	48
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4. Food waste audits (See Table 1 and Attachment: Food Waste Audit Report) were conducted during March and April 2016 with Food Know How participants and included 370 households spread across the project control group. These audits indicated that Food Know How had a measurable impact on reducing food waste in the garbage bin with participants

However there is still a lot of work to be done in this area across the PCG as food is still a significant component of the garbage bin. See the attached Waste Audit Report for more information.

In summary:

- a. There was an average reduction of .38 of kg/food waste per bin with audited participant households.
- b. Food waste accounted for 41.7% of all materials in the garbage stream with individual households presenting an average of 3.66kgs of food waste to the garbage bin per week
- c. Food waste as a proportion of all materials in the garbage stream was reduced for FKH participants across all Councils.
- d. Recyclables as a proportion of all materials in the garbage stream was reduced for FKH participants across all Councils.

Table 1: Waste Audit Comparative Summary

	Darebin		Maribyrnong		Moreland		Whittlesea		Yarra	
	2015	2016	2003	2016	2015	2016	2015	2016	2014	2016
Average Weight Per Bin (Kg)	10.52	8.44	9.00	9.89	8.82	9.05	9.62	11.70	10.32	7.50
Food (% of Total Waste)	37.6%	35.9%	36.0%	30.8%	52.2%	51.2%	45.3%	42.1%	45.5%	44.2%
Garden (% of Total Waste)	4.0%	2.7%	5.0%	17.1%	4.5%	4.4%	5.7%	4.4%	6.3%	10.8%
Recyclables (% of Total Waste)	11.6%	7.6%	27.0%	8.4%	20.3%	6.5%	13.1%	11.8%	13.5%	7.5%

5. Food Know How provided participants with easy to use tools, support, and interactive demonstrations to make it easy for participants to take action to reduce the amount of food waste sent to landfill. This project developed a framework to deliver a deep engagement program that can be used by other councils to increase food waste reduction actions and behaviours in residential households.
6. The Food Know How project increased the community's knowledge and ability to get the most out of fresh food, reducing and avoiding food waste and saving money through smart food planning, shopping and storage. This was achieved by providing accessible information, education, waste audits and deep engagement through workshops.
7. Participant evaluation, and waste audits, provided valuable information around barriers to avoiding food waste and the most wasted food items for future planning strategies with delivery of Food Know How.
8. Food Know How has demonstrated that when combined with home composting, avoidance programs can provide easy to obtain environmental and economic benefits when compared to sending this material to landfill. The principles of Food Know How are easy to incorporate into a households food planning and cooking behaviour. This program also reduces the reliance on the provision of external food waste collection and processing systems.

Project details

1. The Food Know How program provided residents with the information and support they need to take action to reduce the amount of food waste discarded in the kerbside bin.

The program increased participant's knowledge and ability to avoid creating food waste from the onset by focusing our program engagement around the 'front end' steps to take to avoid creating waste, that is, menu planning, food purchasing, and food storing and cooking with leftovers as this is where most food is wasted.

In addition, this focus does not require specialist equipment, and saves both money and time. Food recycling, including composting, worm farming etc., is encouraged for unavoidable food waste such as peelings, cores etc.

Focusing on food waste avoidance practices with participants has a flow-on effect of developing a waste minimisation mindset that has carry over to consumption patterns, waste creation, and recycling at large.

2. The Food Know How Program was design and delivered using the following phases:

Project Planning

This phase of the program occurred over an 8 month period and brought together the participating councils to plan out the project and included;

- Defining program requirements and design needs which identified a need to update program tools, website, communications and recruitment strategies from the previous Yarra Food Know How.
- Developing and putting out to tender the RFQ's for consultants to deliver specific components of the project: a household facilitator, website design, and completion of waste audits
- Comprehensive discussions and planning around the design of the website and the suite of workshops to be delivered
- Agreements obtained with previous project partners, including Do Something and Cultivating Community, on how to continue the partnership and acknowledge their involvement in the previous version of the project
- Undertaking analysis of previous program tools and design with a view to build new program tools that provide both standalone functionality but also compliment and interact with the workshops
- Developing an evaluation framework to run throughout the program to ensure our participants were getting the information they needed to put theory into action
- Development of the following program elements:
 - Recruitment Strategy and Plan
 - Communications Strategy and Plan
 - Project plan map
 - Recruitment collateral
 - Program welcome kit (welcome letter, food waste diary, caddy voucher)
 - Program tools

Project Implementation

There was overlap, both in time and purpose, between the design and delivery phases with the program launching into recruitment starting in October 2015 and shifting its focus to deeper engagement at the start of February 2016:

A. Building interest and profile

Building the profile of the program, and raising awareness on the importance of reducing food waste, prior to commencing recruitment activities helped achieve member recruitment. This was achieved through newspaper articles, media interviews, information and articles in council newsletters, our program website and through the use of posters in key locations. Targeted emails were distributed to existing council networks to engage with people already affiliated with other environmental sustainability programs.

B. Recruitment

This phase continued to build community awareness and interest in the program and worked by recruiting individuals to 'join' the program. By joining the program, participants committed to reducing their food waste, taking part in activities and providing information about their household food waste. We utilised a variety of recruitment channels from social media to direct engagement with residents.

