

Whole Foods Market North Atlantic Region Food Donation Program



North Atlantic Region facts

- Our region covers Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and the eastern part of Connecticut
- 38 stores total -30 in Massachusetts
- 4 Facilities- Bakehouse, Commissary, Seafood Processing Facility, and Distribution Center
- Huge variations between rural (Hadley MA) to suburban (Framingham) to city (Symphony)

Standard set up for our stores

- Two self contained 35 yard compactors – one for Compost and one for Trash
- Baler for OCC cardboard
- Container for Single Stream Recyclables
- Designated areas set aside for items we backhaul to our DC – Pallets, Fish Vats, Bales of OCC, stretch plastic, # 5 plastic, redeemables for stores with RVMs, etc.
- Food Donation bins - designated area in receiving
- Food Donation bins – designated areas in walkins

Food Donation Background

- We've always donated some items to local food banks or food rescue agencies.
- This has been a very local arrangement – sometimes it's a church, sometimes a Senior Center, or a school.
- They would approach our store, and work with our Marketing/Community team.
- We've also worked with larger organizations, like the Greater Boston Food Bank or Rhode Island Community Food Bank.
- Most common item donated was bread, or other bakery items, with produce next.

Challenges with this system

- We had to figure out if the group was a 501C3.
- Some groups only wanted certain items, meaning other items went to waste.
- Some groups could only pick up certain times of day-or night.
- Some days we weren't able to get anyone to pick up.
- There were whole categories of food that were not being donated – like our hot bar food.
- We weren't always sure how well trained the volunteers were on food safety.

Enter Food Donation Connection

- Offered us the ability to have all items we can possibly donate, be donated.
- Helped us find agencies to pick up 7 days a week in many cases.
- Will vet all agencies for us, ensuring they meet the nonprofit standard for the IRS.
- Tracks recalled items, can trace from store to agency.
- Offered us reporting unlike anything we had previously.

Rollout 2014

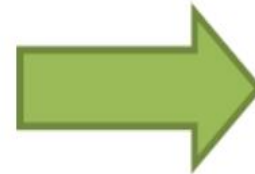
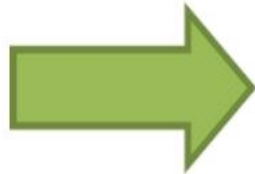
- In January 2014 we rolled out 4 stores as pilots.
- We followed this with 4 more stores in February.
- Remaining stores rolled out throughout March and into April 2014.
- Each store was trained in one day with training materials provided by FDC.
- As we open new stores, we are also training them on the procedures so all stores are consistent.

Pre Pack Donation Guidelines



Pre Pack Food Steps:

1. Pull expiring food and scan into "Food Bank" category.
2. Bag smaller items into 13-Gal food-safe donation bags.
3. Place food in red bins on four-wheel dolly.
4. Roll red bins into the walk in **cooler** (not freezer) to await Agency pick up.



Expiration Guidelines:

- Manufacturers set up their own quality guidelines for each item they produce. For both customer use and food donation purposes the food is still wholesome and safe to consume beyond that expiration date. The guidelines listed here are general consumption guidelines that are conservative in nature and represent the best practices for the salvage of surplus food. If at any time an agency or a recipient feels that a donated product is unsafe the product should be refused and destroyed.

Prep Prepack Food

Product:	Requirements:	Unacceptable Conditions*:
<ul style="list-style-type: none">SaladsSandwichesPizzaQuicheBurritosEtc.	Chill and store below 41°F	<ul style="list-style-type: none">MoldOff color or smellCompromised packaging
	Can consume 3 days past expiration	

Training Team Members on Food Safety and Safe Food Handling Practices

- One month after establishing your donation program.
- Connect with the food bank or food rescue organization to ensure that the program is working
- Review food safety protocols with employees to ensure that best management practices are being followed.
- Get feedback from employees and incorporate ideas for improvement into donation program.

— Taken from RecyclingWorks Food Donation Checklist

Bags for all fresh or loose food

These products are not recommended for consumers with food allergies since they are prepared on shared equipment. Please inform the donation agency if any person receiving or consuming this product has a food allergy.

Date

Donor ID#

Weight / Count

Item

USE FOR FOOD DONATIONS ONLY



If Contents are Frozen - See Reheat Standards on Back
Donation Questions: Call 1-800-831-8161
Donation Information: www.foodtodonate.com

Front Plate

These products are not recommended for consumers with food allergies since they are prepared on shared equipment. Please inform the donation agency if any person receiving or consuming this product has a food allergy.

If Contents Are Frozen Food - Properly Thaw & Reheat Food Before Serving

Store Food Frozen

Thaw Properly Prior to Reheating:

Keep food at or below 40°F during thawing process.

Reheat food within 24 hours after thawing

Reheating Temperature Standards:

Rapidly heat food to an internal product temperature of 165°F for at least 15 seconds.

Discard food if these temperature standards are not reached within 2 hours.

