

Free Food Alert at Johns Hopkins University: Feeding people not the bin

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Who are we?

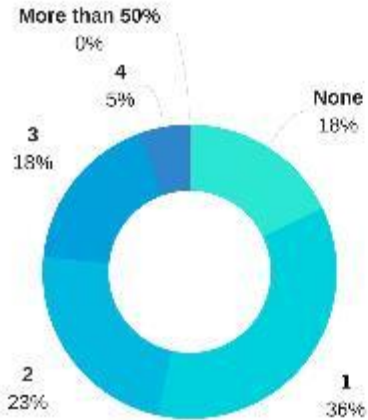
- Homewood Campus, in the heart of Baltimore City
- 140 acres
- 56 buildings
- 5,500 undergraduate students
- 8,000 graduate students
- 2,500 faculty and staff
- Branch of Custodial Services
- Multiple collection programs: dual stream recycling & compost in all buildings and grounds, polystyrene, film plastic, Terracycle, electronics & furniture reuse
- FY18 46% recycling rate



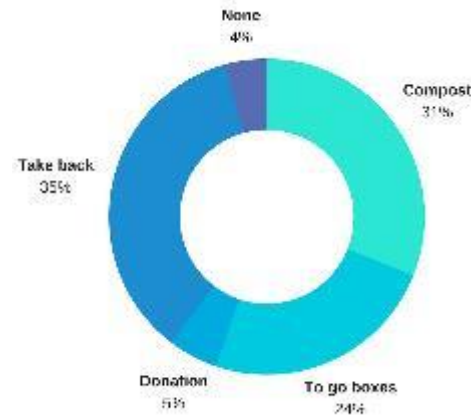
Wasted food at events

- We figured it was a problem but...
 - What do event planners think?
 - What is currently being done with food?
 - What are the possible solutions?
 - Would stakeholders buy into those solutions?

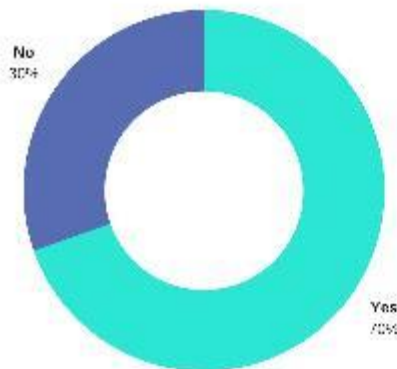
Event planner feedback



Rate the severity of food wasted at a typical event



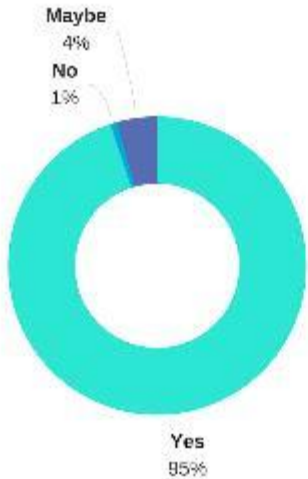
Do you implement any techniques to minimize the excess catered food?



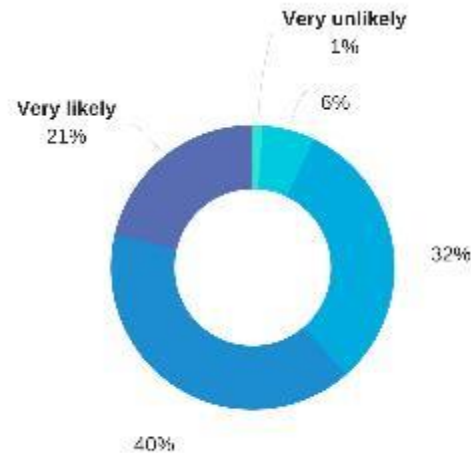
Is there a need for a program to help minimize food waste at catered events?

