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green™

February 23, 2012



NHL GREEN

With the help of the most respected environmental organizations in the world, the NHL is targeting cost-efficient environmental initiatives that engage and encourage Employees, Fans, Partners and Vendors to join in sustainable efforts.



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The NHL Food Recovery Program

In October 2010, the NHL became the first and only sports league to have all Member Clubs committed to a food recovery initiative. The League partnered with Rock and Wrap It Up! to fight hunger and prevent waste across North America.

- **Executive Buy-in:** The initiative was unanimously approved by the League's Board of Governors in the summer of 2010.
- Over the course of the 2010-11 NHL season, the 30 Clubs combined to divert 105 tons of food waste from landfill, which is the equivalent of 163,000 meals.
- According to estimates provided by the U.S. EPA, the League reduced the equivalent of 79 Metric Tons of Carbon Dioxide (MTCO₂) from the environment through this initiative.
- In December, **NHL Green** won Beyond Sport's 2011 *Sport for the Environment* Award for this initiative.
- In 2011, the EPA celebrated nine NHL Clubs for their work in the area of food waste recovery and prevention (Regions 1, 2, 5).

How to Begin

1. **Talk to your concessionaire. Get them on-board.**
 - a) Most concessionaires are receptive to the idea. This initiative will require a “champion” – someone to go beyond their job description.
 - b) The concessionaire will be responsible for boxing and bagging all prepared but untouched meals following the event.
 - c) NHL works with ARAMARK, Delaware North, Levy Restaurants, Centerplate and others – all have been extremely cooperative.

2. **Connect with a local agency (food bank or shelter).**
 - a) This organization must have the staff available to make pick-ups, who are accessible (cell phones, e-mail), the vehicles for transportation and the proper equipment (including refrigeration systems) for food storage.
 - b) Work with **Rock and Wrap It Up!**, if you need help locating an agency and want them vetted.

3. **Track your progress.**
 - a) As with any initiative, keeping track of how the program is functioning keeps the lines of communication open (between Club, concessionaire and agency), and creates a storyline for public attention.

Overview of the Process

- 1. The Club, concessionaire and agency exchange all contact information and determine a schedule.**
 - a) Some agencies pick up the night of the game. Others request that Clubs refrigerate or deep freeze for pick ups the following day.**
- 2. Day of event: concessionaire collects all prepared but untouched meals during close.**
 - a) Collections from concessions stands, suites, kitchens, etc.**
- 3. Local agency meets concessionaire at loading dock.**
 - a) Food is transferred from the facility, into the agency's hands**
- 4. Food is delivered to the needy. Agency (or concessionaire) tracks progress.**
 - a) The NHL has asked that all partnering agencies be responsible for tracking food donations. These agencies typically already weigh donations, so it is less of a burden for the recipient. In some cases, the concessionaires have taken on this responsibility.**

Liabilities and Hurdles

Clubs may experience a number of concerns with the initiative - from liability (health and safety) to problems with their local agencies - none are insurmountable.

Liability: On October 1, 1996, President Clinton signed the *Good Samaritan Food Donation Act* to encourage the donation of food to non-profit organizations for distribution to needy individuals. (Canadian equivalent is the *Donation of Food Act*).

- Protects donors from civil and criminal liability should the product donated in good faith later cause harm to the needy recipient
- Standardizes donor liability exposure across all 50 states
- Sets a liability floor of “gross negligence” or intentional misconduct for persons who donate grocery products
- States that the provision of food close to recommended date of sale is, in and of itself, not grounds for finding gross negligence

Common hurdles: Quantity of food, miscommunication, pick-up times

Maintenance: Tracking in timely manner, choosing new agencies

Data Tracking

1. Start with Google Spreadsheets.
 - a) Ability to share data between all parties, with ability to view and edit.
 - b) Before the League was able to commit resources and launch an internal site, we used a platform everyone has access to - Google.
 - c) Submit your data to EPA WasteWise

National Hockey League & Rock and Wrap It Up			
Food Donation Totals: Toronto Maple Leafs			
Second Harvest			
Game Date	Pick-up (Y/N)	Pounds	
7-Oct	Y	20	
9-Oct	N	0	
18-Oct	Y	500	
21-Oct	Y	25	
26-Oct	Y	245	
30-Oct	Y	40	
2-Nov	Y	225	

According to the USDA: **1.3 Pounds = 1 Meal**

RWU! Estimates: **Tray = 1-30 = 15 lbs**

Box = 30-50 items = 25 lbs

Bag = 50+ items = 35 lbs

NHL GREEN • FOOD RECOVERY

Food Recovery Administration

Select A Team:

Select a game from the list on the left to submit a report for

Agency: Pickup Date: Pickup Time: Comments:

Boxes: Trays: Bags: Pounds: Meals:

Save Food Recovery Report

Submitted Food Recovery Reports

Game Date	Game Time	Agency	Pickup Date	Pickup Time	Boxes	Trays	Bags	Pounds	Meals	Comments
Jan 22, 2012	5:00 pm	Veterans First	Jan 23, 2012					350	269.23	
Jan 18, 2012	7:00 pm	Veterans First	Jan 19, 2012					35	26.92	
Jan 10, 2012	7:00 pm	Veterans First	Jan 11, 2012					595	457.69	540 lbs of this was bread
Jan 8, 2012	5:00 pm	Veterans First	Jan 9, 2012					110	84.62	
Jan 4, 2012	7:00 pm	Veterans First	Jan 5, 2012					105	80.77	
Dec 29, 2011	7:00 pm	Veterans First	Dec 30, 2011					39	30	
Dec 14, 2011	7:00 pm	Veterans First	Dec 15, 2011					545	419.23	approximately 500 lbs of bread alone
Dec 4, 2011	5:00 pm	Veterans First	Dec 5, 2011					331	254.62	
Nov 27, 2011	6:00 pm	Veterans First	Nov 28, 2011					65	50	
Nov 20, 2011	5:00 pm	Veterans First	Nov 21, 2011					139	106.92	
Nov 13, 2011	5:00 pm	Veterans First	Nov 14, 2011					63	48.46	Picked up from 2 hockey games
Oct 23, 2011	5:00 pm	Veterans First	Oct 24, 2011	1:00 pm				174	133.85	
Oct 21, 2011	7:00 pm	Veterans First	Oct 25, 2011					406	312.31	This was a non-event bread donation.
Oct 14, 2011	7:00 pm	Veterans First	Jan 26, 2012					203	156.15	
Oct 8, 2011	7:00 pm	Veterans First	Jan 17, 2012	1:00 pm				125	96.15	
Sep 30, 2011	7:00 pm	Veterans First	Jan 16, 2012					244	187.69	
Sep 28, 2011	7:00 pm	Veterans First	Jan 16, 2012					244	187.69	

2. Create your own internal, more sophisticated, system.

- a) This season, the League built an entire online platform to track and store food donation data.



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Questions?

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