Just Eat It Screening Toolkit

where is your food going?

JUST EAT IT.
A food waste story

WashingtonCountyRecycles.com  |  503-846-3605
INTRODUCTION

We want your screening of *Just Eat It: A Food Waste Story* to be as successful as possible. This guide is full of tips to help you including:

- What the kit includes.
- About the movie.
- Steps to host a screening.
- How to promote your event.
- What people can do following the movie.
- Sample script for running a viewing party.

This movie is available to Master Recyclers to borrow to use with the *Eat Smart, Waste Less Challenge*. Washington has purchased an education license on behalf of the challenge to show it to the public as long as there is no fee.

WHAT’S IN THE KIT?

*This kit includes:*

- Just Eat It Screening Toolkit guide
- Just Eat It DVD with 74 and 50 minute versions
- Eat Smart, Waste Less Challenge (ESWLC) pledge forms
- ESWLC info flier
- ESWLC tools
- Prizes for a drawing
- Laptop and projector (upon request)

ABOUT THE MOVIE

Filmmakers and food lovers Jen and Grant dive into the issue of waste from farm, through retail, all the way to the back of their own fridge. After catching a glimpse of the billions of dollars of good food that is tossed each year in North America, they pledge to quit grocery shopping cold turkey and survive only on foods that would otherwise be thrown away. The movie has received great reviews and won prizes including the Grand Jury Prize for the Environmental Film Festival at Yale and three Leo Awards by the Motion Picture Arts & Sciences Foundation of British Columbia. *Just Eat It* brings farmers, retailers, inspiring organizations and consumers to the table in a cinematic story that is equal parts education and delicious entertainment.
HOSTING A HOME VIEWING PARTY

Hosting a home viewing party is easy and fun!

1. Choose a date and time. Make sure to leave enough time for discussion and learning about the Eat Smart, Waste Less Challenge after the movie. For the 74 minute version, plan for 2 hours. For the 50 minute version, plan for 90 minutes.

2. Reserve the kit from Washington County. Go online and fill out the request form: http://bit.ly/2FNXZGW

3. Once you have confirmation the kit is available, invite guests. There is a template for a flier available with the kit.

4. Once you have the kit, review the materials and the challenge.

5. Set up for your event.

6. Record the number of households attending.

7. Provide about five minutes for an introduction to the movie. After the movie, provide at least 10 minutes for discussion. With the last 15 minutes, share what people can do and have them sign up for the Eat Smart, Waste Less Challenge.

8. Thank your visitors for coming.

9. Turn in the kit and report challenger and attendance information to the County.

Consider if you want to provide snacks or make it a potluck dinner before you show the movie as part of the movie night. Need extra reusable dishware? Consider asking a guest to bring dishware and reusable napkins instead of food, since there is usually too much food at a potluck anyway.

HOSTING A COMMUNITY VIEWING PARTY

1. Build your screening team — get a few people to work on the screening together. Share the opportunity with Master Recyclers through the newsletter or calendar. Consider contacting local groups to help sponsor and promote the event.
   - Local restaurants, grocery stores, etc
   - Non-profits involved in food rescue or food security
   - Universities (try the environmental science, education or geography faculties first)
   - Community or high school green teams

2. Choose a venue — consider a movie cinema, theatre, community center, church hall, cafe, school gym or even a library. Make sure your venue has no windows or curtains to make it very dark. Look for a venue that has the following (alternatively, you may have to rent or borrow this equipment):
   - DVD player
   - Projector
   - Screen (10 feet wide or more works best or a large white wall)
   - Sound system
3. Pick a date and time.
4. Reserve the kit from Washington County.
5. Promote your event!
   - Post your event to any online community events boards and send out email invites.
   - Call the local radio with news of your screening.
   - Contact the local media.
   - Put up a few fliers.
   - Contact local organizations and ask them to promote the screening through their networks.
     - Food-related or environmentally-minded organizations (farmers markets, food security groups, etc.)
     - Local governments
     - Schools and universities
6. Hold the event.
7. Record event attendance.
8. Share the video, facilitate a discussion and share the challenge.
9. Thank your visitors for coming.
10. Turn in the kit and report challenger and attendance information to the County.

PROMOTE THE EVENT

Depending on the size of your event and who you are inviting, consider some of the following to promote your viewing part:

- Use our flier template to get the word out through posting it, emailing it or on social media: http://bit.ly/2FPBRAD
- Send email invite to guests. Use a free event registration site such as Eventbrite to provide an opportunity to RSVP.
- Add to the Master Recycler newsletter or calendar.
- Share the date and time with Peg Leg Films to post to the Just Eat It website: screenings@foodwastemovie.com.
ABOUT THE EAT SMART, WASTE LESS CHALLENGE

When we make small shifts in how we shop, prepare and store food we have the opportunity to save food, money and resources from going to waste. When we save more food from going to waste, we are also saving money and resources that going into food and eat healthier. You can start today by taking the Eat Smart, Waste Less Challenge and trying one or more of these tips. Each tip comes with free tools to help you along the way.