Student Feedback

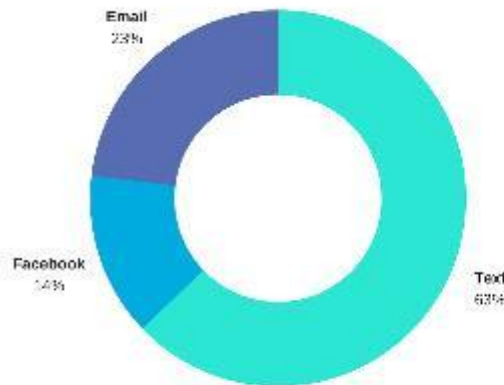
Are you interested in receiving free food leftover after catered events?



How likely are you to stop what you're doing and pick up free food?



Which mode of communication should a free food notification service use?



Pilot Phase - SOHOP 2017

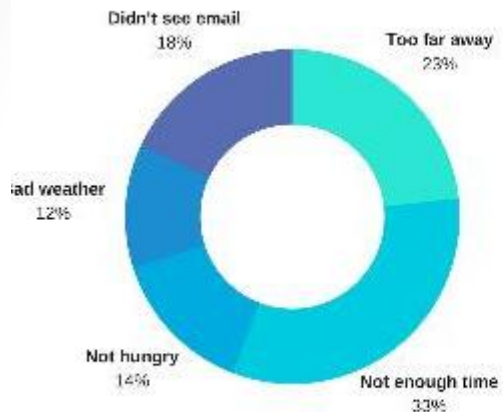
- 7 catered events over 2 days
- Sent email only to 624 subscribers
- Approximately 30-60 attendees at most events
- The majority of the giveaways resulted in remediation of more than 50% of the food waste



Success!



Student feedback



Why didn't you participate in the SOHOP free food giveaway? (select all that apply)



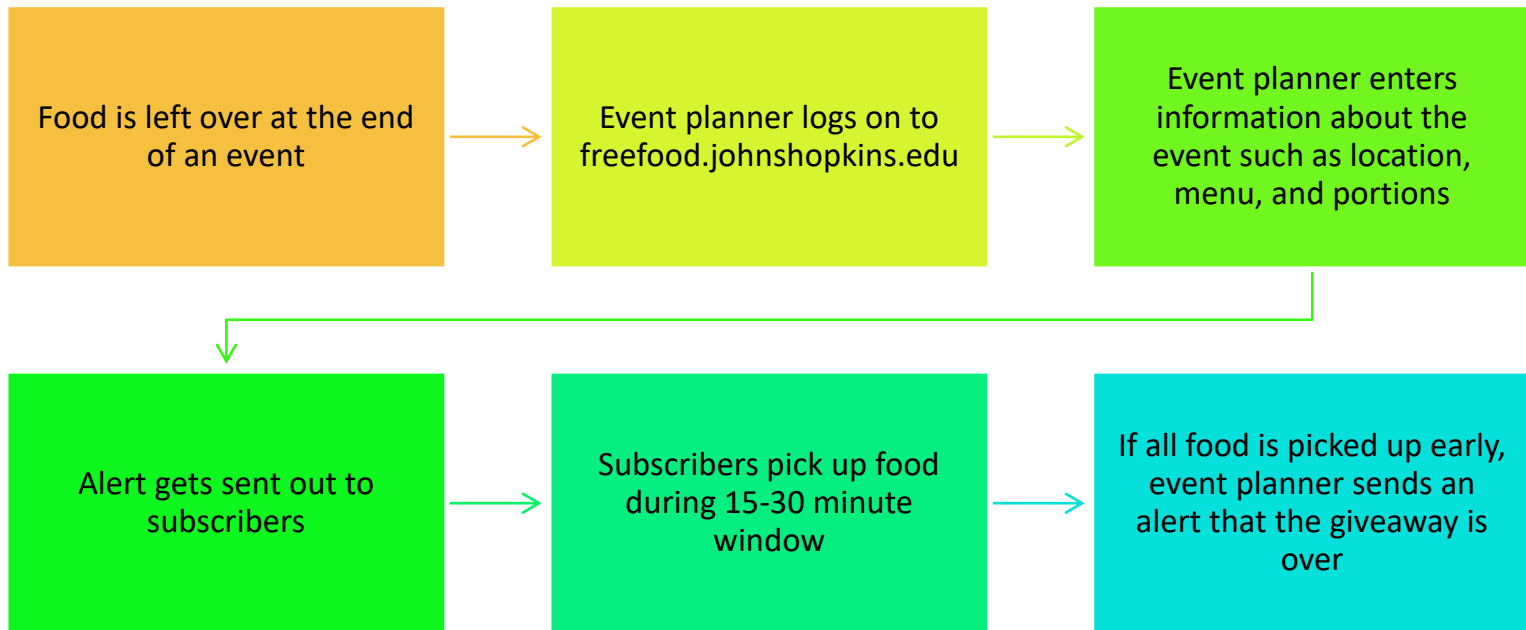
Should we create a food notification tool?

