SET FOOD FREE WITH A FREE LUNCH

Join us to see how RDC’s Cook Apprentice students transform rescued food into a delicious feast for 500.

www.reddeerc.ca/foodwaste

SEPTEMBER 22, 2016
11:30 AM TO 1:30 PM
RED DEER CITY HALL PARK
4914 48 AVENUE
Our inspiration

• Recycling Council of Alberta presentation: Global Feedback’s Feeding the 5000
• Higher Rs: Reduce and Reuse before Green Cart
How it worked

• Scaled to fit: population ~100,000
• Who will prepare food? Red Deer College
• Partners: City departments like Social Planning, Parks, Communications, Public Works; RCA; food donors
• Getting the food: letter followed by phone calls
• Local health requirements: hand washing station
• Right venue: visible, open, inclusive, accessible
• Right season: autumn harvest
• Made it an event: tents, music, activities
What we achieved

• 800 kg of fruit, vegetables, poultry rescued
• 250 loaves of bread
• 15.6 L of juice
Meals served

• 1750 portions (~500 people) served
• Medley Madness Smoothie
• Borscht
• Curry Chicken and Potato Hash
• Bread Pudding with Plum Sauce
WASTE DIVERTED

- Served with compostable dishware/flatware
- Manned sorting stations throughout the park
- 91% diversion: 86% composted, 5% recycled
Lessons Learned

• Make the connection: why are we here? How can people take action?
• Get buy-in from senior leadership: some discomfort
• What do your chefs need to make it happen? Catering truck?
• Partners: event organization, location, communications, Feedback Global
• Getting the food: lots of time spent picking up donations
• Fleet of volunteers: Green Team, community
• Use volunteers to man waste stations, direct people, talk about issues
• Media interest started six months prior
• Stagger food stations to avoid line ups
• Display/pictures about what food looked like beforehand?
Contact

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