The following recruitment activities were undertaken:

- Posters and flyers in key locations such as libraries, gyms and community facilities.
- Direct emails to residents who were participants of sustainability groups.
- Articles in local Newspapers and Council Newsletters.
- A Facebook page with regular posts and paid boosting.
- Directly approaching people at events and activities and signing them up to the program.
- Using Council communication platforms (newsletters, websites, signage at customer service locations, community houses, emails to other program networks)
- events, programs and activities,
- emails to previous Food Know How participants
- directing people to the program website
- postcard drops in targeted areas and locations

C. Registering into the Program

We made the process to join Food Know How very simple by doing it all online. By visiting www.foodknowhow.org.au a resident was able to sign up in less than 5 minutes. Once a resident signed on as a participant they received an email outlining the steps of the program, the workshops they had access to attend and other opportunities to become involved. A welcome letter was sent in the mail which contained a voucher for a kitchen caddy as well as a food waste diary for the participant to measure their weekly food waste.

D. Measurement

Measurement is a key element to reducing food waste; all participants were strongly encouraged to measure their food waste to understand what they are currently wasting, and to help identify why they are wasting it. Once this is known they can start to look at ways to reduce that food waste. Converting food wasted into time and money can also be a very useful mechanism to encourage people to make changes.

E. Engagement Information and Education

Information on how to reduce household food waste was provided through the website www.foodknowhow.org.au and targeted emails sent directly to participants. A wide range of informative food waste information is available through a variety of websites that we also pointed participants to. Information and education was enhanced through workshops and other activities where participants learned skills to help them reduce their food waste.

The fundamentals for reducing food waste and the program logic of Food Know How are:

- Planning smart,
- Shopping smart,
- Storing smart,
- Cooking smart and
- Food waste recycling (compost and worm farms).

Engagement focused on providing guided support, structured information, and easy to use tools to participants through targeted regular emails, use of Facebook, and website updates

F. Support

The program had a dedicated email address and telephone number along with a Facebook page where participants could ask questions directly and receive personalized help. If certain issues come up regularly a general response was developed and sent to all participants.

G. Incentives

On joining the program all participants had the opportunity to collect a 'food waste caddy' from their local council office. This can be used when measuring food waste in conjunction with the downloadable food waste diary and was also an incentive for participants to reduce their food waste.

At the end of the program incentives were offered via a competition for completing key tasks ranging from completing their food waste diary, attending workshops, providing feedback on program tools. Prizes included cook books and food processors.

H. Workshops

We ran interactive workshops that focused on delivering hands on food waste avoidance cooking classes using celebrity chefs to demonstrate how to put Food Know How into practice. Getting well known celebrity chefs on board as delivery partners encouraged new people to join the program who normally don't get involved with Council projects. Food Know How delivered 22 cooking workshops, 5 composting workshops, and 4 demonstrations at festivals, across the 5 councils:

- i. Cooking With Leftovers Workshop with Masterchef Samira El-Khafir
- ii. Kitchen essentials and storage with Jo Richardson
- iii. Preserving with The Urban Pear
- iv. Meal planning with Plan Buy Cook
- v. Composting with All Environmental Concepts, Samantha Green, Cultivating Community and Compost Community.

I. Waste Audit

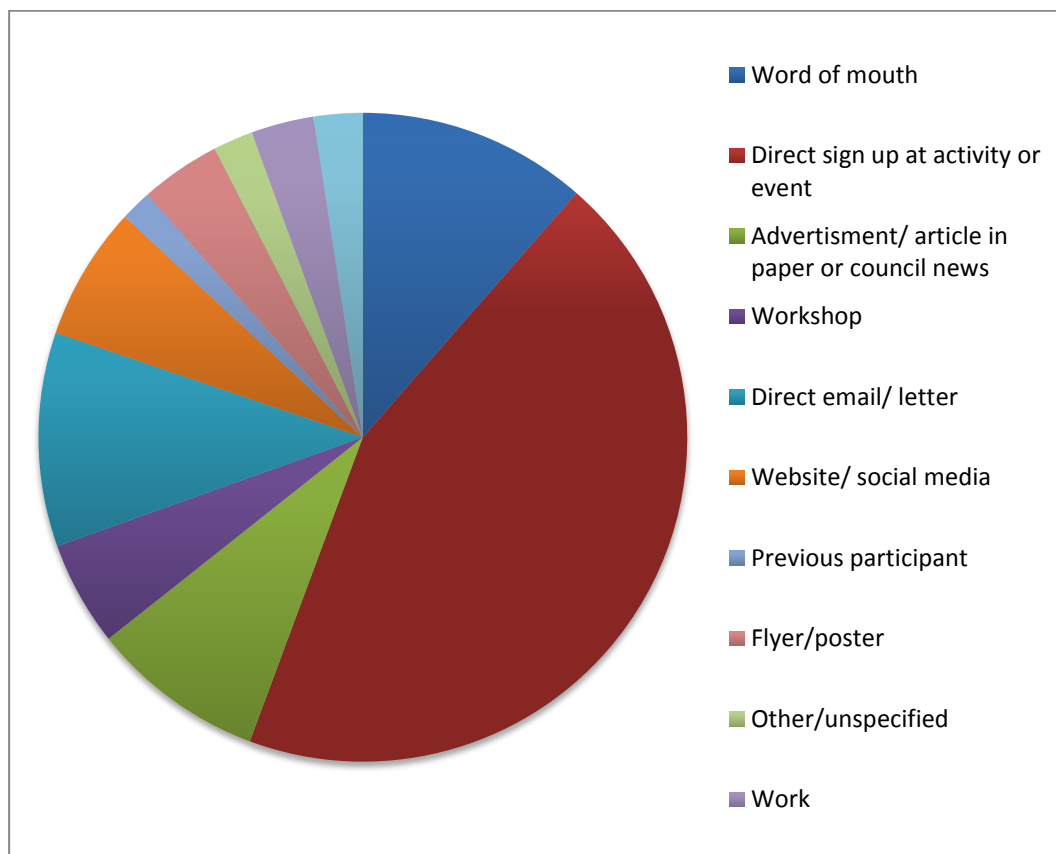
A statistically significant random number of participants within each of the program Councils had their waste bins audited to help evaluate the success of the program. This was evaluated against baseline waste data collected prior to the commencement of the project.