Free Food Alert

The goal of Free Food Alert is twofold: to reduce wasted food at events on campus and to feed hungry members of the JHU community.



How it works



Food Safety Guidelines update

Follow ServSafe food handling safety protocols

- Hot food needs to be consumed within 4 hours of service.
- Cold food needs to be consumed within 6 hours of service.
 - Do not send out an FFA if your food give away time frame cannot fall within these guidelines.
 - Dispose of your food in the nearest compost bin if the above criteria are not met.
- If an alert is sent out, make sure that the set food giveaway time frame complies with the Food Safety Guidelines above.

Our first year

- Outreach and recruitment
- Added benefits
 - Individuals experiencing food insecurity
 - Labor reduction for event planner, caterer, custodial staff



Metrics to date

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**775 portions/
930lbs of food
saved**



**35
creators**

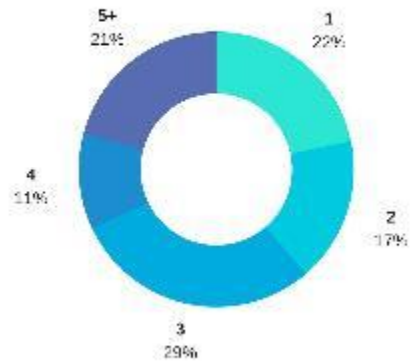


**2,110
subscribers**

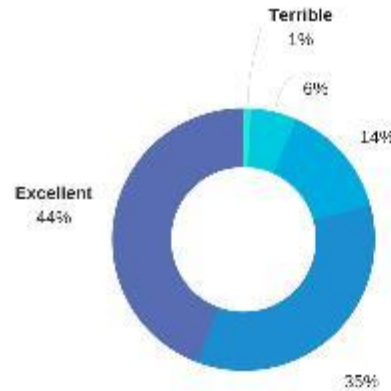


**141 events
posted**

Participant Feedback

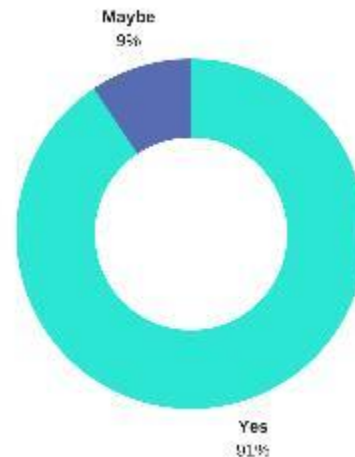


How many FFA giveaways did you attend this semester?



How would you rate your experience with the FFA?

“Thank you very much for this service. In a very selfish perspective, it helps me get free food but on a broader scale, I feel overjoyed that my university takes such an initiative to avoid wastage of food.”



Would you recommend this program to a friend?

Event Planner Feedback

**It
prevents
waste**

**That it's
available!**

**Not
feeling
guilty**

Remaining challenges and opportunities

- Increase event creators – training bottleneck
- How do we track the impact?
- Improve the texting feature
- Expand to the rest of the University
- Continue to work with caterers to reduce the waste in the first place

Thank you!

Questions?

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