

# Rescuing Commercially-Prepared Food to Reduce Food Waste and Feed the Community

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Food Rescue  
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# Today's Agenda



Hunger in the Heartland



About Second Harvest Heartland



Retail Food Rescue



Prepared Food Rescue  
Opportunities



MealConnect

# Hunger in the Heartland



**In Minnesota and western Wisconsin, one in 11 people experience the stress of hunger on any given day.**

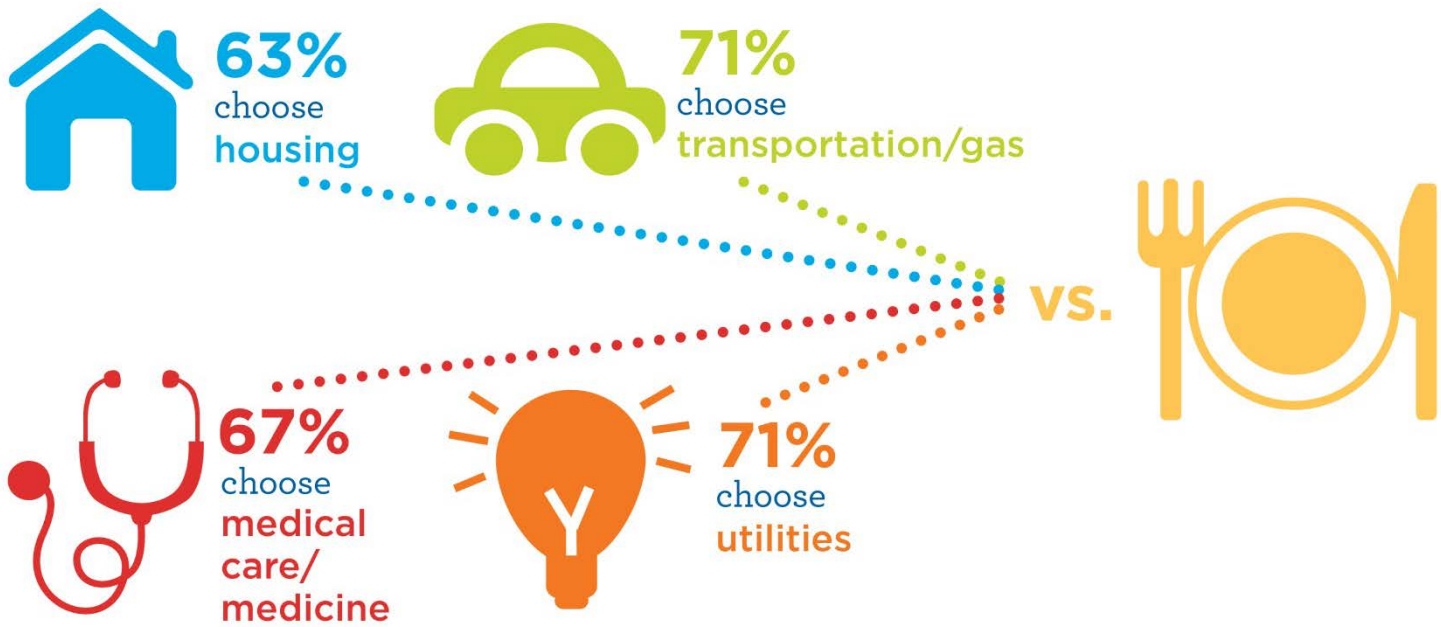
**Hunger creates long-term costs for our communities, resulting in health and physical development issues, poorer education outcomes and a less productive workforce.**



**We believe no one should ever go hungry, as our region produces more than enough food for everyone.**

# Hunger in the Heartland

Many of our hungry neighbors make tough decisions between food and other necessities.