3. The program experience was delivered to participants using the following
 - a. Step 1: Sign Up to FKH Program – Register online and become a participant
 - b. Step 2: Know Your Food Waste - Understand what, where and how you are wasting food by recording and measuring your weekly food waste
 - c. Step 3: Planning Smart – Put together a weekly meal plan
 - d. Step 4: Shopping Smart –Use your meal plan to shop smart and only buy what you need

- e. Step 5: Cooking Smart – Use leftovers and excess food to make meals to save money
 - f. Step 6: Storing Smart – Know how to store food correctly, and learn techniques to preserve excess produce
 - g. Step 7: Recycling Smart - Composting and Worm Farming – Learn the 101 on worm farming and composting
 - h. Step 8: Check-in and Count – Check if your food waste patterns have changed, and count your savings!
4. The project utilized a program website www.FoodKnowHow.org.au as the central program activity portal. The website was used to:
- a. guide people through the program map and steps
 - b. raise awareness about the environmental, social, and economic issues of food waste
 - c. provide information and access to the household toolkit:
 - d. collect food waste diary information from participants
 - e. update participants on upcoming workshops and events
 - f. provide information about other activities within each Council

Project outcomes and findings

1. The main outcome of this project was the recruitment of 1120 participants and the diversion of .38 kg per bin with audited participants
 - a. An additional 48 people signed on to Food Know How who lived outside the 5 partner councils
 - b. A total of 22 cooking workshops were held over the five participating councils with 382 people attending.
 - c. A total of 5 composting workshops were held over three of the five participating councils (Moreland and Whittlesea did not run composting workshops) with a total of 100 people attending.
 - d. A total of 4 demonstrations were held at festivals in Moreland, Yarra and Whittlesea with in excess of 100 people watching each demonstration.
 - e. Three screenings of 'Just Eat It' movies were held in Whittlesea, Darebin and Yarra with 220 people attending.
 - f. Over 1000 contacts with participants at all events were made (some people attended more than one event).
2. Numbers recruited and where from: The most successful method for engaging residents to join the program was by direct approach at an event, activity or public open space. This accounted for 44% of all participants. Other successful techniques were word of mouth (11%) and direct email/ letter (11%). 7% of all participants were signed up directly through the website or social media.



Method	Number	Percentage
Word of mouth	122	11%
Direct sign up at activity or event	494	44%
Advertisement/ article in paper or council news	100	9%
Workshop	56	5%
Direct email/ letter	122	11%
Website/ social media	78	7%
Previous participant	22	2%
Flyer/poster	44	4%
Other/unspecified	22	2%
Work	33	3%
Council (unspecified actual method)	22	2%

3. The secondary, yet just as important outcome of this project was the development of Food Know How into a collaborative platform for delivery by multiple councils. This provides MWRRG and metropolitan Councils with an off the shelf food waste engagement program to deliver to residents.
4. This project provided a range of auxiliary benefits, both at the program development level, and as a model for the participating councils to use as a food waste avoidance program. The benefit to the cost of running this program is hard to quantify as each of the 5 participating councils contributed at a different level financially and in-kind. Benefits were shared across the board and include:
 - a. Deep engagement with the community about the steps they can take to reduce food waste.
 - b. A groundswell of messaging and public awareness raised the profile about the issues of food waste and why it's important to take action.
 - c. The evolution of Food Know How to now have a strong interactive workshop element brings the program logic to a demonstrative and interactive experience.
 - d. The design and development of a toolbox to guide participants through easy steps to adopt positive behaviours to reduce their food waste.
 - e. Identification of celebrity chefs who took on board the program logic and developed this into a cooking class. These celebrity chefs are now Food Know How champions in their own restaurants and engage with a wider audience.
 - f. A website was built for different councils to use to engage specifically with their target audience
 - g. A communications and style guide was developed to adopt the Food Know How messages to local communities
 - h. A how to guide was developed for new councils who want to run Food Know How in their area
5. More residents in each of the partner councils are taking steps to reduce food waste than before the project. Through exposure and community involvement in Food Know How there is now a wide range of growing interest to bring this program into schools and universities, neighbourhood houses and other Councils for future delivery. Food Know How provided the partner Councils with a framework to engage their community as standalone project or with tools and program logic that can easily be adopted into other programs.