1. Shop with meals in mind.
2. Prep now and eat later.
3. Keep it fresh.
4. Eat what you buy.
5. Measure your wasted food.

After signing up for the challenge, participants can receive the tools for these tips, get four weekly emails with tips and resources, and win prizes by filling out surveys or reporting their weekly food waste. For more information on the challenge visit EatSmartWasteLess.com.
JUST EAT IT PRESENTER’S NOTES

Before the movie

(5 minutes)

Hello. My name is xxx, and I am a Master Recycler. Thank you for coming to my showing of Just Eat It: A Food Waste Story.

Just Eat It is a documentary movie about food waste and food rescue produced by filmmakers Grant Baldwin and Jen Rustemeyer and produced by Peg Leg Films. The movie has received great reviews and won prizes including the Grand Jury Prize for the Environmental Film Festival at Yale and three Leo Awards by the Motion Picture Arts & Sciences Foundation of British Columbia.

Just Eat It chronicles the experiences of Grant and Jen as they investigate the issue of how much food is wasted. They try to survive for six months only on food that has been discarded. The movie puts their experiences in context, through interviews with experts like Dana Gunders, Project Scientist with the Natural Resources Defense Council (NRDC)’s group on Food and Agriculture. You may have heard of her since she is the author of the widely distributed report "Wasted: How America is Losing Up to 40 percent of Its Food from Farm to Fork to Landfill" and the book Waste-Free Kitchen Handbook: A Guide to Eating Well and Saving Money By Wasting Less Food.

The movie is xxx minutes long. Please stay after the movie for about 25 minutes for a quick discussion and to learn about some free tools we have for you to make a difference.

Show the movie

After the movie

(25 minutes)

Doesn’t this documentary do a shockingly good job of making clear the scope of the problem of our letting food go to waste?

What are some of your impressions from the movie?

(Take a few responses.)

Consumers play an important role in preventing wasted food. In fact, they waste more than any other step of the way from farm to fork.

Most of us can save more of our food from going to waste by making small shifts in how we shop, prepare and store our food. I would like to share with you the Eat Smart, Waste Less Challenge. We have 5 simple tips you can try. I challenge you all to practice at least one of these tips. Pick the one or ones that appeal to you. Maybe you will even want to try all five. I will also share free tools for each of the tips.

(Pass out Take Action to Prevent Food Waste pledge forms and Tools to Save Your Food fliers)

I am passing out the Eat Smart, Waste Less Challenge form and a flier about the challenge. When you hear about a tip that you want to try, just
check the box for that tip and fill in your information. Then let me know you would like that tool.

The first tip is called **smart shopping — shop with meals in mind**. Before you go to the store, try making a meal plan first. We have these meal planning and shopping list pads to help. Bring home just the right amount of food you will eat or freezer.

The second tip is **smart prep — prepare now and eat later**. Prep your ingredients when you come home from the store or shortly after. It will make them easier to use, because they will be ready to be eaten, cooked with or frozen. We have three labels to remind you what you prepped and when you prepped it. You can use masking tape as well.

The third tip is **smart storage — keep it fresh**. Learn how to store your food so that it is ready for you when you want it by using the storage guide magnet or card. Not sure about what “best by” or other product date labels mean? We have a card for that too.

The fourth tip is **smart saving — eat what you buy**. Use the “Eat This First” decal on a container in your fridge to keep track of leftovers and perishables. Get creative when you reinvent your leftovers and find some new meals.

The last tip is **get smart — measure your wasted food**. Over four weeks, together with your family, measure how much food your household throws away. We are measuring just food you could have eaten at some point — not peels, bones or other food you wouldn’t eat. Choose from one of four methods from the back of the challenge form to track your waste. You can use this graduated container. Once a week you will let us know as part of a quick email survey how much food you wasted and you will receive a thank you gift each week.

Eat of the tips has great resources on our website. Make sure to visit EatsmartWasteLess.com to learn more. There is also a Facebook group dedicated to households who have taken the challenge. Let us know if you have question or have any resources or successes to share.

Taking the challenge is simple — just fill in the bottom of the pledge form and commit to practicing one or more strategies by checking the boxes on the front and back of the sheet.

Please let me know which tips you have signed up for and I can give you the right tools.

By a show of hands who signed up for….

*(Hand out tools to challengers)*

We’ll follow up with just one email a week for four weeks to help you make the most out of your food. The emails will include a several short surveys to let us know how it is going. These surveys take only about a minute each and are very important to us. Every time you complete a survey you will win one of these thank you gifts.

Please tear off the bottom slip and pass it to me. I will be drawing three winners who will receive one of our prizes.
I know no one wants to pay more for their food. No one wants other people to go hungry. And no one wants to harm our environment. We all share these good intentions. I really want to thank you for committing yourself to taking these small steps to save more of your food from going to waste.

If you know of someone who might be interested in saving food and money and taking the Challenge too, you can even tell them to go [EatSmartWasteLess.com](http://www.EatSmartWasteLess.com) and sign up. We can mail most of the tools to them.

Are there any questions before I draw our winners and you come up to pick up the tools for each strategy you’re choosing?

*(Hand out prizes to winners)*

Thank you again for coming!