

Wasted Food Solutions for Denver, Colorado

Stakeholder Engagement and Initial Findings

Engaging Denver Restaurants for Increased Food Donation Activity

Introduction

There is a need for additional hunger relief support in Colorado. In 2021, the state released a [Food Pantry Assistance Grant Report](#), to support local food pantries and food banks by increasing grant funds, donations, and Colorado agriculture markets. While Denver Department of Public Health & Environment (DDPHE) has adopted strategies to support food recovery efforts, such as sending printed guides about food donation and liability protections to businesses, and training health inspectors on mentioning donations and liability protections during routine inspections, widespread adoption of food donation programs is still lacking. Through the stakeholder engagement process, Center for EcoTechnology, Inc. (CET) identified tactics and resources that will be of value to local businesses and messaging to foster the growth of food donations locally.

This work was informed by the [2018 NRDC Food Matters report for Denver](#) that used research and best practices to identify barriers to food rescue and advise on the development of local strategies. Drawing on our extensive experience in the field, CET reviewed the implementation of these strategies to understand overall effectiveness of key components, and opportunities for enhancing the current program by incorporating Community Based Social Marketing (CBSM)¹ techniques that build program participation.

With support from EPA Region 8 and the DDPHE, CET engaged stakeholders in the food business and food recovery sectors in the city of Denver, Colorado throughout 2021 and 2022. Interviews with restaurants, caterers, and food rescue organizations provided insight into existing successful food donation partnerships and the barriers to further donation-program implementation. Information gathered from these interviews influenced the agenda of a subsequent virtual focus group meeting of Denver restaurants held by CET on May 16, 2022. The meeting was intended to provide a space for members of the foodservice industry to discuss the challenges, needs, and potential solutions for implementing food donation programs. Following the meeting, an online survey was distributed to 300+ restaurants in Denver, asking respondents to indicate their preference on employee training materials, characteristics of food rescue partners, donation incentives, and more. Lastly, restaurants were contacted by phone to answer quick questions about food donation and what they need to start or continue programs. In total, CET connected with 64 businesses and food rescue agencies on the topic of food recovery. Input from the interviews, focus group meeting, survey, and final round of outreach have informed the following recommendations and opportunities for the city of Denver to consider:

CBSM Step 1: Interview Findings

With a CBSM approach, CET interviewed 21 stakeholders including representatives from foodservice businesses, business associations, and food rescue organizations. The findings, highlighted in detail below, were extremely valuable in identifying food recovery opportunities.

Barriers and Opportunities for Food Donation

Labor. A common theme identified by restaurants was the often-high turnover rates, threatening the sustainability of longstanding food donation programs that require extra staff training and consistent communication with food rescue partners. Restauranters also cited the following extra work involved in donating surplus:

- individually packaging, labeling, and storing food;
- chilling hot food properly;
- keeping time/temperature logs;
- obtaining the right containers; and

¹ CBSM techniques foster sustainable behavior through community-level interactions. Mechanisms to facilitate this approach include but are not limited to, prompts and reminders, creating new norms, incentivizing behavior change, facilitating convenience, and reframing messaging.

- ensuring employees are trained on the most up-to-date procedures.

On the food rescue side, organizations often have difficulty maintaining consistent volunteers, lowering the availability and frequency of donation pick-ups they can perform; and organizers voiced that while they try to make it as easy as possible for restaurants to donate, maintaining a donation program requires active participation from the donor which isn't always available.

Logistics. Timing is a factor in rescuing food; surplus at restaurants often occurs in the evening (after 5pm), which is outside of many food rescue organizations' operating hours. Timing constraints increase for catering companies, with one company citing two additional barriers:

- There are few rescue agencies available to pick food up after catered events are over, sometimes after 11 PM.
- Even if food rescue groups could pick up at this time, the catering company considered most leftover food to be in the time-temperature "danger zone" for food safety, so they would not consider donating it.

High security and logistical challenges have not prevented Denver International Airport from implementing a donation program. With coolers placed in strategic locations, partner restaurants were able to donate their surplus grab-and-go meals.

Priorities & perception. The tight profit and labor margins experienced by the foodservice industry relegate food donation to a secondary priority. Some restaurants are also hesitant to donate surplus and/or publicize food donation efforts fearing impression as a wasteful business. Encouragingly, many businesses are preventing food waste by using vegetable scraps for stocks, root-to-stalk cooking, and composting. Though these practices don't directly lend to food donation, they are promising behaviors toward reducing waste.

