

Survey: Nearly All Americans Admit to Wasting Food

The average American throws away 250 pounds of food each year. Experts offer simple tips to help you use more and waste less

American Dairy Association Mideast

Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements: http://bit.ly/2KasLa7
Package Length: 1:50	Content provided by: American Dairy Association Mideast

NEWS PACKAGE

SUGGESTED TEASE	THANKSGIVING'S OVER, AND THAT CAN ONLY MEAN ONE THING...LEFTOVERS. COMING UP, HOW YOU CAN AVOID THROWING AWAY THOSE EXTRA TRIMMINGS AND REDUCE THE AMOUNT OF FOOD YOU WASTE ALL YEAR LONG.
ANCHOR LEAD	IT'S THE MOST WONDERFUL TIME OF THE YEAR...LEFTOVER SEASON. BUT WHAT HAPPENS WHEN YOUR FAMILY CAN'T QUITE FINISH ALL THOSE THANKSGIVING TRIMMINGS OR WHEN YOU BUY A PINT OF BUTTERMILK, BUT THE RECIPE ONLY CALLED FOR A CUP? AMERICANS THROW AWAY ABOUT EIGHTY BILLION POUNDS OF FOOD EACH YEAR, BUT WITH A FEW SIMPLE CHANGES, YOU CAN LIGHTEN YOUR LOAD ON THE ENVIRONMENT AND YOUR WALLET BY WASTING LESS FOOD. BARB CONSIGLIO HAS THE DETAILS.
(PACKAGE START) ----- CG: Courtesy: American Dairy Association Mideast :00 - :03 Shots of Kristi putting away groceries	(Nats - Sound) :02 DESPITE PLANNING MEALS AND MAKING LISTS, KRISTI MIELKE (MEL-key) SAYS SOMETIMES FOOD SHE BUYS FOR HER FAMILY STILL ENDS UP IN THE TRASH. :06 <i>"I try just to buy weekly, so produce doesn't usually go bad, but sometimes I'll need something for a recipe, and there's more of it. :10</i>
CG: Kristi Mielke Mom Shots of Kristi bringing snacks to the table Graphic: 94% admit to throwing away food at home	THE MIELKE FAMILY ISN'T ALONE. A NEW NATIONAL SURVEY BY THE AMERICAN DAIRY ASSOCIATION MIDEAST FINDS THAT NINETY-FOUR PERCENT OF AMERICANS ADMIT TO THROWING FOOD AWAY. IN FACT THE AVERAGE FAMILY WASTES MORE

Producers and Reporters: To download scripts, video and photos go to:

<http://www.multimedia-newsroom.com>


<p>Average family wastes more than 30% of the food they buy.</p> <p>CG: Karen Bakies, RDN, LD, FAND American Dairy Association Midwest</p> <p>Shots of Karen walking into office</p> <p>Shots of refrigerator</p> <p>Karen Bakies (CG'd earlier)</p> <p>Shots of vegetables being put into pot Shots of carton of whipping cream in fridge</p> <p>Karen Bakies (CG'd earlier)</p> <p>Closeup of expiration date Graphic: Reasons People Throw Food Away -70% - Past expiration date -60% - Thought is was not safe</p> <p>Karen Bakies (CG'd earlier)</p> <p>Shots of Krist putting away groceries, closing fridge</p> <p>Kristi Mielke (CG'd earlier)</p>	<p>THAN THIRTY PERCENT OF THE FOOD THEY BUY.¹ :12</p> <p><i>“Think about walking in the door with four bags of grocery and before you can even get in the door you take one of those bags and throw it into the trashcan.” :07 / :35</i></p> <p>REGISTERED DIETITIAN KAREN BAKIES SAYS THE KEY TO REDUCING WASTE IS TO KEEP FOOD FRESH FOR AS LONG AS POSSIBLE.¹</p> <p>FIRST, ORGANIZE YOUR FRIDGE. ROTATE OLDER FOOD TO THE FRONT TO USE IT FIRST, AND EVEN THOUGH THE REFRIGERATOR DOOR SEEMS TO BE MADE FOR YOUR GALLON OF MILK, THAT'S NOT THE BEST PLACE FOR IT. :16</p> <p><i>“Constantly opening and closing the refrigerator will actually warm that milk up. So what you want to do with that milk is put it towards the back of the refrigerator where it's cold on a bottom shelf.” :10</i></p> <p>NEXT, GET CREATIVE. IF YOUR PRODUCE LOOKS PAST ITS PRIME, IT COULD STILL BE USED IN SOUPS AND STIR FRYS.</p> <p>AND EXTRA INGREDIENTS CAN BE WORKED IN TO NEW FAMILY FAVORITES. :09</p> <p>“I think of whipping cream, for example. You can fold it into eggs. You can fold it into mashed potatoes.” :06</p> <p>THE SURVEY FOUND THE TOP REASON PEOPLE THROW FOOD AWAY IS THAT IT'S PAST ITS EXPIRATION DATE, WHILE SIXTY PERCENT HAVE TOSSED FOOD BECAUSE THEY WEREN'T SURE IT WAS SAFE TO EAT. SO, IF YOU THINK YOU CAN'T USE IT RIGHT AWAY, FREEZE IT. :11</p> <p><i>“If you over purchased milk, cheese or yogurt, very easy to freeze, pull it back out and use at a later point.” :05</i></p> <p>WHILE THE AVERAGE FAMILY OF FOUR THROWS AWAY ABOUT TWO THOUSAND DOLLARS WORTH OF FOOD EACH YEAR, THE MIELKE'S ARE MAKING AN EFFORT TO SAVE FOOD <u>AND</u> MONEY. :08</p> <p><i>“We are big into budgeting and living within margins and within our means, so we try hard to not just waste things.” :08</i></p>
--	---

