

Maine Home Food Waste Challenge 2023 Overview

The Maine Home Food Waste Challenge was a four week Challenge that started on January 9th, 2023. Residents from all around Maine registered, with a total of 84 sign-ups and 21 participants who tracked their food waste for all four weeks of the proposed Challenge.

Project Goals:

- To involve the larger community of Maine residents in Mitchell Center food waste reduction efforts
- To educate this community in different areas of food waste management and reduction that they could apply to their households
- To change how Maine residents view food waste in a way that will have a lasting impact

Methodology:

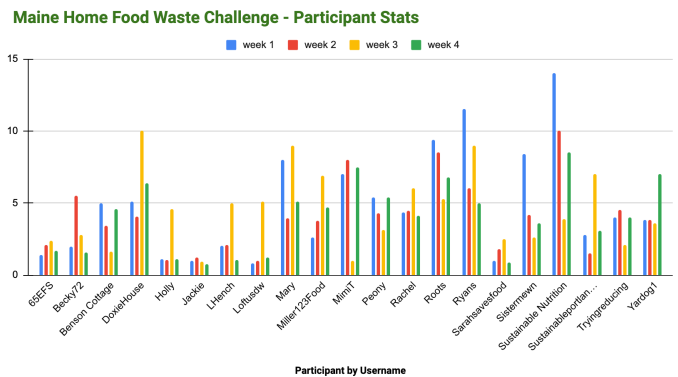
1. Met with several other communities and companies that had conducted similar household food waste tracking challenges and turned this research into our own version of a challenge.
2. Created a web-landing page for the Challenge, as well as a web-based sign-up form for participants that asked demographic and general food waste information questions.
3. Sent multiple weekly emails to participants to keep them engaged and updated as the Challenge progressed.
4. Sent participants a weekly Google Form at the end of every week where they answered questions about food waste and recorded their weekly food waste total in pounds.
5. Analyzed this data and created weekly Challenge Leaderboards for participants to track their progress. After the end of four weeks, the student intern analyzed the whole group of participants to

determine different patterns of food waste across households in Maine.

6. Met with Challenge participants and received feedback from their Challenge experience.

Results:

We found that the majority of people who participated all four weeks of the Challenge had similar demographic characteristics, such as being over 60 years of age (61.9%), having annual household incomes of \$100,000 or more (31.8%), and being driven to sign up to help fight climate change (50%). We concluded that the biggest drivers of participation were time and motivation to fix the environment.



MHFWC Participant Statistics

Example of Weekly Google Form