# Hunger in the Heartland



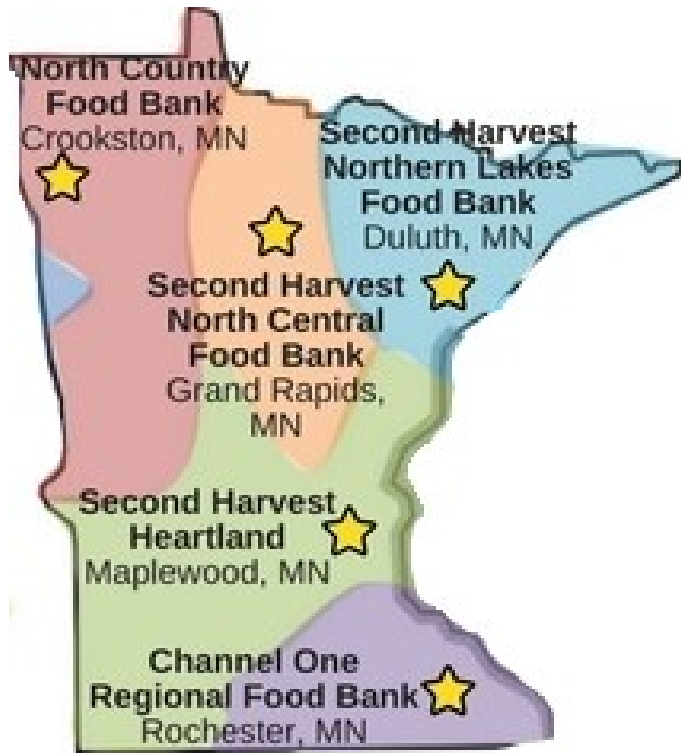
**33% are kids**  
under the age of 18



**10% are seniors**  
age 60 and up



**64% are households**  
where a member worked for pay in  
the last year



# Who is Second Harvest Heartland?

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- Second Harvest Heartland is among the nation's largest, most effective and innovative hunger-relief organizations in the United States.
- Our mission is to end hunger through community partnerships.
- We achieve our mission by finding creative solutions to connect the full resources of our community with our hungry neighbors.
- We provide, on average, 74% of the food that is distributed through nearly 1,000 partners and programs in 41 counties in Minnesota and 18 counties in western Wisconsin.

Together with agency partners, we serve about 532,000 people each year including children, seniors and working families.



# The power of partnerships

Second Harvest Heartland partners with nearly 1,000 food shelves, soup kitchens, shelters and other programs. These agency partners distribute food directly to their communities and into the hands of individuals experiencing food insecurity throughout a shared hunger relief network.



# 2018 Results

**89 million** meals distributed

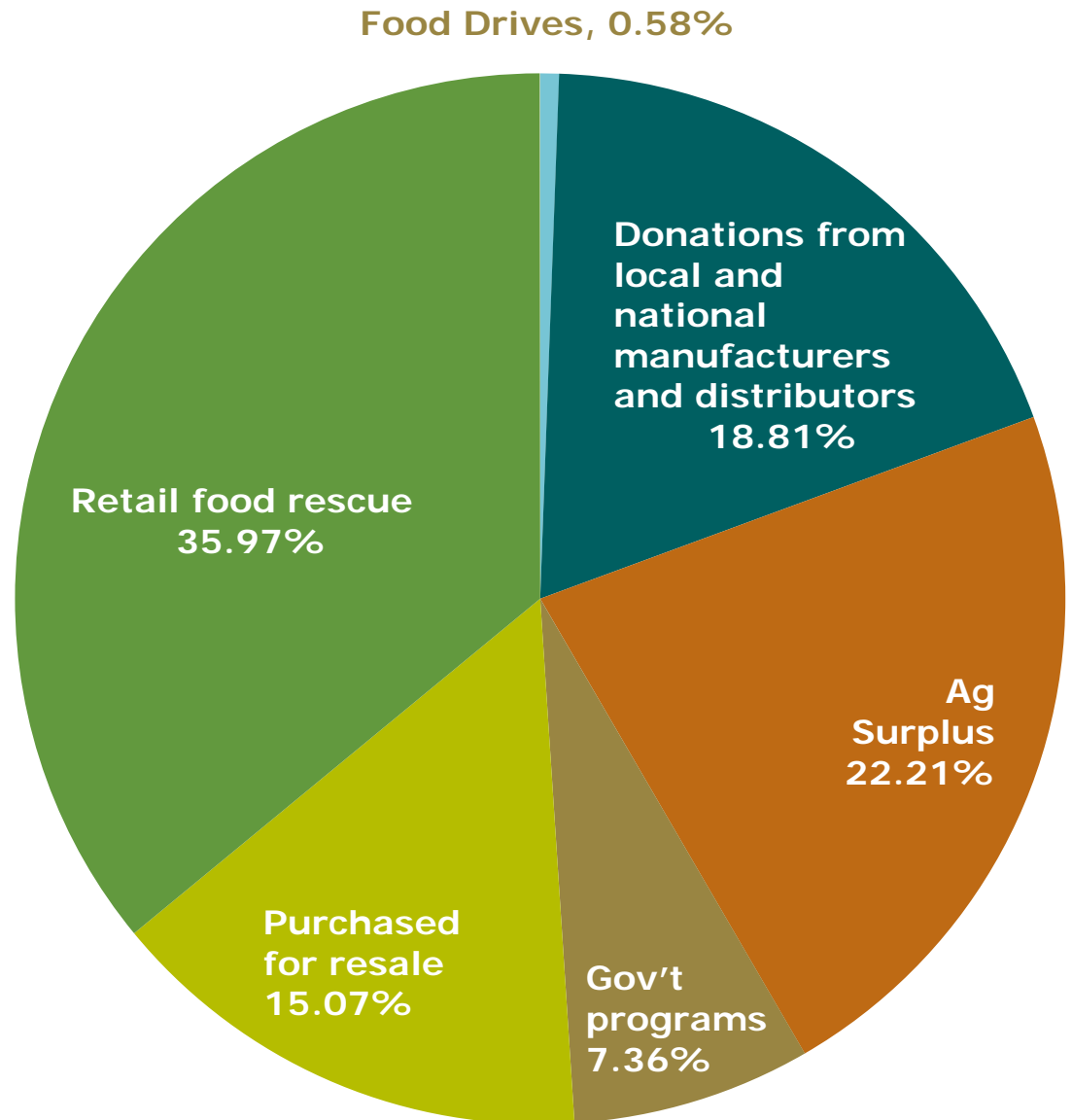
**61.5%** of the food we distributed was fresh