The existence of clear and helpful resources from DDPHE is a great jumping off point. The materials (i.e., brochure) can be redistributed and additional materials could be disseminated that will help educate and encourage restaurants. The willingness of health inspectors to spread information about safe food handling guidelines for donation will support the City's food donation goals.

Tangible & online resources.

None of the restaurants that CET interviewed were aware of the city's existing food donation resources, including the [Food Donation Guidelines for Licensed Food Facilities brochure](#) and [Donations and Safe Food Handling webpage](#). Having information readily available for businesses to reference/understand donation guidelines is a successful strategy; and therefore, there is opportunity to further raise awareness. When CET asked restaurants whether they were aware of the federal liability protections for food donations (the Federal Bill Emerson Good Samaritan Act), answers were mixed. A restaurant association leader claimed that there was a low level of awareness among their participants, and further, that misinformation has been spread around this topic, particularly that

it's "too hard to donate food" based on the regulations in place. Of the restaurants interviewed, about half were aware of these protections.

- For those who are aware, some asserted that these protections don't ease their worries about being held liable or making a mistake in the donation process. Therefore, consistent and clear messaging from DDPHE about liability protections and tax incentives (through meet-and-greets, or through incorporating these areas into training for health inspectors) will continue to be important to the conversation.
- For those unaware of the Federal Bill Emerson Good Samaritan Act, some were surprised and interested to learn more.

CET asked interviewees which physical resources, including magnets, flyers, and a list of food donation organizations, would be most useful in practice. The most popular physical resource requested among interviewees was a list of food rescue organizations that outlines which entities accept walk-ins and/or will pick up donations. A few interviewees were also interested in a magnet or flyer displaying food donation best practices and general information, but this was less popular than the list of food rescue organizations.

Motivation & city support. Several interviewees said that they would be motivated by financial incentives including tax deductions, rebates, and subsidies.

- Most of these restaurants indicated that subsidies for the labor associated with preparing donations and/or additional refrigeration capacity at their business would be the most effective financial incentive.
- A few businesses noted that tax deductions, specifically, often require more effort to claim than they are worth.
- A catering business remarked that existing tax deduction opportunities are not available to the catering sector. Based on our understanding, this is not correct. Therefore, we know misconceptions need to be addressed.

A few of the foodservice interviewees indicated that public recognition would motivate them to donate. As was mentioned previously, some restaurants were strongly opposed to any food donation efforts being publicly advertised.

Technical Assistance. Five interviewed entities said that technical assistance, a known strategy for successful food recovery programs, would be helpful for starting food donation program. The referenced businesses are found in Appendix A, which was shared with partners. An example of this type of initiative is demonstrated in the [waste assistance provided by the Center for EcoTechnology through the RecyclingWorks in Massachusetts program](#), funded by the Massachusetts Department of Environmental Protection. This assistance works with the business to identify opportunities across solutions (prevention, donation, and recycling), and pairs the business with the appropriate services while providing signage and guidance.

A pay-what-you-can café serving fresh, seasonal meals daily, SAME Café promotes food accessibility and uses donated ingredients, some of which were surplus, to create their meals. In 2021, they received 17,000 pounds of donated food.

Aspirations for food rescue organization partnerships.

- Several restaurants stated that a food donation program would only work for their business if the food rescue agency could pick up donations.
- One business noted that it would be helpful to have a point-person at a food rescue organization that could be contacted on an as-needed basis.
- Another business suggested that food rescue agencies ask businesses weekly if they have donatable surplus.
- All three of the food rescue organizations that CET spoke with (Denver Food Rescue, Kaizen Food Rescue, and We Don't Waste) were actively seeking new donors—there is no lack of demand for donated food.

Communications.

- Most foodservice interviewees said that the best person to receive resources and guidance about food donation would be the director of operations or general manager.
- Restaurateurs voiced that their industry peers with successful food donation programs would be more influential than consumers or health inspectors for sharing information about food donation.
- It was also noted that receiving communications about food donation from several different sources could also be beneficial to increase adoption of new food donation programs.
- The preferred form of communication was email, but a few interviewees were open to drop-ins for sharing information as well.

