

The Battle Creek Story

A “Zero” Food Waste Test Market....in the Making....



Battle Creek, Michigan

- Population: 51,534
- Known as “Cereal City”



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Presented to:
Midwest Food Recovery Summit
September 6, 2017

Why Battle Creek?

- Food Town...37 Food Companies
- Food Expertise....lots of food people
- Ideal Test Market
 - Small
 - Isolated (media/geographically)
 - Demographically representative
- Confluence of....
 - Motivating Factors
 - Favorable Random Occurrences
- Support for the Concept

“Zero” Food Waste Community

○ Strategy 1:

○ Develop BC as test market for best practices:

○ Food redistribution/donation

○ Adaptive re-use

○ Efficient/productive waste diversion/treatment

○ Strategy 2:

○ Integration of processes to leverage interaction/inter-connection w/network of partners

The Players



Battle Creek
Community



IFPTI
WKKI
Covance



The Larger Michigan View



Food Waste Environment (MI)

- **Unsuccessful recycling culture (economics vs. values)**
 - **Participation based on scrap price**
 - **Nuisance-Grease recycling-restaurant?**
- **Programs exist in silos...not inter-connected?**
- **Evaluation/Objective results not done or visible**
- **Mixed messaging on Food Donation**

Michigan's Recycling Rate is lowest in 6 States With...a \$.10 bottle deposit law

Recycling Rates	
Minnesota	43%
Indiana	33%
Illinois	37%
Wisconsin	32%
Ohio	21%
MICHIGAN	20%

Residential Recycling is at 14.5% ☹️

WJSchroer Co.

Food Waste Messaging

Strategy for Feeding Hungry or Goal

- “Fighting Food Waste With Food Rescue” (FA)
- “When we stop food waste, we take a big step toward ending hunger.”
- “...They have identified 3 areas to address, and a total of 27 ways food waste can be cut – and more people can be fed.”
(ReFed)

**Food Waste... or...Feed the Hungry....?
(Pick One)**

Food Waste Challenge (MI)

- Not on any consumer radar screen
- Mass Feeders afraid of risk/cost absorbed
- Food is cheap
- Landfills are cheap
- No easy solutions
- No motivation to find solutions
- Confused messaging



Just because I don't
care doesn't mean I
don't understand.
- Homer Simpson



The Proposal

Factors

- US announces 50% reduction in food waste goal by 2030 (9/15)
- As of 6/16...not much happening...
- BC is loaded with food expertise
- BC has a unique set of food waste vectors
- BC is a natural test market
- BCCF Funding support for the initiative
- Political support: Community/State/US
- Food Waste Focus, not Recycling or Feed Hungry

Proposal to USDA to support a Food Waste Solutions Institute

The Argument

- Lit review showed no food waste best practice test/demonstration market
- BC is ideal....
 - Heritage of food
 - Lots of food expertise
 - Unique blend of food waste vectors
 - Motivating factors
 - Community support

The Objectives

- Inform Best Practices on Food Waste reduction
 - Clearinghouse on food waste reduction info
 - Publish/promote legislation updates
 - Expertise on labeling standardization, behavior modification programs, educational curriculum,
 - Identify/address food donation strategy(ies) with focus on reducing food waste
 - Link w/research agents (NRDC, ReFed, Iowa Waste Reduction project)
 - Establish working partnerships with above

The Objectives

- Inform best practices on food waste recovery
 - Aggregate best animal feeding practices
 - ...best windrow/in-vessel composting
 - ...best applications of onsite dehydrators/composters/anaerobic digesters
 - Updated database on pricing/relative value analysis
 - Documentation to include film/radio/still photos

The Objectives

- **Divert Regional Food Waste**
 - **Establish contract with alternative food waste processor (see City of BC)**
 - **Anaerobic Digester**
 - **Industrial Composting**
 - **Food Waste to Animal Feed**
 - **Donation/Re-direction of food**
 - **Direct food waste through alternate site**
 - **Track volume**
 - **Measure economic value of alternative use plus reduced contribution to landfill**

The Objectives

- **Contribute Jobs**
 - **Entry level waste handling**
 - **Technical waste management**
 - **Research/data collection**
 - **Sales**
 - **??**

USDA Response

- Please apply for a Rural Utilities Service grant.....
- Rdapply:
- <http://www.rd.usda.gov/programs-services/rd-apply>

In the meantime.....

○ Motivating Factors....

Carl E. Fedders, PE

City Engineer/Assistant Director of DPW

City of Battle Creek



Synergistic/Positive Occurrences

Michael McFarlen

Vice President of Food/Beverage

Firekeepers Casino