**27,561** volunteers donated more than 120,000 hours, the equivalent of 58 full-time employees

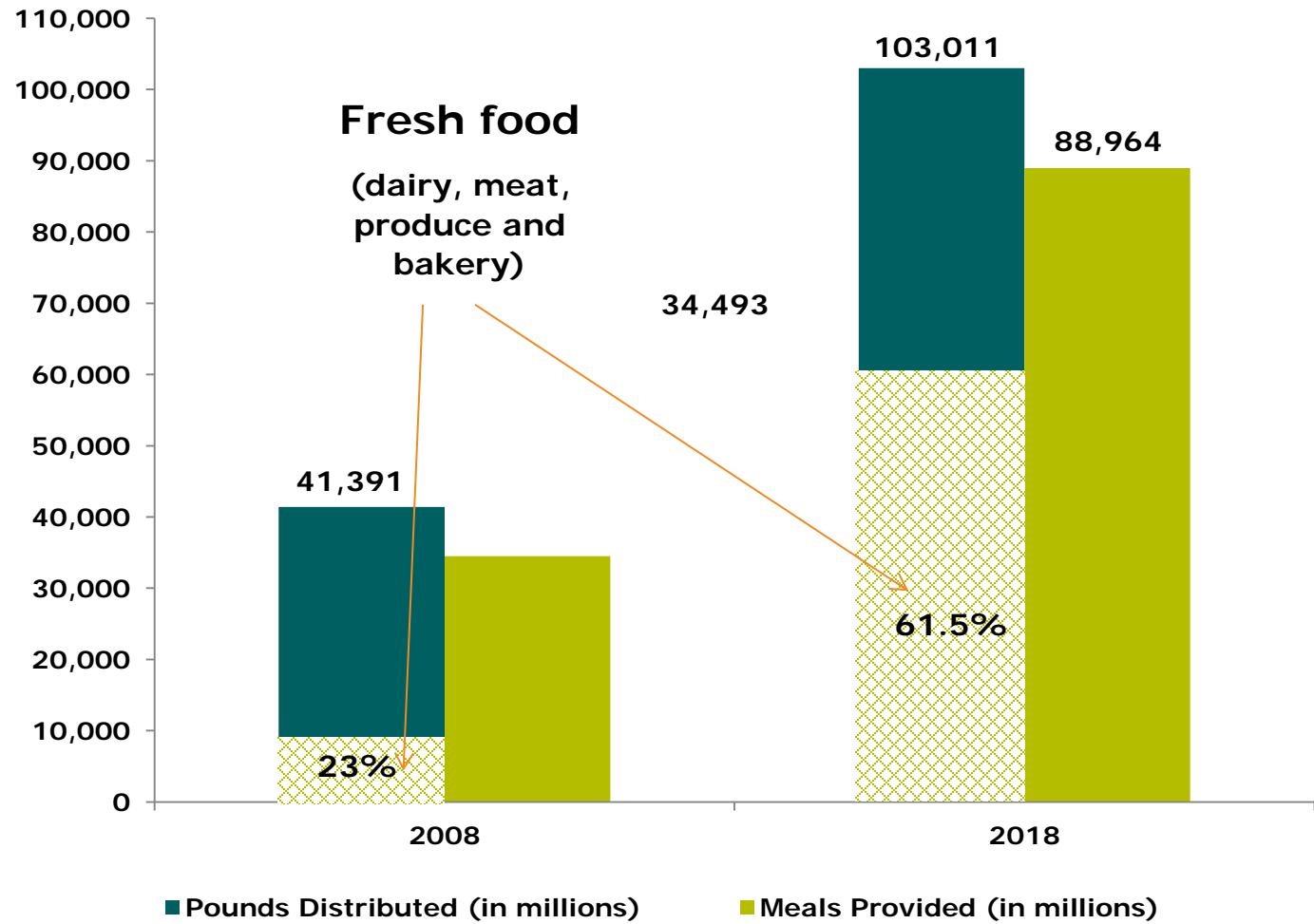


# Where does the food come from?

Second Harvest Heartland Food Sources (2018)