CBSM Step 2: Focus Group Findings

To further gather insight into barriers and potential interventions, CET utilized a CBSM strategy of conducting a focus group, holding a virtual group meeting on May 16, 2022. To attract participants, CET sent multiple email-blasts, leveraged the networks of business associations, and DDPHE posted the registration link on social media. Overall, outreach was conducted to over 250 Denver restaurants, with over 100 restaurants signing up to attend the workshop with EPA Region 8, and in-line with CBSM tactics, CET offered a virtual gift card to attendees from Denver restaurants. Despite this incentive, CET was surprised by the lack of participation. In the end, six members of the Denver restaurant industry attended, in addition to three representatives of food rescue organizations. Due to a lack of verbal participation during

the meeting, no new conclusions were drawn from this component of the project. The bullets below highlight the format of this focus group.

Focus group questions

- Focus group participants were asked for their preferences on physical guidance materials (such as magnets, flyers, and a list of food rescue agencies) and training materials for starting and implementing food donation programs.
- Attendees were also asked about helpful characteristics of a food rescue partner and additional resources such as storage or labor that would help them overcome logistical barriers to food donation.
- Lastly, participants were asked about which incentives would be effective for encouraging food donation.

Polls

- Four poll questions were administered during the meeting, but due to a lack of responses to the polls and small sample size, the data could not be used.

CBSM Step 3: Survey

In June 2022, following the interviews and focus groups, CET implemented another CBSM strategy, widely distributing an eight-question survey to further hone insights and confirm that findings from the interviews were aligned with the wider restaurant community. After sending the survey to over 300 restaurants through multiple e-mail blasts and sharing through partners' social media, CET received input from 10 restaurants through this online survey. Eight (80%) of the respondents have yet to implement donation programs, and two (20%) already had food donation programs in place. Figures referenced below can be found following the conclusion of the report.

Tangible Resources

When provided with three options of tangible resources for starting a donation program, most respondents indicated that a **list of rescue agencies with their phone numbers** would be most helpful (reference Figure 1). This aligned with input received through the interviews. The list of agencies was followed by a how-to magnet with clear steps for establishing a program.

Staff Training Resources

When asked about **resources needed to train staff** (reference Figure 2) on a food donation program, the eight respondents without donation programs preferred the following, listed in order of popularity:

1. **A stipend for staff to complete an in-person training;**
2. A training held by a restaurant peer who is already donating;
3. A video recording that could be used to train staff;
4. Clear information about temperature and storage requirements for donating prepared foods;
5. Printed steps on how to donate; and
6. Electronic steps on how to donate.

The two respondents with donation programs preferred the following resources, listed in order of most to least popular (reference Figure 3). The last item, a video recording that can be used by staff, was a notably unpopular option for these two respondents. Please note that the stipend, electronic steps on how to donate, and printed steps on how to donate were equal in popularity, with opposite feedback from the two respondents. Based on these findings, providing this information (temperature and storage requirements) in multiple formats (magnets, flyers, emails) will be needed. DDPHE should consider resharing the existing resources and make the information easily accessible.

1. **Clear information about temperature and storage requirements for donating prepared foods;**
2. A stipend for staff to complete an in-person training;
3. Electronic and printed steps on how to donate;
4. Training held by a restaurant peer who is already donating; and
5. A video recording that can be used to train staff.

Support/resources needed for evening donations

The survey also asked what would be needed to donate food after 5 pm. Respondents without donation programs (reference Figure 4) answered the following, ordered from least to most popular:

1. **Pick-up services after 5 pm;**
2. Staffed after-hours drop-off point;
3. Additional refrigeration capacity; and
4. Un-staffed drop-off point with refrigeration.

Respondents with donation programs (reference Figure 5) also preferred the pick-up services after 5pm option. One of the two respondents thought that an unstaffed drop-off point and additional refrigeration capacity would not be helpful. The items that would help them donate food after 5pm, in order of popularity, were:

1. **Pick-up services after 5 pm;**
2. Staffed after-hours drop-off point;
3. Unstaffed drop-off point with refrigeration; and
4. Additional refrigeration capacity.

Incentives

The survey also captured incentives that would motivate a business to donate surplus food (reference Figure 6). For respondents without donation programs, the answers, in order of popularity, were:

1. **Endorsement/recognition from a municipal representative such as DDPHE on public forums such as social media, press releases, and window clings;**
2. Media coverage promoting a business' donation program;
3. Public-facing webpage that lists restaurants that are donating and how to do so;
4. Recognition on social media by a high-profile account; and
5. Event that highlights those who are donating.