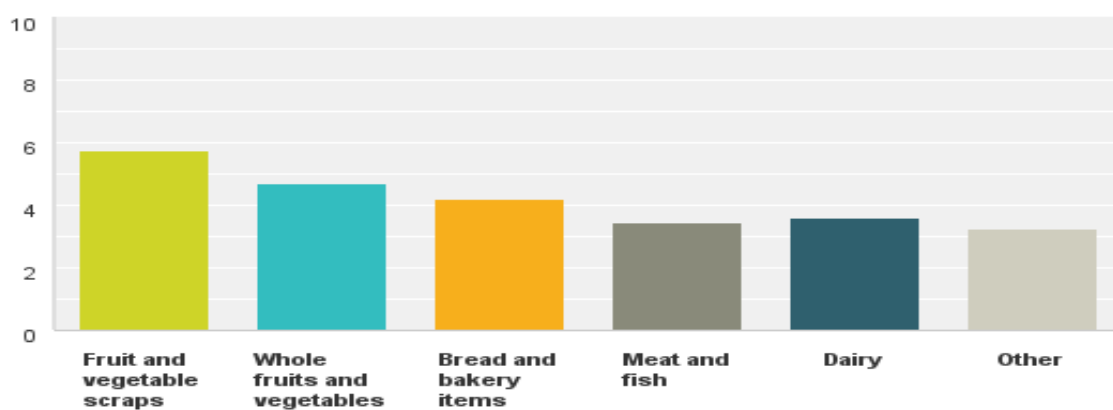
What key findings resulted from this project?

The following project findings are a result of the evaluation of participants experiences, data recorded during kerbside waste audits, and the experience of the project control group delivering Food Know How.

This information will help guide future planning around the behaviours and triggers that lead to food being wasted as well as providing a target list of items to focus on with delivering Food Know How again

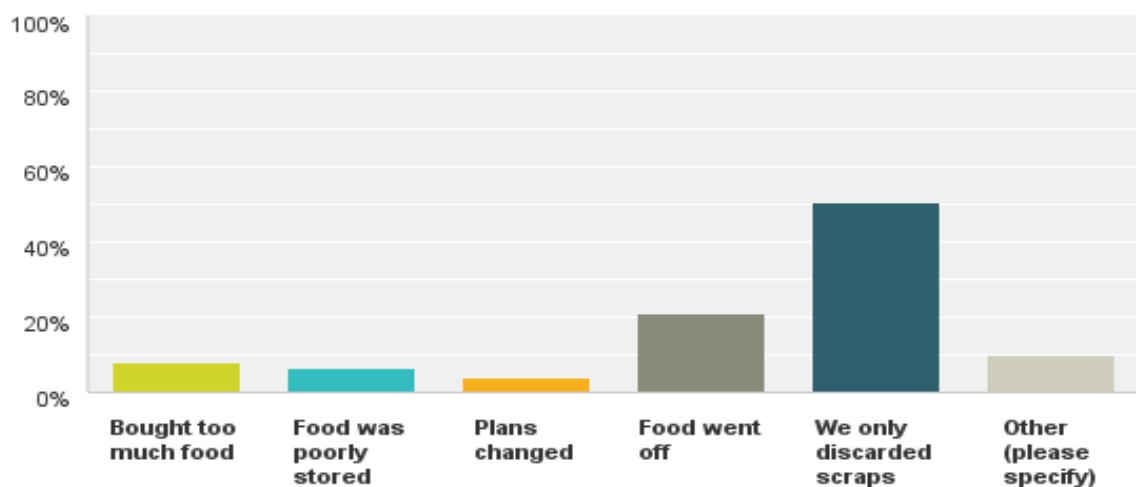
A. WHAT FOOD WAS WASTED?

The most wasted food by volume was fruit and vegetable scraps followed by whole fruit and vegetables and bakery items.



B. WHY WAS FOOD WASTED?

The main reason for discarding food was given as 'we only discarded scraps' (40%). The next reason was 'Food Went Off' (20%), other reasons were bought too much food, food was poorly stored, and plans changed.

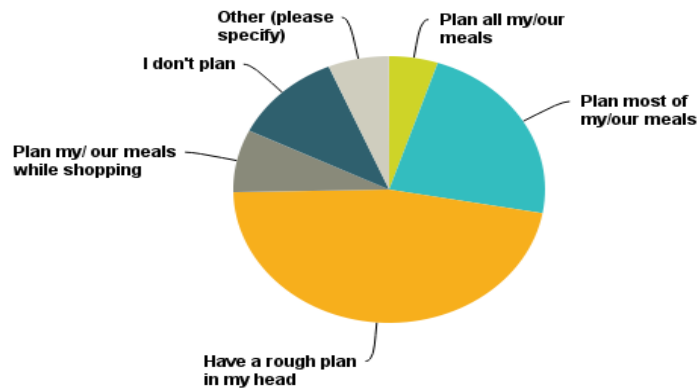


C. MEAL PLANNING

Only 5% of respondents plan all their meals, a further 23% plan most of their meals; the remaining 72% either do not plan (11%) or have only a rough plan.

Q1 How do you plan for your weekly meals?