# Increasing access to fresh and nutritious food



\* Includes meals provided through SNAP and Summer Food Service Program

# Retail Food Rescue



**Millions of pounds**  
of food go unused  
each year in Minnesota



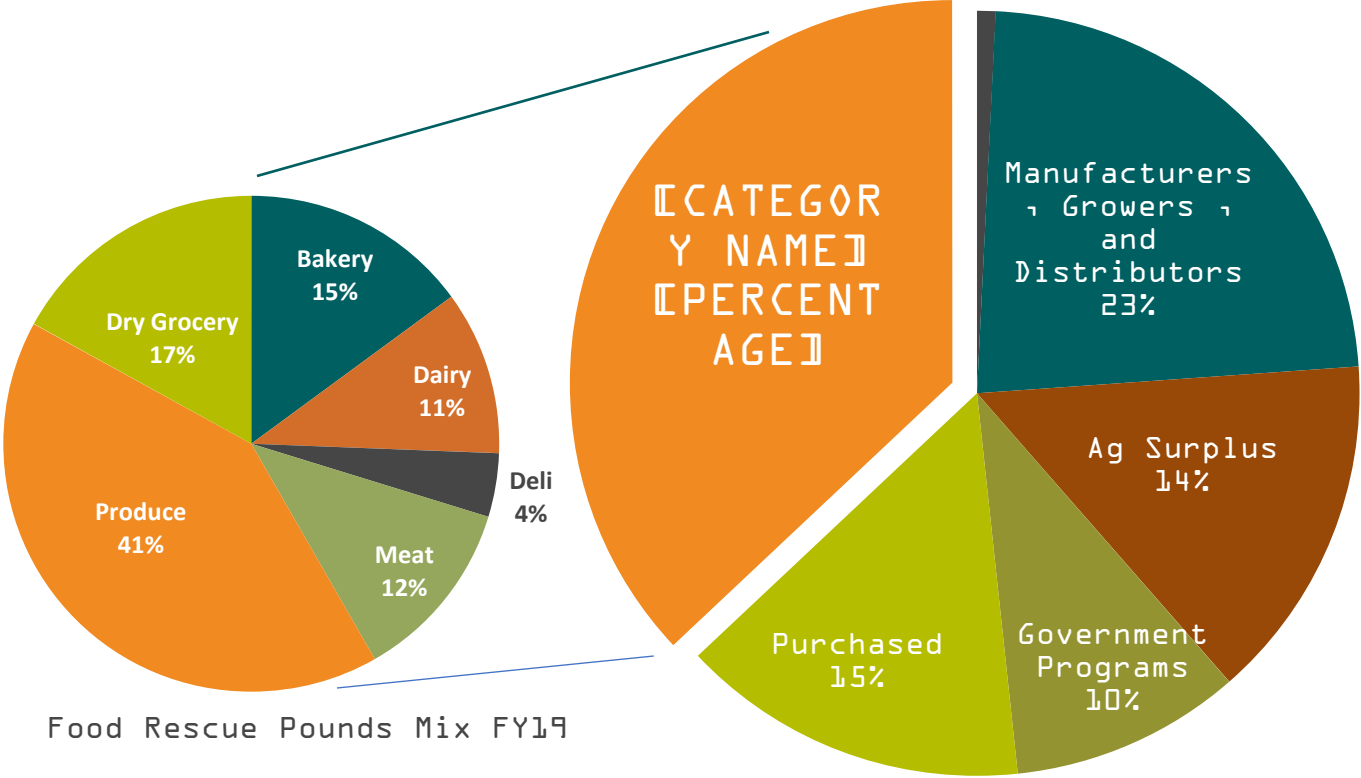
**Second Harvest Heartland's**  
RETAIL FOOD RESCUE PROGRAM  
**offers an innovative solution:**

Partner with retail grocers in our communities to divert food being removed from their store shelves to feed hungry people.



