



# Feed 500 Red Deer

September 22, 2016



# 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.reddeer.ca/foodwaste](http://www.reddeer.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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