The Use of Social Media to Engage the Communities of Potsdam, Canton, and Clarkson University About Food Waste

By: Nikki Borowiec, Ethan Adamson, Miranda Wolf, Elizabeth Newton
The Food Waste Problem in the United States

- Food waste has always been and still is a problem in the world. About 40% of the food produced in the U.S. is wasted.

- The majority of this wasted food ends up in Landfills, which leads to the production of greenhouse gases.

- For our community engagement project we wanted to educate a broader audience with facts and tips about the food waste problem.
How we are getting involved

- Instagram account
  - @clarkson_food2energy
- Informational Video
  - Food Waste Hierarchy
- Pamphlet
  - Food Waste information in Potsdam and Clarkson University
This is our Instagram overview page. It's filled with our bio, username, and amount of followers.

We have already gathered 42 followers!
What the account is about

- Geared towards educating a broad community about food waste and what they can do to help reduce it in their areas

- Our first post was an introductory post to talk about our main goal for the account
Did you know that 3,000 lbs of food per employee per year in grocery stores is wasted?

This post was our first fact! We wanted to make it interesting to grab the reader’s attention. After this post we gained about 5 new followers.
Fun Facts(2)!

- Doesn’t food waste degrade at a fast rate in landfills? NO!

- We gained around another 5 followers this week!

Doesn't food waste degrade at a fast rate in landfills?

**NO!**

It takes food a long time to degrade in a landfill and researchers have found:
- 40 year old newspaper
- 25 year old head of lettuce
- 40 year old hotdogs

all that had been "mummified" in landfills.
Fun Facts(3)!

- Did you know that food waste is the #1 material that ends up in landfills in the United States?

- Social media is a great tool to spread information that reaches numerous amounts of people!
Food Recovery Hierarchy
 Inform ational Video

- 5 minute video made by Ethan Adamson
- Explains the food waste hierarchy with real life examples
The pamphlets

- Help Clarkson students better understand the food waste issue
- Placed randomly around campus to try to reach all students
- It will include:
  - facts about the food that is in landfills, anaerobic digestion, and composting
  - include where the nearest digester is (Canton) and how to compost
  - food waste hierarchy and how to responsibly dispose of food waste
  - food access programs in Potsdam to help food insecure students
  - Educate students on how they can get more involved in helping this

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<tr>
<th>Inside Cover</th>
<th>On Campus</th>
<th>What can go into a compost</th>
<th>What can go into a digester</th>
<th>How to get involved</th>
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What we have done so far

- We have created a Social Media account to engage the communities of Potsdam, Canton, and Clarkson University.

- We have created an educational video about the Food Waste Hierarchy.

- We are in the process of creating a Pamphlet to educate the Clarkson University Community on how they should dispose of their food waste.
Questions?

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Project Website: https://sites.clarkson.edu/foodwaste/