



2017 RecycleMania Case Study Competition

Food Waste Reduction - Submission Template

1. Contact info

Thomas Goldsmith, Director of Energy and Environmental Conservation
St. John's University
Campus Facilities & Services
8000 Utopia Parkway
Jamaica, NY 11439

e-mail goldsmi@stjohns.edu
office phone 718 990-8008
cell phone 917 731 2564

2. What was the focus of food waste reduction initiative? Check all that apply to this initiative:

- a. Reduce over-production leading to waste from back-of-house dining facilities
- b. Discourage dining facility customers taking more servings than will eat
- c. Donate un-served food to crises or other shelters.
- d. Engage / educate people about food waste / steps to reduce it
- e. Other – Offer incentive during the campaign Weekly Raffle for “Clean Plate” and Pledge to Reduce Food Waste as per EPA Food recovery Challenge program.

3. General description of food waste reduction initiative:

Employing five part-time student workers and one administrator, since February of 2012, each week during the academic year, SJU collect and compost 3,000 pounds of pre-consumer food waste. 4,000 pounds of post-consumer food waste was added to the weekly collection beginning November 2016. On average, SJU collects 7,000 pounds of food waste weekly for composting. SJU incorporated a food waste pulper at the front end of its aerated static pile composting process.

Precisely weighing and processing the post-consumer food waste, SJU decided to run an awareness campaign during RecycleMania 2017 with the hopes of reducing post-consumer food waste. In February 2017 SJU registered as a Chapter in the Food Recovery Network, this became a very important focus in the initiative. Because by recovering good cooked food from four campus dining kitchens to reduce waste and fight local hunger, we now had a campaign message to rally around. SJU created its new “Full Service



Organics” brand and invested in artwork, posters, signs, pledge boards, survey cards, decals, life-size mascot signs and raffle prizes.

First two weeks, Feb. 12 -25th student workers ran an awareness campaign daily, no raffle tickets given. The campaign narrative message was “if you (student) only take what you can eat, leaving excess food in the kitchen, SJU will recover this excess food and bring it to our Food Recovery Network recipient (food pantry).

Following spring break SJU’s Academic Service Learning student volunteers worked the campaign daily during lunch and dinner hours. Student body participation required awareness of the campaign and knowledge of its important message. To receive a raffle ticket for a chance to win one of four very cool, 8-speed foldable bicycle, in the dining hall, students would show their clean plate to a campaign student worker and sign the pledge board. In the four weeks of the raffle campaign, over 1,000 students participated, and there were four happy prize winners.

During the campaign, February through March, over 1,000 pounds of good cooked food was recovered, donated and served locally to help eradicate hunger. In addition, post consumer food waste dropped and average 150 pounds per week for 8 weeks.

SJU hired a film production company and created a 15-minute documentary entitled “Full Service Organics”. You can view the documentary “Full Service Organics” on St. John’s University YouTube channel.

<https://www.youtube.com/watch?v=44Y9wbr2ixA&feature=youtu.be>

4. Ways you engaged students / staff (If it involved awareness. Skip if doesn’t apply)

- a. Activity / Event – planning followed by 6 weeks of intense campaigning on post-consumer food waste reduction. Weekly raffle.
- b. Display – Full Service Organics brand created
- c. Social media / mobile app – three articles in The Torch, SJU’s student news paper,
- d. Poster, banner, other print display – Artwork, posters, pledge boards, signs, decals, two full-size free standing University mascot signs.
- e. Communication outreach (print, radio, email, etc)

<http://www.torchonline.com/news/2017/04/26/sjus-food-recovery-network-donates-to-local-pantry/>

<http://www.torchonline.com/news/2017/03/16/recyclemania-gears-up-for-more-student-interactions/>

<http://www.torchonline.com/news/2017/01/25/school-launches-new-sustainability-efforts/>

