

# GREATER DSM



**Nourishing Food Networks.**

DNR SWAP Stakeholder Meeting 9.1.2015

# Overview

**Eat Greater Des Moines is dedicated to connecting available resources with the broader community in order to support the entire food lifecycle in central Iowa.**

- Identify businesses, individuals, state and local programs, and non-profits among all food system sectors:
  - Production
  - Transformation
  - Distribution & Retail
  - Food Access & Consumption
  - **Waste Management**
- Establish and/or build connections between sectors

# Process



- Initial conversations with project partners
  - Non-profit organizations
  - Donors
  - DNR Staff
- Awarded SWAP Funds June 2014
  - Purchase and implement technology
  - Development of materials
    - Educational
    - Training
    - Promotional
  - Central, coordinated effort



# Promotional Materials



# Promotional Materials

A business card for Food Rescue Des Moines. The left side features a vertical decorative border with a repeating pattern of green and purple geometric shapes. The right side is a light green background with contact information.

Company  
Ea: Greater Des Moines \_\_\_\_\_  
E-mail  
[foodrescue@dmreligious.org](mailto:foodrescue@dmreligious.org) \_\_\_\_\_  
Phone  
515-277-6969 \_\_\_\_\_  
Website  
[www.ea:greaterdesmoines.org](http://www.ea:greaterdesmoines.org) \_\_\_\_\_

# Promotional Materials

A vertical promotional poster with a light green background. At the top is a dark green horizontal band. Below it is a light green band containing the text "safely donate unused food" in a mix of pink and green lowercase fonts. Underneath is a white band with the text "THE GOOD SAMARITAN ACT" in green uppercase letters. The bottom section features a grey band with a faint image of a person, followed by a light green band, and a decorative border at the bottom with a repeating pattern of white starburst shapes on a pink background.

safely  
donate  
unused  
food

THE GOOD SAMARITAN ACT

A vertical promotional poster with a light green background. At the top is a decorative border with a repeating pattern of white starburst shapes on a green background. Below this is a white band containing text about food waste. Underneath is a white band with text about the Good Samaritan Act. Below that is a white band with text about food going unwasted. At the bottom right is the logo for Food Rescue Des Moines, which includes the text "food RESCUE" in a mix of pink and green fonts, with "DES MOINES" in a smaller green font below it.

Unused and unwanted food is often thrown out, piling dumpsters with heavy food waste that could otherwise have been rescued and donated to those in need.

The Good Samaritan Act encourages the donation and distribution of wholesale food and protects donors such as restaurants, caterers, and grocers from any civil or criminal liabilities. This act allows them to donate their unused and leftover food to non-profit organizations such as food pantries and shelters. Under this act, these food related entities may donate if the food is suitable for consumption, meaning its nature, age, packaging, and condition is suitable to be consumed by those in need. In turn, the non-profit is also free from any criminal or civil liability when the food is donated, knowing that it was wholesale and in a suitable condition to be consumed by those in need.

Food goes unwasted, cutting costs for restaurants and hungry people are fed.

**Everyone wins.**

food  
RESCUE  
DES MOINES

# Promotional Materials



**food RESCUE**  
DES MOINES

A 1435 Mulberry Street  
Des Moines, IA 50309  
P (515) 491-1891  
W [eatgreaterdesmoines.org](http://eatgreaterdesmoines.org)

Food rescue is the process of collecting donated food from restaurants, caterers, and other food service providers, and distributing that food to people in need through local social service organizations. In the food business, predicting exact levels of demand can be a challenge. As a result, there is often safe prepared food left unsold at the end of a shift, event, or work day. Such food can be put to good use through a food rescue program, which handles pickup of donated food and distribution to agencies that serve people who are food insecure.

*Turn over to get involved...*

**food RESCUE**  
DES MOINES

Create an account on [eatgreaterdesmoines.org](http://eatgreaterdesmoines.org)

- 1** **As a volunteer,** you can pick up prepared food from restaurants and other locations, and deliver it to sites that will serve it to people in need.
- 2** **As a food industry professional,** you can make surplus prepared food donation a standard business practice in your workplace. Food donors benefit from the safeguards afforded by the Bill Emerson Good Samaritan Food Donation Act, which protects those who donate food in good faith to non-profit organizations.
- 3** **As a social service professional,** you can work with the Food Rescue Crew to determine if your organization can receive donations of rescued prepared food.

# Educational Materials



- Drake University students developed initial videos highlighting how to get involved:
  - As a volunteer driver
  - As a recipient partner
  - As a donor

# Connecting the Pieces



- Partnership with Simpson College
- Initial version completed summer 2015
- Available to other groups for purchase
- Provide funding source for sustainability

# Next Steps



- Coordination of a kickoff event promoting the ChowBank application and food rescue
- Outreach to new potential donors and recipient organizations
- Development of materials promoting ChowBank application
- Update app to include volunteer driver element



# Questions



What questions do you have for me?

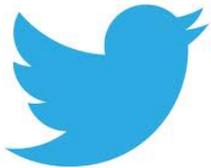
# Connect



[www.eatgreaterdesmoines.org](http://www.eatgreaterdesmoines.org)



Eat Greater Des Moines



EatGreaterDM

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