Respondents with donation programs would be most motivated by **recognition on social media by a high-profile account** (reference Figure 7). The rest of the options were tied for popularity among the two respondents, with one respondent listing them all as not very helpful, and the other listing them as very helpful.

The survey asked one open-ended question: What do you need to get your program up and running? Answers were (direct quotes):

- *Information on how to get started and steps to take*
- *A better understanding of needs, process, and partnership*
- *Storage opportunities for foods that would otherwise go bad quickly, a central location for drop off in multiple locations throughout the city (i.e.: a small locked fridge or freezer in multiple restaurants that is shared by many donation locations), frequent pickup.*
- *A solid system that doesn't require us making connections, but rather we can be run through the entire process, including legalities, logistics, and charitable partner. Little-to-no labor hours on the part of our team (i.e. if an organization came and picked this up that would be best).*
- *Money for the extra labor*

CBSM Step 4: Phone Questionnaire

During the week of September 12, CET called 88 restaurants and reached 27 for short conversations about food donation. To further understand barriers and potential CBSM interventions, CET asked restaurants whether they were already donating food, and if so, whether they would like their programs to be highlighted. CET also asked restaurants if they were aware of liability protections and tax incentives for food donation, and what would motivate them to start donating surplus food. The input received from the 27 restaurants is summarized below.

There are many restaurants already donating surplus, edible food in Denver. For instance, *The Urban Cookie* donates any unsold cookies to a local food pantry. Being zero waste and giving back is important to them.

Most of these restaurants (20 restaurants, or 74%) are not donating food (reference Figure 8). One restaurant only donates on a case-by-case basis. Six restaurants (22%) are donating food.

Of the six restaurants with donation programs, two of them were interested in being highlighted for their efforts. Two of the donating restaurants were not interested in being publicly recognized for their donation efforts, one noting that they “don’t need special recognition for helping their community”. The

contacts reached at the other two donating restaurants were unable to answer the question “Would you like to be highlighted?” on behalf of the restaurant.

When restaurants were asked why they do not donate surplus food, the following answers were most common. This feedback reinforced existing themes encountered by CET: not having surplus food to donate and prioritizing bottom line needs over food donation.

- **The restaurant usually does not have leftovers or surplus to donate due to existing food waste prevention practices.**
- **Restaurant margins are tight and food donation is viewed as a second priority/extra labor cost.**

Other barriers to donating included (each cited by 1 restaurant):

- Confused about the logistics of food donation;
- Has tried to donate prepared meals in the past but the shelters they reached out to would not take them;
- Corporate policy prohibits the restaurant from donating food; and
- Has “never been asked to donate food” but has donated gift cards to charities in the past.

Denver Food Rescue’s no-cost grocery program (NCGP) enables the direct distribution of perishable goods, eliminating need for cold storage. Through this program, Denver Food Rescue collects surplus food from grocery stores and brings it home to recipients in under two hours.

CET asked restaurants whether they are aware of liability protections for food donations (reference Figure 9). Similar to interview feedback, there was a mixture of awareness level, and in some cases, an incomplete understanding of how liability protections could apply in practice. Eleven restaurants (44%) were aware of the liability protections for donating safe, edible food. Ten of the restaurants (40%) were unaware. Four restaurants indicated that they are somewhat familiar with the idea of these protections but could use further clarity.

CET also asked restaurants about their awareness of tax incentives for food donations (reference Figure 10). Thirteen restaurants (52%) were unfamiliar with them, and 11 restaurants (44%) were aware of tax incentives for food donation. Though there seems to be room to share tax incentive opportunities further, it was learned during the interviews some restaurants think that tax deductions require more effort to claim than they are worth.

When asked what would motivate them to donate food, most restaurants answered that receiving information on how to get started and the logistics would help. A few restaurants noted that they would be motivated if donating food could be quick and easy, or if someone could reach out to them directly about opportunities. Popular motivational factors included:

- Receiving information on how to get started and the benefits;
- If there were an easy, non-time-consuming way;
- Someone reaching out to them about opportunities; and
- Receiving specific information about donation options for prepared foods.

The restaurants that indicated they would be willing to talk to someone about implementing or expanding their food donation efforts can be found in Appendix A, which was shared with partners.