<https://www.biocycle.net/2016/12/12/composting-roundup-69/>

- f. Video – Full Service Organics documentary to be ready after May 18, 2017, trailer video link below

<https://www.dropbox.com/s/17zu3hyf869654s/Full%20Service%20Organics%20Short%20MPEG.mp4?dl=0>

<https://www.youtube.com/watch?v=44Y9wbr2ixA&feature=youtu.be>

- g. Other - Food Recovery Network Chapter

<https://www.foodrecoverynetwork.org/new-york>



5. Planning steps & approximate timeline to implement initiative

List out in bullet format each of the steps involved in planning. Example: Requesting special funding, recruiting volunteers, administrative permissions required, creation of displays, etc.

Collect baseline data of post-consumer food waste November through January;

1. Brain storm with student workers as sustainability coordinators to develop campaign, brand “Full Service Organics”, artwork, posters, signs, pledge boards, mascot signage, etc. January 18-22
2. Request a budget for: Promotional materials (\$3,000); Raffle prize bicycles (\$2,600); Documentary video (\$10,000) and; Miscellaneous (\$400). Total \$16,000, January 23rd approval
3. Hire company to finalize artwork and print all promotional materials, February 1-3;
4. Hire film production company to make the documentary, February 10;
5. Order the four bicycles February 13 (prizes for “clean plate” weekly raffle)
6. Create the campaign project with SJU’s Academic Service Learning office, March 13-15;
7. 2-week awareness campaign before weekly raffle February 13 -24
8. Spring break February 27 – March 5, set up the weekly raffle campaign
9. Campaign with weekly raffle March 6 through April 1.
10. Full Service Organics documentary film making March 30 through April 4.
11. Documentary trailer video uploaded to SJU YouTube channel May 1
12. Complete “Full Service Organics” documentary to be uploaded to SJU’s YouTube channel after May 18, 2017.

6. Resources and stakeholders involved

Explain what budget or in-kind resources where needed, what if any campus dept’s or groups supported the effort, what staff or volunteers were involved.

- Campus Facilities & Services appropriated \$16,000 budget;
- Office of Sustainability including student workers as sustainability coordinators organized and worked the campaign;
- Office of Academic Service Learning and associated faculty organized the student volunteers to get ASL credit for community service work;
- ASL student volunteers worked the last weeks of the campaign;
- Office of Marketing & Communications helped create the brand “Full Service Organics” and uploaded the trailer video on the SJU YouTube channel;
- The Torch, student independent newspaper interviewed students, and published articles of the entire campaign and post campaign.

7. Describe the Results General results of the initiative (*ex: attracted attention of campus president, campus paper did a news story on the event, etc.*)

During the campaign, February through March, over 1,000 pounds of good cooked food was recovered, donated and served locally to help eradicate hunger. In addition, post consumer food waste dropped and



average 150 pounds per week for 8 weeks. Documentary film was created entitled "Full Service Organics" Most important, we now have a model to follow that will be able to engage students each and every semester and do our part to help eradicate hunger, , compost to help the environment and change a culture of waste.

8. How have showcased or communicated the success of the initiative to a broader audience (*Separate from education message itself, to get credit or build support for the initiative*)

See above, links to news articles and YouTube channel.

SJU will update its web pages and showcase at the local city and state agencies / organizations, i.e.

<https://www.nysar3.org/page/organics-council-20.html>

St. John's is an active organics counsel member of NYSAR3 and a member of its Food Recovery Committee.

9. What would you do differently in the future?

Engage SJU's Academic Service Learning early in the planning process.

10. What advice would give to another college that wanted to do a similar project?

Create a Chapter in Food Recovery Network

Begin food waste recovery and food waste composting

*Please email completed template form and supplemental documents (photos, newspaper articles, website links, etc. to helpline@RecycleManiacs.org with "RecycleMania Case Study submission-Food Waste Reduction" in the subject line. **Case study submissions are due no later than Friday, May 12, 2017.***