Answered: 79 Skipped: 0



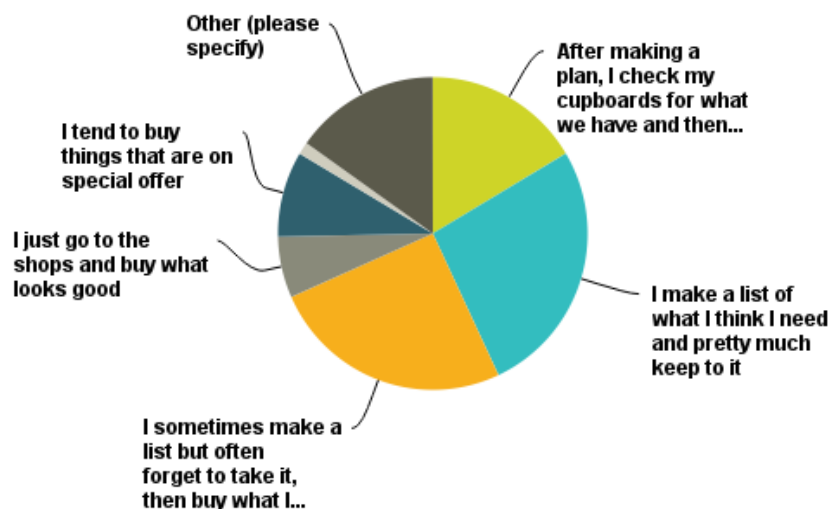
D. SHOPPING

Only 16% of people make a plan, check their cupboards and fridge, and make a list and keep to it, a further 27% make a list and pretty much stick to it. The remaining 57% do not regularly plan or make lists preferring to buy what is on special (9%) or buy what looks good (6%).

Many people liked to take advantage of specials, either in a semi planned way or in a more random way.

Q2 When buying food which of the following best describes your usual behavior?

Answered: 79 Skipped: 0

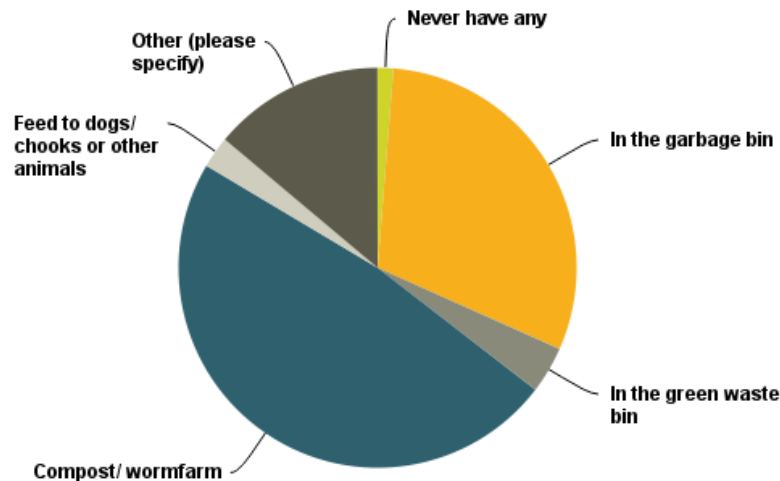


E. DISPOSING OF FOOD WASTE

The largest group of respondents (48%) compost or worm farm their food waste with a further 3% feeding their food waste to chickens or dogs. 30% of people get rid of food waste in the garbage bin. A further 14% who answered 'other' use a mixture of composting, giving to neighbours and going into the garbage bin.

Q6 What do you do with your food waste?

Answered: 79 Skipped: 0

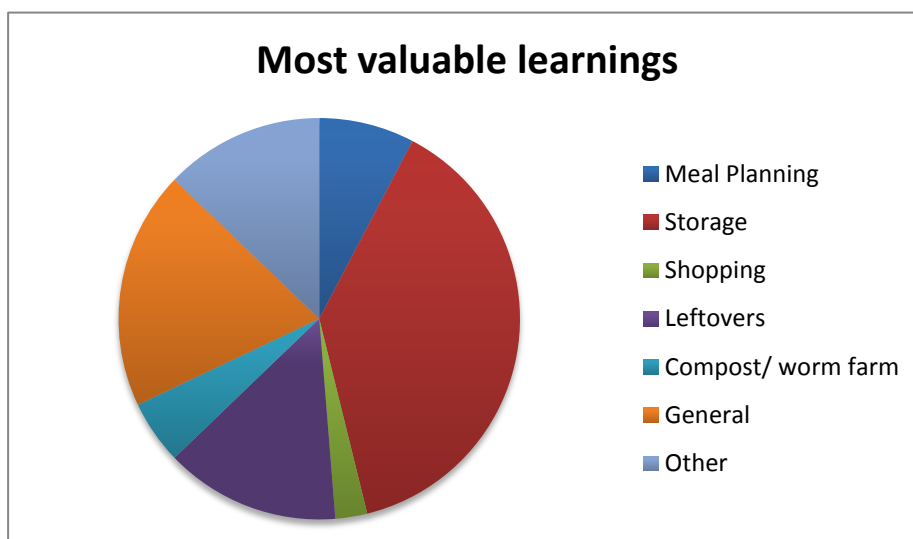


F. CHANGES IN BEHAVIOUR DUE TO FOOD KNOW HOW

WHAT WAS THE SINGLE MOST VALUABLE THING YOU LEARNED FROM THE FOOD KNOW HOW PROGRAM

The program areas where respondents indicated the biggest change (a lot) was in how they stored food (27%), used leftovers (26%) and disposed of food waste (21%).

The largest group of respondents indicated that the most valuable learning was in relation to storage including preserving (38%). Using leftovers (14%) and meal planning (8%) were also well regarded. In the general comments participants indicated that the program had improved their general awareness and indicated a respect for the program and council.