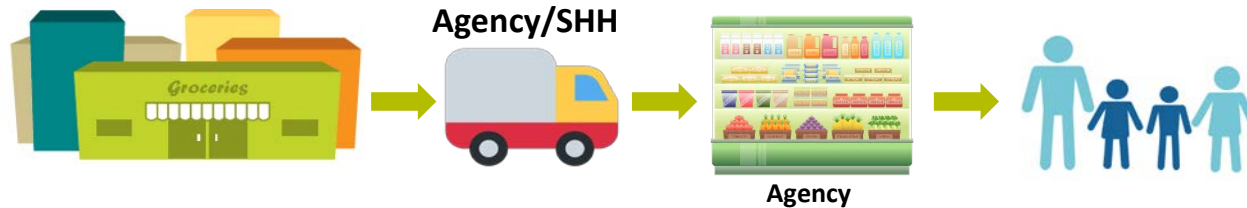
# High Variety, Fresh and Nutritious

Food Rescue provided 37% of SHH's total volume in 2019, 40.4M pounds



Food Rescue Pounds Mix FY19

# Faster. Fresher. LOCAL!



**60%** of Food Rescue pounds are collected at

**85%** of our donor stores by

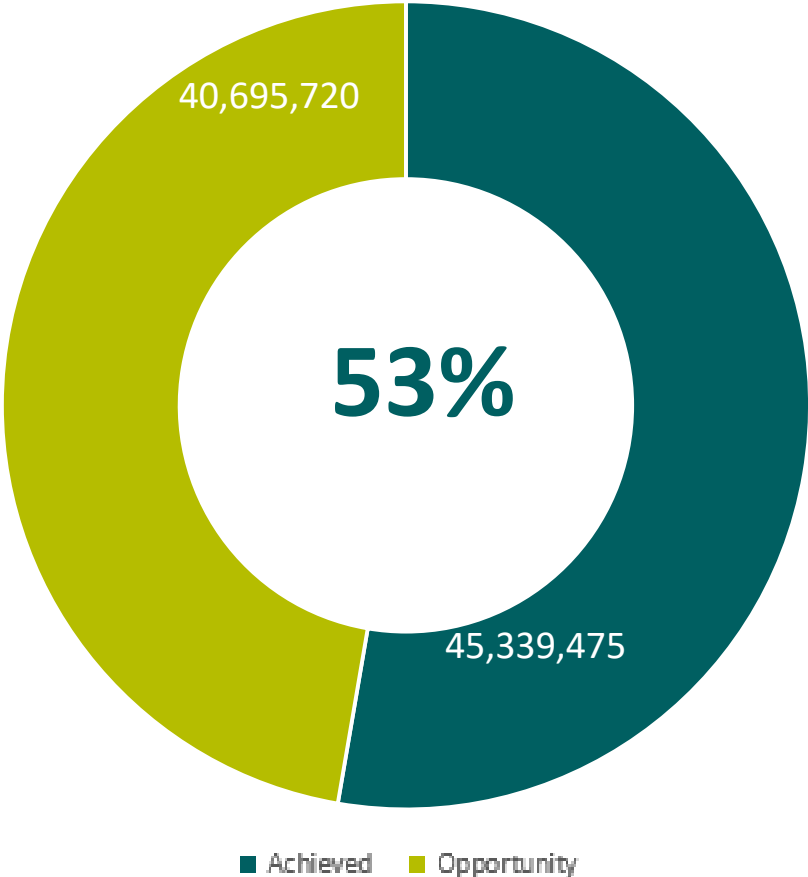
**164** Agency Partners

**40%** of Food Rescue pounds are collected at

**15%** of our donor stores by

**13** Food Recue Fleet Drivers

# Doubling MN Food Rescue by 2030

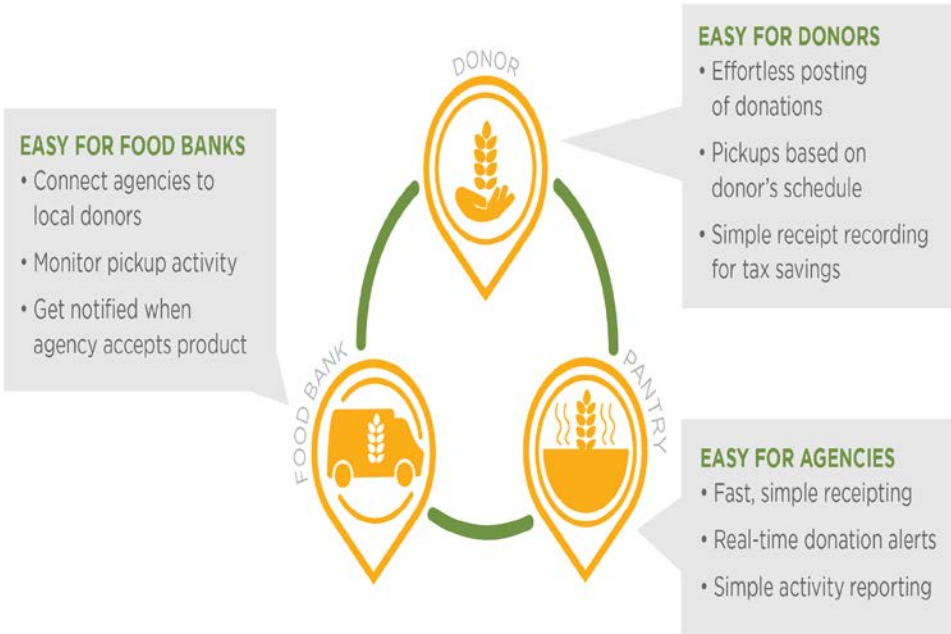


A pair of hands is shown from a top-down perspective, gently cradling a round, golden-brown loaf of bread. The bread has a textured, slightly cracked surface. The hands are positioned on either side of the loaf, with fingers slightly curled. The background is a soft, out-of-focus light gray, making the bread and hands the central focus.

# **Prepared Food Recovery**



# MealConnect – Say YES! to Food



MealConnect is an innovative online donation platform

- Developed and supported by Feeding America
- Funded by General Mills, Google and Walmart

Adopted at Second Harvest in January 2018 – Super Bowl!

Building program out slowly and thoughtfully

SHH is seen as a leader in the Feeding America network

**MealConnect™** FEEDING AMERICA  
Food Recovery. Simplified.

# Food Service Donations

*Caterers, restaurants, event centers, colleges, stadiums, K-12 school kitchens*

Types of donations:

- Scheduled donations of excess product from regular operations
- Ad hoc donations of excess raw ingredients or prepared food from special events
- Donations of close-dated ingredients during inventory assessments

Donations can consist of:

- Frozen or chilled prepared foods that are ready to reheat
- Raw ingredients
- Close-dated perishable and non-perishable products

Organizations receiving these donations:

- Partners of Second Harvest Heartland
- Meal programs – both residential and community meals
- All have Certified Food Protection Managers on staff

## HELP FEED HUNGRY MINNESOTANS

Restaurants, caterers and other food service providers are invited to partner with Second Harvest Heartland to rescue surplus meals.



**1 in 11 people** in our region face hunger while millions of pounds of food go to waste each year.

The **MealConnect app** makes it easier than ever to get food to our neighbors who need it.

Second Harvest Heartland's Food Rescue donors are heroes in the fight to end hunger.