Overall Findings

After synthesizing themes from the interviews, survey, and phone calls, the following can be taken away:

- There is a willingness in the restaurant community to donate their surplus food if they are equipped with information on food safety guidelines and requirements of a food rescue partner.
- Those who weren't aware of DDPHE's existing resources on food donation were interested in exploring them.
- Most restaurants interviewed and surveyed would benefit from a list of food rescue organizations with phone numbers.
- For donation to be operationally feasible for most restaurants, they need pick-up services for donations after 5pm. If that isn't possible, additional space in-house to store donations, and/or a centralized and staffed drop-off point for food donations could help facilitate more donation.
- The survey indicated that an endorsement from DDPHE would be a motivational reward for donating excess food for businesses without donation programs.
- There is a mixed awareness and incomplete understanding of the liability protections for food donations.

Proposed Actions

CET identified several opportunities to advance Denver's food recovery landscape. The following information outlines next steps that stakeholders can take to implement findings from this report into opportunities for change in the community. The recommendations provided make use of CBSM principles to catalyze behavior change. This includes making commitments to donation programs public and durable using public-facing clings and endorsements, as well as changing social norms through the use of peer-to-peer exchange and case studies. These have been organized into potential time frame for implementation.

Immediate Actions

- **Ask restaurants with donation programs if they would like to be recognized by DDPHE** or arrange for a local celebrity to post about the restaurant's donation efforts on social media.
 - Recognition could be through press releases, social media, or window clings, depending on the business' interest.
 - Contact information for the businesses that may be open to recognition can be found in Appendix A, which was shared with project partners.
- **Reach out to the entities listed in Appendix A (shared with aforementioned partners)** to ask about the surplus they generate and offer to connect them with food rescue organizations that accept surplus from restaurants, such as We Don't Waste.
- **Combat restaurants' perception that they don't have surplus that is suitable for donation by:**
 - All communications from DDPHE to restaurants (through social media, press releases, food donation on website, etc.) could recognize surplus food as a potential occurrence at many restaurants, and that certain food rescue agencies can accommodate and will appreciate one-time donations when they are possible.
 - Provide clear, comprehensive, and consistent guidance on safe food handling guidelines in new and additional forms (magnets/signage/one-pagers where applicable), equipping restaurants with resources that allow them to donate with a confidence that liability protections cannot alone provide. Outreach and information sharing should be conducted routinely. Any guidance resources should be translated into Spanish or other languages spoken by employees.
- **Recognize that to reach businesses of all sizes, sectors, and services a menu of options is best to meet these varied needs and interests. This will increase likelihood of adoption and extend overall impact.**
 - A one-size-fits-all approach cannot be applied to assisting the restaurant community, for example:

We Don't Waste began in 2009, in the back of a Volvo, rescuing and donating food from catering events/restaurants. Now they have 4 refrigerated trucks, a 11,000-square-foot donation center, and primarily receive food from distributors and retailers. They distribute to over 100 recovery organizations, and 7 mobile markets.

- Some restaurants would be motivated by public recognition for their donations, and others would find that a deterrent;
 - Some restaurants are open to drop-in communications and others prefer email communications;
 - Some restaurants would like additional refrigeration capacity on-site for donations, while others don't have space for it; and
 - Restaurants have different staff training preferences (video vs. in-person).
- Alternatively, DDPHE could select a specific focus within the restaurant sector (i.e., limited-service restaurants of a certain cuisine) to target outreach and resources. This will drive peer-to-peer stories and replicable models found valuable in the discussions.
- **Highlight and request the technical assistance that is available through the state**, and how it can relate to establishing food recovery programs, including:
 - [Colorado Green Business Assistance](#), offered by the Colorado Department of Public Health & Environment (CDPHE), includes free sustainability assessments and follow-up support for waste reduction and energy efficiency program; and
 - The [Front Range Waste Diversion \(FRWD\)](#) program, also offered by CDPHE, which provides grants and technical assistance to Front Range communities to increase recycling, composting, and waste reduction. DDPHE could utilize this program to distribute subsidies, host discussions, or create resources to bolster the conversation around food redistribution.