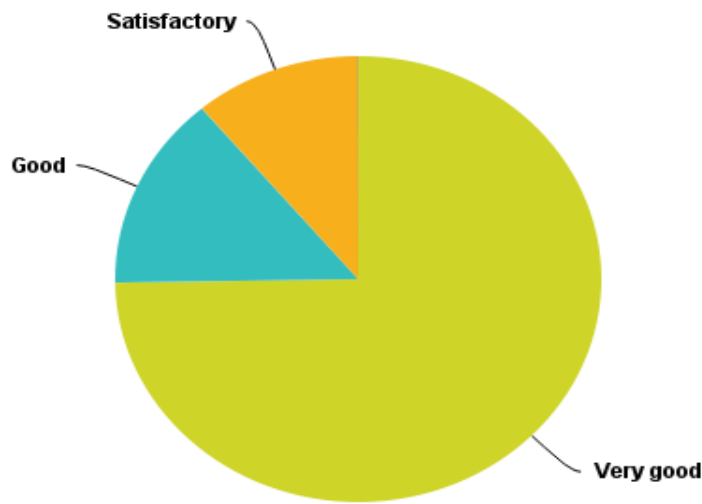
G. GENERAL IMPRESION OF WORKSHOPS

A total of 22 cooking workshops were run as part of the Food Know How project with 382 attendances (some people attended more than one workshop). All participants were sent a link to a survey 99 people responded throughout the program. The results below are for all workshops.

75% of respondents indicated they found the workshop very good with a further 14% indicating it was good. No respondents indicated the workshops were poor or very poor.

Q3 Overall, how would you rate the workshop?

Answered: 99 Skipped: 0

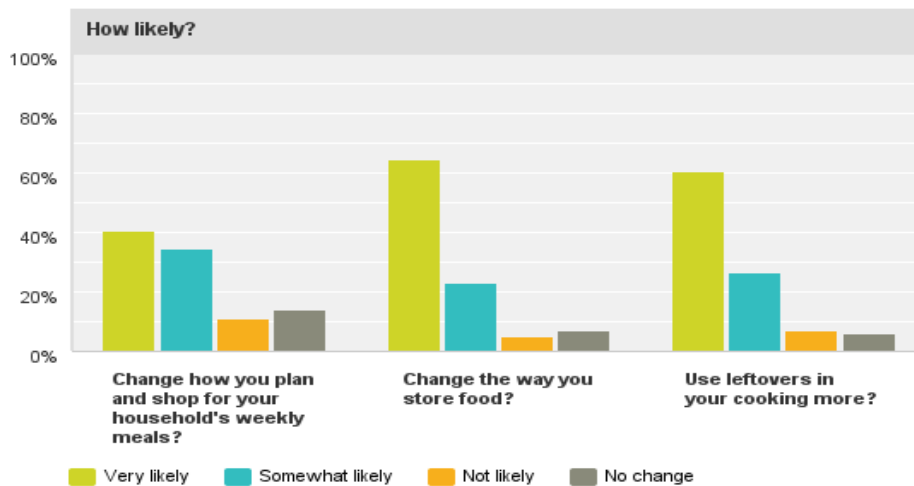


H. CHANGES IN BEHAVIOR AS A RESULT OF THE WORKSHOP

After the workshops 65% of all respondents indicated they were very likely to change the way they store food. 61% of respondents indicated they were very likely to use leftovers in their cooking more. 40% of people were very likely to change how they plan and shop for food with a further 34% indicating they were somewhat likely to change.

Q4 After this workshop, how likely are you to:

Answered: 99 Skipped: 0



I. PROJECT MANAGEMENT FINDINGS

- Designing equitable outcomes in collaboration is difficult when partners have different financial and in-kind contributions. Appropriate scaling of budget and resources must occur when adopting program for multiple stakeholders
- Before entering into a partnership it is vital to confirm commitments and project scope
- Cross council programs could benefit from having a facilitator involved in the design phase to help create the partnership process and model
- Councils are inherently different from one other, both in the social profile that makes up their residential base, and their strategic drivers and vision of business. Collaborative projects must remain flexible in how they are delivered to account for these differences otherwise you will never gain resident interest or the complete backing of the Council machine to support the project.
- Project management with multiple stakeholders is very time consuming and requires dedication, support, and involvement of the entire project group to succeed. This element needs to be properly resourced to include program administration and management requirements.

Did anything not go as planned? What would you change?

- Having more time to develop the project partnership would have been ideal and better done with outside facilitation help. In an ideal scenario the partnership is established before any submissions for funding are made.
- The design process was done over a lengthy period of time due to time commitments and availability. It would have benefitted this project by bringing in a project development facilitator and do an intensive set of workshops to design the project over a short period of time.
- The placing of consultants took longer than anticipated which impacted the timeframes of delivery. More resources should have been put into this element. Appropriate scaling up of project resources from the pilot stage must be taken into account.
- The delay in website development was the biggest risk realised in the delivery of this project. It took four times longer than anticipated and did not deliver on its requirements and therefore resulted in many administrative functions having to be carried out by program staff and the household facilitator. This took time away from delivering the deep engagement at the level the PCG had intended. A change would be to bring better technical experience and advice into guiding the PCG on decision making and scoping of work.
- Life happened. Many situations outside the control of the PCG impacted the design and delivery of this project. A range of personal health and family situations made participants of the PCG and household facilitation team unavailable for lengthy periods. This was out of our control and something that impacts many projects. A change would be to ensure that each of the PCG participants had a strong backup staff member to fill the gap and make project delivery decisions.
- The PCC was not fully supported by the larger council mechanisms and teams as well as had hoped for. This project would have realised greater returns and participation if better integration and support was achieved from teams within each Council. A fully integrated program with stakeholders representing different areas would be ideal.

