

## **Food Rescue Resources**

### Los Angeles Food Policy Council

[www.goodfoodla.org](http://www.goodfoodla.org)

1. Their food donation/rescue publication can be downloaded from their site:  
On main web page, select "resources" and select "publications and research" on next page. The guide is: "Food Recovery Guide 2017"
2. They host a monthly "Food Waste Prevention & Rescue Working Group"
3. They also partner with LA County Public Health on LACRI (LA County Food Redistribution Initiative) meetings, a working group of those tackling hunger, food rescue and related issues.
4. Is organizing an event (date TBD) with LA Greek Theater that will screen the documentary "Wasted! The Story of Food Waste," which features celebrity chef Anthony Bourdain.

The event will also highlight the Theater's food waste reduction efforts (focusing on both food waste (portion sizes) and food packaging (minimized/eliminated)).

### Rockefeller Foundation

<https://www.rockefellerfoundation.org>

1. Developed guidelines in response to this question: "What can architects do to support organics collection in the buildings they design?"
  - 1a. guidelines: <https://assets.rockefellerfoundation.org/app/uploads/20171113123723/Zero-Waste-Design-Guidelines-2017.pdf>
2. Funded the documentary "Wasted! The Story of Food Waste." It's a good overview of food waste and how it's being tackled in different countries and by restaurants. Wasted! is available through several outlets and NetFlix.

### The Ad Council

[www.adcouncil.org/](http://www.adcouncil.org/)

Since 1942, the Ad Council has offered trusted advice and inspiring calls-to-action. In fact, we created the category of public service advertising, and our icons and slogans are woven into the very fabric of American culture. The Ad Council is where Smokey Bear lives. The Ad Council saw that "A mind is a terrible thing to waste," and reminded Americans that, "Friends don't let friends drive drunk." A private, non-profit organization, the Ad Council focuses on approximately 50 national campaigns at a time, each sponsored by non-profit organizations or federal government agencies. We work with volunteer talent from leading advertising, media, social and digital communications agencies across the country. Leveraging donated ad space and airtime, we develop integrated public service communications programs to make sure our messages reach the widest audience and have the

greatest impact. In 2015, we secured over \$1.6 billion in donated media on behalf of all of our campaigns. This means on average, each campaign received \$30 million in donated advertising time and space for the year.

1. On the main web page select “our campaigns” then “reducing food waste.”The City of Burbank worked with the Ad Council to install a series of food waste billboards along a major thoroughfare. The creative content is free; agencies that want to use the content pay for their own printing, etc., although the Council attempts to secure donated space. Also see “working with us.”

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recycLA

Contract clause pertaining to food rescue:

#### 5.8 Cooperation with Food Rescue

*The CITY believes that the highest and best use for edible food is to feed people. The CONTRACTOR shall not impede the implementation or expansion of edible food placement networks in the City of Los Angeles. The CONTRACTOR shall partner with an appropriate local non-profit for the redistribution of edible food “Before the Bin.” Collection services for foods that are safe for human consumption shall be offered to all CUSTOMERS in coordination with a CITY directed food rescue program. Tonnage estimates from this material stream shall be reported in the CONTRACTOR’S monthly diversion report.*