Producers and Reporters: To download scripts, video and photos go to:

<http://www.multimedia-newsroom.com>

<p>Shots of family playing game</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>IN COLUMBUS, THIS IS BARB CONSIGLIO REPORTING. :02</p> <hr/> <p>IT CAN BE TOUGH TO REMEMBER EXACTLY HOW AND WHERE TO STORE EVERY FOOD YOU BUY, BUT THE U-S-D-A'S FOOD KEEPER APP² OFFERS EASY ACCESS TO TIPS ON HOW TO STORE AND USE MORE THAN FOUR HUNDRED DIFFERENT FOODS.</p> <p>YOU CAN EVEN RECEIVE ALERTS WHEN ITEMS IN YOUR FRIDGE ARE NEARING THE END OF THEIR RECOMMENDED STORAGE DATE.</p>
--	--

SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>Each American wastes an average of 250 pounds of food each year, but simple tips from experts at @adamideast can help you spare your food from the trash can. bit.ly/2KasLa7.</p> <hr/> <p>Thanksgiving is over, and that means it's leftover season. Experts at the American Dairy Association Mideast have simple tips to keep that extra food from being thrown in the trash and to reduce your family's food waste all year long. bit.ly/2KasLa7.</p>
---	---

EXTRA BITES

<p>CG: Karen Bakies, RDN, LD, FAND American Dairy Association Mideast</p> <p>CG: Karen Bakies, RDN, LD,</p>	<p>Bakies says take inventory of your food before grocery shopping: <i>"When you make out your grocery list, make sure you're doing an inventory in your kitchen and also of your refrigerator and of your freezer to see what you already have on hand so you're not going to purchase things that you may already have."</i></p> <p>Bakies says get creative about freezing extra ingredients: <i>"You can even portion them out into ice cube trays if it's a tomato paste. You can measure out one or two or three tablespoons and put them into ice cube trays. Then you can just pop out what you're going to use at one time. So, get creative about how to freeze those foods that you can pull them back out when you need them as an ingredient in a recipe later on."</i></p> <p>Bakies says food waste impacts the environment: <i>"On average about 80 billion pounds of food is wasted in America on a yearly basis. That averages out to about</i></p>
---	--

Producers and Reporters: To download scripts, video and photos go to:
<http://www.multimedia-newsroom.com>

<p>FAND American Dairy Association Mideast</p> <p>CG: Kristi Mielke Mom</p>	<p><i>250 pounds per person per year. That's just a huge amount that ends up in our landfill that contribute to methane and environmental impacts from that food. Also the natural resources that went into making that food."</i></p> <hr/> <p>Kristi says she tries not to buy food when she has leftovers: <i>"Another way that we cut down waste is on the weekends, we use that to eat our leftovers, and we try not to go out and buy more food until all the leftovers are eaten."</i></p> <p>Kristi says she only buys food for the next few days: <i>"I try just to buy what we need for like a couple days, and then like bananas, fruit I don't buy in bulk, I used to at Sam's, but then we'd throw half the strawberries away or the fruit would just go bad, so even though it was a good deal, I felt like I was wasting money, which I didn't feel good about."</i></p> <p>Kristi says she freezes pancakes for her kids to eat all week: <i>"We do freeze, well, we make a bunch of pancakes on Sundays, so we freeze those so the kids can just get them out and reheat throughout the week."</i></p>
--	---

References

- ¹*Make the Most of your Dairy. ADA Mideast.* Online:
<https://www.drink-milk.com/wp-content/uploads/2017/05/Make-the-Most-of-Your-Dairy-handout.pdf>
- ²*New USDA 'FoodKeeper' App: Your New Tool for Smart Food Storage, U.S. Department of Agriculture, April, 2015.* Online:
<https://www.usda.gov/media/blog/2015/04/02/new-usda-foodkeeper-app-your-new-tool-smart-food-storage>.

Produced by:

MEDIA  **SOURCE**

1800 West 5th Ave.

Columbus, Ohio 43212

Phone: (614) 932-9950 Fax: (614) 932-9920

www.mediasourcetv.com

Video content provided by: American Dairy Association Mideast

Producers and Reporters: To download scripts, video and photos go to:

<http://www.multimedia-newsroom.com>