



*The Best of Oregon*

## CITY of BEAVERTON

### NEWS RELEASE

Public Information Office

503-526-3737

publicinformation@BeavertonOregon.gov

**FOR IMMEDIATE RELEASE**

**June 23, 2016**

### **WASHINGTON COUNTY, CITIES OF BEAVERTON AND GRESHAM JOINT FOOD WASTE PREVENTION CAMPAIGN WINS AWARD**

**BEAVERTON, Ore.** – The Association of Oregon Recyclers awarded its Recycler of the Year award in the education and promotion program category to the “Eat Smart, Waste Less Challenge.” Washington County and the cities of Beaverton and Gresham partnered to bring the challenge to the public—reaching more than 2,500 people throughout the 14 month campaign. Overall, nearly 32 percent pledged to waste less food through the challenge and in Beaverton 61 percent made the pledge.

“Food waste is a big problem,” said Mayor Denny Doyle. “Programs like this help people really stop and think about how much food they dispose of and how they can shop smarter. It saves time, money and energy in the long run.”

Food makes up 30 percent of household garbage that ends up in a landfill. The average U.S. household throws away 20 percent of all food they purchase. For a family of four, that adds up to \$1,500 a year. Natural resources are wasted too—25 percent of U.S. freshwater supplies go to producing food that is wasted.

“The Association of Recyclers felt that the education program used a lot of creativity to promote a new topic we hadn’t seen much of before in our state,” says Amy Roth, AOR resource director. “We were impressed by the overall environmental benefits, level of commitment, innovation, economic benefits and transferability of the program to other parts of the state. We were very impressed by the regional nature of the campaign too.”

The U.S. Department of Agriculture and the Environmental Protection Agency have called for Americans to cut food waste in half by 2030—the nation’s first food waste reduction goal. The Natural Resources Defense Council has also teamed up with the Ad Council to run a Smokey the Bear-style advertising campaign over the next few years called “Save the Food.”

The next step for the Eat Smart, Waste Less Challenge campaign are an updated website, tools in Spanish and new partners, including Clackamas County.

For more information, visit [www.EatSmartWasteLess.com](http://www.EatSmartWasteLess.com). For reminders and community news, visit [www.BeavertonOregon.gov](http://www.BeavertonOregon.gov). Also follow Beaverton on Facebook at [www.facebook.com/CityofBeaverton](http://www.facebook.com/CityofBeaverton), or Twitter at [www.twitter.com/CityofBeaverton](http://www.twitter.com/CityofBeaverton).

###

**Caption:** Washington County and the cities of Beaverton and Gresham worked together to create and implement the Eat Smart, Waste Less Challenge. Their teamwork and innovation earned them the Recycler of the Year award in the education and promotion program category for the

challenge. From left to right, Shaunna Sutcliffe-Shadle, residential and schools coordinator at City of Gresham; Elizabeth Cole, recycling program coordinator at City of Beaverton; and Brian Stafki, senior program educator with Washington County Solid Waste & Recycling Program. *(Photo/City of Beaverton)*