USE FOR FOOD DONATIONS ONLY



Back Plate

NA Food Donation Project Rollout FAQs

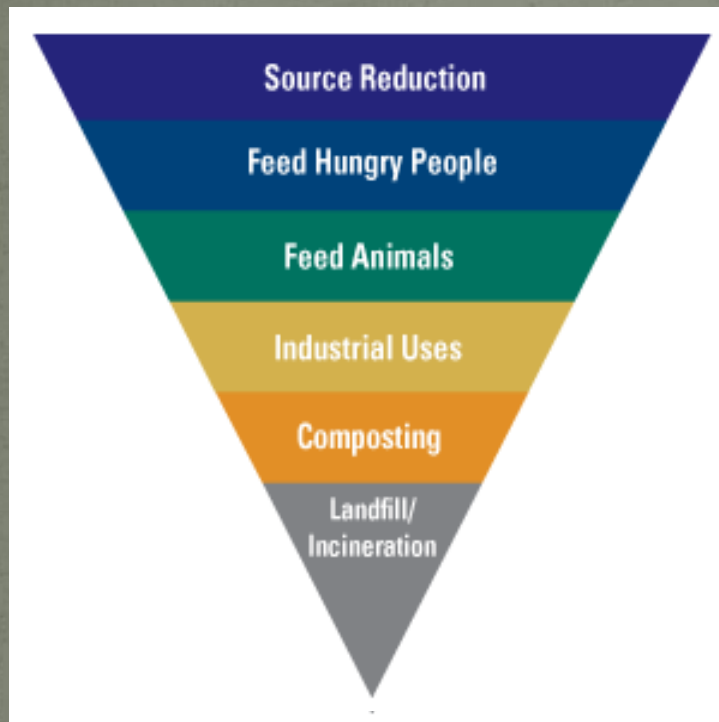
- **What happens if an agency doesn't pick up?** In that case, you would call Food Donation Connection (FDC) at 1-800-831-8161 and let them know, so that they can arrange for another agency to pick up.
- **Are we going to be able to work with the same agencies we already work with?** I know the people who pick up already have a great need and I don't want to see them not get our food anymore. No worries, we want to continue to work with those same groups/agencies that you've already been working with.....in some cases these relationships go back many years and yes, those people count on us to help feed their people. FDC will talk to those people first to find out what they are currently taking, and what else they might be able to take. Then they will find other agencies for any gaps we have in any particular store.



Most of the agencies we were working with continued along the same way, but some chose to instead partner with a larger agency like Lovin' Spoonfuls, who could pick up at our stores and then supply many smaller agencies. This has proven to be a good model in many ways, and more folks benefit overall.

- **Will we be able to donate food we couldn't donate before?** Yes!! Anything that is still good, and edible, should be donated – whether it's raw meat or seafood, or leftover pizza or hot bar food – if it is still safe to eat, FDC will find someone who can get it to people who need food.
- **What about our Cull Program? Will we stop getting food because it's going to donation now?** No, the Cull Program is still very important, and is the step before the Food Bank program. The first step for any team in looking at an item to determine where it goes, is whether that item is still good – is it spoiled, or still okay, but not okay for sale? If it's spoiled, it goes in the compost. If it is still okay, but can't be sold, it should be first offered to Prep Foods as a cull. If they can't use it, then it should be donated through the Food Donation Program.

Food Hierarchy



- **Source Reduction** – Reduce the volume of food waste generated
- **Feed People** – Donate extra food to food banks, soup kitchens and shelters
- **Feed Animals** – Provide food to farmers
- **Industrial Uses** – Provide fats for rendering and food discards for animal feed production
- **Composting** – Convert food scraps into a nutrient rich soil amendment
- **Landfill Waste**



Waste Diversion

What is Waste? Anything we are “done” with and are disposing.

Does that mean it's trash? No!!! Much of what we consider waste has value or use to someone or something else – so we try to divert as much as we possibly can from going into the trash.

How do we do that?

- 1. Smart ordering/producing:** over ordering or over producing is a big source of waste, and the easiest way to reduce waste is to use all available tools to order and produce just what is needed.
- 2. Can losses/extra product be re-used somehow in the store?** Whenever possible, culls should be going to other teams like Prepared Foods to be reused or turned into something else.
- 3. Donate anything still edible to Food Bank.** If it can't be sold but is still good, we will donate to a local food bank so it goes to feed people.

Tools to help

- Accurate inventory and sales reports combined with Buyers training help ensure no over-ordering
- Doing losses daily also helps teams know what they're not selling
- Cull programs throughout each team program (Bakery turns baguettes into crostini, etc)
- Redbooks
- Weekly reports from FDC

Reports

- Typically we see 5 months at a time – this lets us see how we're trending
- Donation is categorized by team or type – bakery, produce, grocery, etc.
- Stores are all listed, so we can compare one to another
- There are multiple tabs, so we can filter in various ways
- One tab has days of the week so we can see if teams are scanning daily
- Another shows category %s per store



Total Donations

We typically don't give out #s for donations for a few different reasons.

But just through the Food Donation Connection food donation program, we donated over 3 million pounds of food in 2014. Much of this went through Lovin' Spoonfuls, a great partner who works with over half of our stores in the region.



Wayside Soup Kitchen and Food Rescue
PO Box 1278, Portland, ME 04104
775-4939 • www.waysidesoupkitchen.org

Wayside's Wish List

Tuna
Mac & Cheese
Canned Vegetables & Fruit
Pasta Sauce
Rice
Flour & Sugar
Vegetable Oil
Cereal Bars
Cereal (hot or cold)
Tea & Coffee
Grocery Gift Cards






One of the biggest benefits to our new food donation program has been team member morale. Team Members did not like throwing food away at close, even though it was going into compost, and were happy to have a new program where the food could be donated.



Whole Kids Food Bank

The two Providence RI stores together were able to put a small food bank inside two schools in Providence – Hope High School and Esek Hopkins Middle School. We partnered with Walmart as well as Sodexo to get food to the most needy students, eliminating the need to make an additional trip to a food bank. In addition to both store and customer donations, the two stores were able to do a 5% Day and then use that money to buy food at cost for the schools for the remainder of the school year.

HELEN HUDSON



Dinner at Six
voices from the soup kitchen

Dinner at Six

voices from the soup kitchen