**Go to [2harvest.org/mealconnect](https://2harvest.org/mealconnect) to register today.**



# Food Safety is our top priority!

- Excess prepared foods that have NOT been set before the public
- All food must be chilled or frozen
- Food is temped at collection and delivery and declined/disposed of if out of temp
- Safe food transport guidance is strictly enforced
- Donors, agencies and volunteers are all vetted and trained in safe food handling practices



Date: \_\_\_\_\_

Donor: \_\_\_\_\_

Food description: \_\_\_\_\_

**Allergen Statement**

This container holds rescued food! This food may contain, have come into contact with, or have been produced in a facility which also produces milk, eggs, peanuts, tree nuts (walnuts, almonds, pecans, hazelnuts/filberts, pistachios, cashews, coconuts, pine nuts, macadamia nuts, and/or Brazil nuts), fish, shellfish (crab, crawfish, lobster, shrimp, mussels, and/or oysters), wheat, soybeans, and/or sesame seeds.

# Good Samaritan Act protection

Good Samaritan laws that protect donors, nonprofit food banks and meal programs from liability for the foods and other essentials they donate and provide are now uniform throughout the country. For many years, Minnesota has given donors and nonprofit food providers great protection from liability, and The Bill Emerson Good Samaritan Food Donation Act of 1996 makes it even easier to donate. You and your company can donate without fear of liability in the unlikely event something happens to the donated product once it leaves your control.

# Prepared Food Donors





# Middle Mile Delivery Program

- Program developed as part of a cohort of Feeding America food banks, to make food service donations accessible to smaller meal program that want these donations but lack the resources to collect them
- Volunteers collect and deliver these donations
  - Using the MealConnect app, volunteers are notified when a donation is available in their area
  - Volunteers are equipped and branded with coolers, thermometers and temp logs and trained in safe food transport



## Middle Mile Delivery Program February – September 2019

Number of agency partners	12
Number of trained volunteers	24
Number of collections	295
Total pounds collected	14,750

## Other successes:

- Media attention
- Community engagement
- Positioning of Second Harvest as expert in fighting hunger AND food waste reduction
- Technological and philosophical innovations