Project highlights

1. This project successfully brought together 5 different councils to deliver Food Know How in a collaborative approach. Each Council came with specific objectives, goals and needs, yet shared interested in providing a food waste avoidance program to their communities. Food Know How delivered a program that engaged with over 1300 participants on the information and actions required to minimise sending food waste to landfill.
2. This project developed a model for Food Know How to be delivered by other local government Councils and produced a 'How-to-Guide' to make that process easy.
3. Recruiting the following participants into Food Know How program was a huge highlight considering the short window for recruitment that this project had

Council	Confirmed	No Address	Total
Darebin	284	45	329
Maribyrnong	113	30	143
Moreland	185	39	224
Whittlesea	100	13	113
Yarra	438	67	500
Total	1120	194	1309

Total People engaged with Food Know How	1357
Total people within PCG area signed on to FKH	1309
Confirmed Addresses	1115
Addresses not confirmed or not supplied	194
Number of people outside the PCG	48

4. The project achieved a number of significant achievements including:
 - Delivery of 22 workshops and demonstrations. This is the element of the program that worked the best and provided the best participant experience.
 - Delivery of 7 food waste avoidance cooking workshops with Masterchef Samira El Khafur
 - Delivery of 7 food waste avoidance planning and storage workshops with Jo Richardson
 - Delivery of 3 food planning workshop with Yarra staff
 - Delivery of 5 preserving workshops with Urban Pear
 - Delivery of 4 cooking demonstrations at festivals in Moreland, Yarra, and Whittlesea with in excess of 100 people watching each demonstration
 - Development of 2 Food Know How videos highlighting the program
 - 3 screenings of the movie Just Eat It to 150 program participants
 - Over 1000 contacts with participants at all events were made (some people attended more than one event).
 - Design and development of the Food Know How household toolkit
 - Development of a Food Know How style guide
 - Development and delivery of a Food Know How Communications Guide
 - Development and delivery of a Food Know How recruitment plan
5. Having the right minded officers in place to find resolution in conflict and work through our differences was the most critical factor in the success that Food Know How had. Not having a cookie cutter project to deliver was a difficult task and collaborating on this level without any guidance was new territory for the group. The commitment and resolve of everyone involved to deliver Food Know How underpinned this programs success.

Conclusion and recommendations

1. Collaboration is difficult and takes more time than doing a project on your own.

This project control group found itself in the precarious scenario of being told we must collaborate together to deliver Food Know How. Each of the councils involved in Food Know How had applied to the Metro Fund independently. It was during the application process that we received direction to work together. No framework or support was provided to instruct us how to collaborate. Each of the 5 partners came to the table with different funding and resource commitments. This made the process of program development and equitable outcomes and opportunities difficult to define and achieve.

We made the most out of the situation we found ourselves in to deliver a project that met the expectations and requirements of 5 different councils and the funding body. It was difficult to reach consensus throughout this project with a majority of the overall time spent negotiating program principles and outcome objectives. Adaptive management principles were used to keep the project moving forward.

A recommendation for future collaborative projects is for the funding body to provide guidance and assistance in developing the scope and outline of collaboration. A third party facilitator leading this process would be advantageous in helping to define the partnership requirements and obligations. This process took a significant amount of time to complete and took away from project delivery. An additional allocation of time to build collaboration would also provide benefit to this type of work if done again.

Design and development of the program was an intensive and time consuming process. It required the PCG to find alignment and agree on objectives, needs, and aims of each council to develop outcomes that would be equitable based on different funding and in-kind contributions.

The recommendation for collaborative projects is to provide a longer window to design the collaborative decision making process and project model.

2. Ensure that appropriate upscaling of resources and provision of project team members to meet the goals and targets of your project.

Delivering this collaborative model of Food Know How was not a simple replication and roll-out of the previous program. The anticipated economies of scale did not present themselves as intended. We did not scale up our resources and staff requirements appropriately.

Our recommendation is to ensure adequate time and budget allocations are put in the scope to 'up-scale' a single project into delivery by consortium and to design and develop program tools before engagement begins.

3. Food Know How provides a range of economic, social and environmental benefits to Councils

Food Know How as a program can provide a range of key benefits for local government mostly centred on a reduction in the financial cost of collecting and disposing of household garbage. Each kilogram of food waste taken out of a bin has a direct reduction in the costs associated with collecting and disposing of waste at the landfill.

Food waste avoidance programs, combined with home composting, provide both better environmental and economic benefits when compared to sending this material to landfill. These practices can easily be incorporated into a household's operations system and remove the reliance on the provision of external collection and processing systems.

Food waste avoidance programs, combined with home composting, provide both better environmental and economic benefits when compared to sending this material to landfill. These practices can easily be incorporated into a household's operations system and remove the reliance on the provision of external collection and processing systems.

Standardised food waste collection systems and food waste avoidance programs are either just now coming on-line, have already reached contractual capacity, or currently do not exist in metropolitan Melbourne. Reducing the amount of avoidable food waste that gets sent to landfill is a big imperative and driver for both Local and State Government as this is the best way to maximise the life and quality of landfill space in Melbourne.

4. Food Know How provides local government with an fun and easy way to engage community members on the seriousness of food waste in the garbage bin

Food Know How provides Councils with an easy topic to engage the community with an environmental sustainability – there is a huge environmental and social cost associated with food waste going to landfill. Reducing the amount of food waste generated in the household is an easy action we can all take to make positive environmental change.