# Building a successful prepared food rescue program

## Community engagement

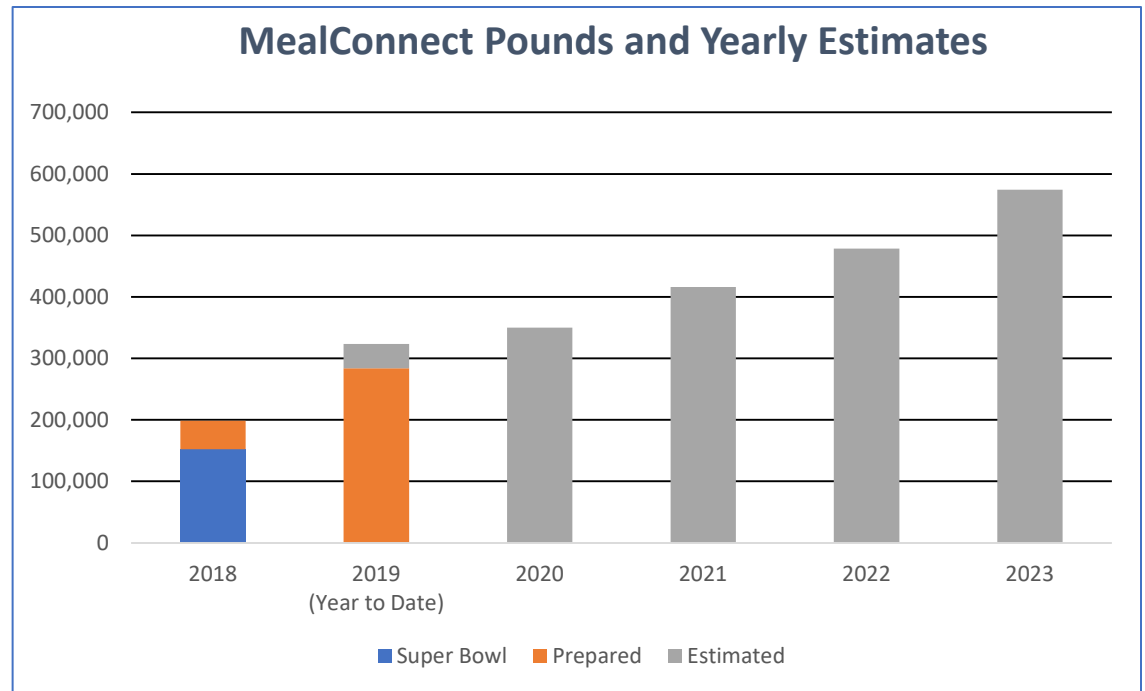
- Volunteers
- Community advocates

## Strengthening the network

- Food safety training
- Capacity building

## Donor outreach

- Education
- Donation stewardship
- Relationship building





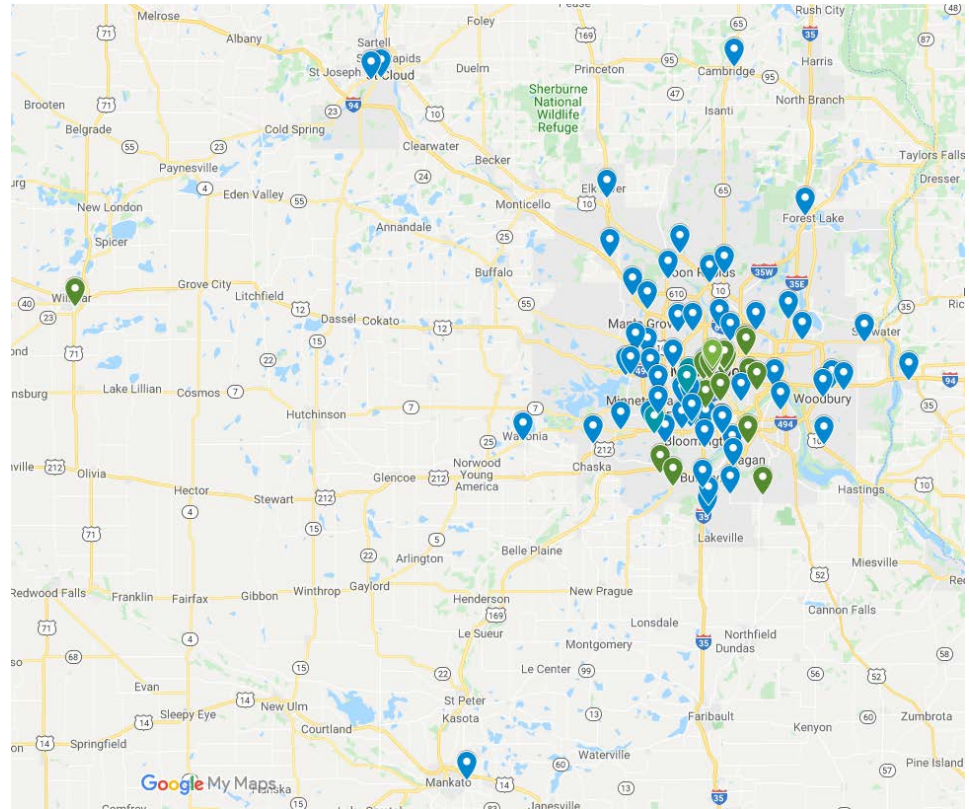
# Benefits of rescuing prepared food

- People experiencing food insecurity have access to high quality, nutritious food
- Agencies are able to reduce their food budget
- Donors develop connections to organizations in their community
- The food bank is able to offer another food stream specific to meal program partners
- Communities see a reduction in wasted food and the associated environmental and financial impacts



# Starbucks FoodShare Program

- Similar to the retail food rescue model
- Agencies collect from their local Starbucks on a scheduled basis and report their collections in MealConnect
- 86 Starbucks in the Second Harvest service area – tremendous opportunity for expanding prepared food recovery outside of the metro area




**STARBUCKS®**  
**FOODSHARE**  
*Hunger relief in action.*



# Increased engagement with K-12 kitchens

- General Mills continues to be a strong supporter of our work
  - [Link to General Mills Video](#)
- Food recovery compliments other K-12 sustainability and environmental efforts
- Opportunities to partner with local regulatory departments to encourage food donations to reduce wasted food
- Expansion into rural areas is critical because school cafeterias are sometimes the only food service operator in the area



A pair of hands is shown from a top-down perspective, gently holding a round, golden-brown loaf of bread. The bread has a textured, slightly cracked surface. The hands are positioned on either side of the loaf, with fingers slightly curled. The background is a soft, out-of-focus light blue and white, suggesting a clean, bright environment. The overall mood is warm and inviting.

# **Spreading the Word about MealConnect**



# Blog posts on 2harvest.org

The screenshot shows a blog post on the 2harvest.org website. The header includes the logo, navigation links (DONATE, WHO & HOW WE HELP, OUR IMPACT, GET INVOLVED, FOR & ABOUT PARTNERS), and buttons for 'Donate', 'Volunteer', and 'Participate'. The article title is 'Volunteers Deliver Food to Meal Programs in New Pilot'. Below the title is a photograph of two people, a woman in a green vest and a man in a tan jacket, standing next to the open back of a van and holding a blue quilted cooler bag with the 2harvest logo. Below the photo are social media sharing icons (Twitter, Facebook, LinkedIn, Email, Print) and a count of 7. The text below the photo reads: 'June 3, 2019 By: Tina Mortimer Category: SHH News'. The main body of the text states: 'Since 2017, Second Harvest Heartland has used a special app called MealConnect to capture prepared food donations. Engaging a wide variety of donors including caterers, restaurants, bakeries, corporate and school cafeterias, and event centers, we've been able to get fresh food quickly to those who need it most through agency partners who collect and use the donations. It's a highly effective and streamlined program, but it hasn't been without its challenges.' A quote at the bottom reads: '\*Although demand to engage in MealConnect is high, a recurrent barrier for smaller meal program partners is a lack of staff, time, and transportation resources to respond to the opportunities to collect donated food,\*' said Dianne Wertz, Food Rescue emerging streams developer at Second Harvest Heartland.

The screenshot shows a blog post on the 2harvest.org website. The header is identical to the first screenshot. The article title is 'Connecting Meals to Those Who Need Them Most'. Below the title is a photograph of a young child with blonde hair sitting at a table, eating a meal from a plate. Below the photo are social media sharing icons (Twitter, Facebook, LinkedIn, Email, Print) and a count of 3. The text below the photo reads: 'February 20, 2019 By: Tina Mortimer Category: SHH News'. The main body of the text starts with: 'When it comes to food rescue, yes, "there's an app for that." Connecting food donors to individuals and families experiencing hunger can be challenging. Yet, it's proving easier thanks to the MealConnect application. MealConnect offers donors a convenient, free and safe way to reduce waste and connect surplus meals with our neighbors experiencing hunger. With MealConnect, there are easier collections, tracking and receipt recording for any type of donation, large or small.' A quote at the bottom reads: '\*Whether it's the biggest party the city has ever seen like last year's Super Bowl, or a few great sandwiches available from a corporate cafeteria, our new technology solution is allowing us to say "yes" to all the food,\*' said April Rog, director of food rescue at Second Harvest Heartland.

# Volunteer job posting



Recruited a team of really dedicated, passionate volunteers that are out talking about **(MARKETING!)** this program in their community.

**second harvest HEARTLAND** About Us Login [Donate](#) [Volunteer](#) [Participate](#)

[DONATE](#) [WHO & HOW WE HELP](#) [OUR IMPACT](#) [GET INVOLVED](#) [FOR & ABOUT PARTNERS](#)

**Get Involved**

- Ways to Make a Financial Contribution >
- Donate
- Ways to Donate Food >
- Volunteer >**
  - Youth Volunteering
  - FAQ
  - Community Service Volunteers
  - Skilled Volunteer Opportunities**
  - Give at Work
  - Internships
  - Meet the Team
  - Photo Gallery
  - Resources for Groups
  - Volunteer Impact
  - Volunteer Spotlight
  - Educational Resources and Tools
  - Contact Us
- Participate >

## Skilled Volunteer Opportunities

### Volunteering Is More Than Packing Food

See below for how you can put your skills to work in many other ways at Second Harvest Heartland.

Indicates high need!

- Lead Volunteer at Maplewood
- Nutrition Educator
- Produce Quality Control Volunteer
- Lead Volunteer at Brooklyn Park
- Food Rescue Delivery Driver

You can help reduce waste & feed our hungry neighbors! Second Harvest Heartland has utilized MealConnect for the last year to successfully match donations from caterers, restaurants, bakeries, corporate cafeterias and special event centers to our network of agency partners. We are looking for volunteers to help us continue our successful recovery of prepared food throughout the Twin Cities metro area, and we need your help.

Volunteers are needed to transport food from donors to local agency partners. Volunteers will be trained in safe food transport practices and will be alerted to donation collection/delivery opportunities via their smartphone. Volunteers will have the option to accept or decline each opportunity based on their availability. Flexible opportunity with some weekday availability required. Volunteers will receive notifications through texts when a donation needs collecting, and volunteer can opt in/out. Volunteers asked to commit to position through August 2019.

# Print and Digital Ad Campaign

## HELP FEED HUNGRY MINNESOTANS



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## CALLING ALL FOOD LOVERS



Ask your favorite restaurants, caterers and other food service providers to partner with us to rescue surplus meals.



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# Media Attention

## An innovative app helps Minnesota companies get leftover food to people in need

Across the metro, the app is helping boost the number of companies able to find a home for extra food.  
By [Kelly Smith](#) Star Tribune

JUNE 7, 2019 — 3:26PM



JEFF WHEELER • [JEFF.WHEELER@STARTRIBUNE.COM](mailto:JEFF.WHEELER@STARTRIBUNE.COM)

Volunteer Tom Belting visited after he served rib dinners to guests Dolores Schmeidel, left, and Mary Jo Mileski at Loaves & Fishes' Hopkins location.

Inside the cafeterias at major Twin Cities corporations, trays of gourmet sandwiches, fruit, pastas and other meals that employees didn't devour were once destined for the trash.

Not anymore. From General Mills to Target, a growing number of local companies are joining restaurants, hotels, schools, stadiums and caterers to send their leftover food to local soup kitchens and sites that feed people in need.

# Marketing Materials for Donors

Proud to be partnering with



second harvest  
**HEARTLAND**

**FOOD RESCUE**

to direct excess food to help provide meals to our  
neighbors struggling with hunger

[2harvest.org](http://2harvest.org)



**{Partner Name}** is committed to reducing food waste and supporting our community.

By partnering with Second Harvest Heartland's Prepared Food Rescue Program, we are helping to make sure excess wholesome and essential food is delivered to hungry neighbors.

## How it Works



## You Can Help

Purchase extra meals from **{Partner Name}** to be donated to Second Harvest Heartland through the Prepared Food Rescue Program. We'll arrange for those meals to be picked up and delivered to hungry neighbors through local

- Soup Kitchens
- Community meal sites
- Homeless and abuse shelters
- Residential meal programs
- Summer and after-school meal programs

throughout 59 counties in Minnesota and western Wisconsin.



Please add \_\_\_\_\_ meals at \$ \_\_\_\_\_ per meal to be donated to Second Harvest Heartland and distributed to neighbors in need.



“

It feels good, as a mother, to know your children will come home from school, open the fridge, find something there and be able to eat when they are hungry. ”

— Anja