While our audits indicate that Food Know How provides the actions necessary to reduce food waste they also show that there is a large amount of food in the bin throughout each Council involved in this project.

Saving money – the average Victorian household wastes \$39 per week in food that is bought and not consumed. This is a large potential saving that can be made through planning, shopping to a list, storing food effectively and using all the food bought. Using this talking point to engage community members provided very successful across all 5 partner councils.

Saving time – many of the tools used in the program also reduce the amount of time associated with shopping and meal preparation. Busy people appreciate ways they can make better use of limited time.

Participant Feedback

General

A number of comments talked about general awareness. This included both learning about the importance of reducing food waste and about being reminded about the importance.

'Don't put food waste in the bin! And if you change your attitude about food, you will produce less food waste and be happier. Eat leftovers/ be creative/ eat the entire fruit or vegetable, not just the part we are conditioned to think tastes better.'

'Just actually being mindful about waste- it's easy to throw things out and not consider the life cycle. I'm now more conscious and make efforts to reduce waste, use what I have and stop buying unnecessary items'

'Being more mindful of the quantity of waste I produce'

'I found the emails and being part of the program made me consciously think about food waste. By being reminded I made more of a conscious choice with food, and although I knew a lot about reducing food waste already, the program helped with me making more of an effort and creating good habits. I didn't get a chance to attend any of the events as I was busy, which was disappointing'

Storage

'How to store food so they last longer has been one amongst many valuable things I learned from the program'

'How to preserve food, prolonging it's "shelf life" through processes such as correct storage and pickling'

'I attended a food storage session and it was fantastic - changed the way I store food, got me onto the foodknowhow website and now I use it daily'

Planning

'Plan ahead, minimize waste.'

Leftovers

'How to make use of excess food, cook them and store in freezer'

Council commitment

'That my local council provides supportive programs for change'

Composting

'Gave me the impetus to start using my compost bin again. Im also more conscious of my food choices, reducing the amount I spend at the supermarket. Im eating healthier meals, producing less waste and saving money.'

'Wastage of food can be prevented.'

Workshops

'This workshop inspired to clean out my fridge and freezer and start using things. I have changed all my vegie storage, I no longer dump everything in the compost - I have made stocks and soups from things I would have put in the compost bin. I am grocery shopping much less. Thank you, I learned so much!'

'Greater understanding of preserving processes and an energy and determination to be more conscious of not wasting food in my household. I have been shopping more frequently and in smaller quantities for a while now to avoid waste; I also aim to cook/eat fruit and veges that are in season and I'm also growing a couple of veges myself - tomatoes and rainbow chard have been stupendous in my garden this season!'

'I am a single person and having been feeling really bad about throwing away food because I have bought too much. I will start to make a shopping list for the meals I have decided for the week'

'Enthused +++ to change food storage and the way I use food that I regularly put in the compost (and felt quite "green" about doing it I might add!!)'

'I learned so much and this has helped me to store fresh food so much better which means; 1) I'm not afraid to buy fresh food (for fear of waste) 2. I have fresh food on hand more often (I eat healthier more regularly) 3. I save money but not having to buy often to replace wilted/dead fresh produce 4. I'm experimenting more with food and left overs.'

'The vegetable recipe was great and tasted yummy. I thought I knew a lot but I learnt more, great tips about what to do with herbs and also a simple method of pickling veggies in small jars.'

'I actually can't fault it, it was interactive as well as enjoyable to watch the cooking process. It gave me a sense of loving food again but experimenting with other types of ingredients. Who know flour and eggs can make such scrumptious meals. Thank you for hosting Maribyrnong City Council, it was a lot of fun.'

'Workshop is well run and organised. It is very pleasant to have something upon arrival especially if coming after work. Everyone puts a lot of energy into the workshop and it is most appreciated.'

Project resources

Attachments:



- Attachment #1: 2016 FKH Waste Audit Report
- Attachment #2: 2016 FKH Second Round of workshop descriptions
- Attachment #3: Food Know How 2016 Second Round Events and Workshops table
- Attachment #4: Participant emails
- Attachment #5: FKH workshop advertisement Maribyrnong Leader pg 5
- Attachment #6: Yarra second round of workshops Eventbrite:
<http://www.eventbrite.com.au/o/food-know-how-4497087789>
- Attachment #7: Yarra second round of workshops poster
- Attachment # 8 FKH Blank Workshop Poster
- Attachment #9 FKH Yarra Recruitment Postcard
- Attachment #10 FKH Yarra Food Know How Recruitment Plan Feb 2016
- Attachment #11 2016 food waste avoidance workshops talking notes
- Attachment #13 Recruitment Table

Council	Confirmed	No Address	Total
Darebin	284	45	329
Maribyrnong	113	30	143
Moreland	185	39	224
Whittlesea	100	13	113
Yarra	438	67	505
Total	1120	194	1314

- Attachment #14 Food Know How Evaluation Report
- Attachment #15 Food Know How 'How-to-Guide'
- Attachment #16 Food Know How Waste Avoidance Workshop Video:
<https://www.youtube.com/watch?v=lfy20hsC6sQ>
- Attachment #17 Food Know How Program Recruitment Video:
<https://www.youtube.com/watch?v=Ke64oM2kICw>

Final report sign off

The sign off of the final report is required from the project manager and department director/manager prior to submission.

Name	Position	Signature	Date
Matthew Nelson	Waste Minimisation Officer		9/6/16
Michael Oke	Acting Manager – Sustainability and Strategic Transport		9/6/16