Medium-Term Actions

- **Provide a list of food rescue organizations** (in printed and email form) to restaurants that includes the organizations' phone numbers. If possible, include the hours that they can pick up and the types of items/meals they accept.
 - Ensure that food rescue organizations that specialize in prepared foods donation, such as the national organization [Food Donation Connection](#), or organizations that are known to accept from restaurants, such as We Don't Waste, are included.
- **Collaborate with food rescue agencies to support volunteer needs** - some of the most helpful solutions voiced by restaurants hinge on the availability of the food rescue partner to pick up food, which often rely on volunteer labor for donation pickups.
- **Interview a donating business** about their donation program and get the step-by-step procedure and share with other restaurants in a case study document and/or video. CET has a few resources underway that could be adapted and will share once final.
- **Facilitate peer-to-peer stories and discussions** where donating businesses could share their best practices with non-donating businesses. To do this, utilize business association networks such as [Eat Denver](#) and [Good Business Colorado](#).
- If restaurants seem to be engaging with new food donation materials, **host open discussions among businesses, health inspectors, and food rescue organizations that clarify any remaining misconceptions about safe food handling guidelines.**

Long-Term Actions

- **Leverage the Denver [Partners in Food Safety](#) program to promote increased donation.**
 - Businesses could receive a special designation if they donate surplus food.
 - As part of food establishment inspections, inspectors could provide additional information about safe food handling guidelines for donation and training materials for staff, including time-labeling and cold storage procedures.

- This should include guidelines on safe food storage practices. The “first-in-first-out” cold storage method is a great way to reduce food waste and figure out if something would be more suitable for donation than use in the kitchen.
- Through outreach to restaurants and during future health inspections, ask businesses whether additional cold storage is needed. Explore funding opportunities for additional cold storage equipment if the need is indicated.
- **Provide stipends to restaurants to hold food donation procedure trainings.** Only provide these trainings once a partner food rescue organization has been established.
- **Reach out to businesses with existing donation programs to provide funding for additional refrigeration capacity** at their business, if available, needed, or wanted.

Conclusion

The aspirations that restaurants have for potential food rescue partnerships are realistic and could be leveraged using CBSM tools to increase behaviors driving up donations. Some of these suggestions include pick-up services provided by the food rescue organization, a consistent food rescue point-person for the business, and weekly reminders from the food rescue organization to ask if they have surplus. This can be conducted depending on the food rescue organizations’ availability through weekly calls, notifications in their apps, or otherwise. Many of the desired qualifications voiced are either already standard operating procedures of food rescue organizations, or if not, they are possible for the future.

Publicly highlighting the existing food donation efforts of businesses, and their partnerships with food rescue organizations, would make the commitment public and durable, which has been shown in other CBSM projects to be effective at increasing business participation. As proposed in the immediate and medium-term actions, this can be done through public recognition on social media/local news outlets, events, and/or case studies. Any display that “others are doing it” will help combat the barriers and negative perceptions that restaurants have toward food donation and foster a change in social norms. Efforts to highlight business’ existing programs could also promote the active food rescue organizations in Denver and share their contact information.

Equipping restaurants with more information on how to donate will also be important. This includes a list of food rescue organizations and more information on safe food handling guidelines, as detailed in the action sections above. If restaurants receive this information from multiple sources (events, magnets, flyers, drop-ins, etc.), awareness of food donation will increase.

CET is looking forward to helping DDPHE put these recommendations into practice.

Figures

On a scale from 0 to 5, where **0 equals not at all helpful** and **5 equals extremely helpful**, how helpful is each of the following resources for starting a donation program?

[More Details](#)

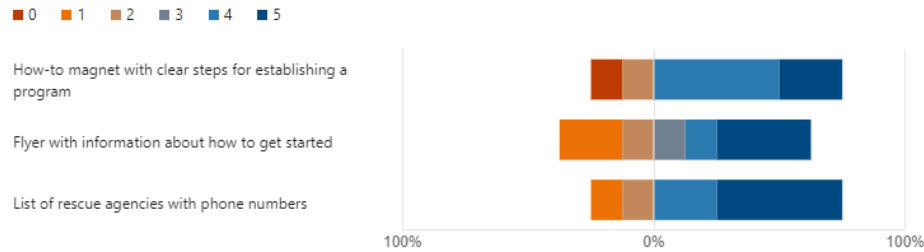


Figure 1. Tangible resources for starting a program (respondents without donation)

On a scale from 0 to 5, where **0 equals not at all helpful** and **5 equals extremely helpful**, how helpful is each of the following for training staff on a donation program?

[More Details](#)

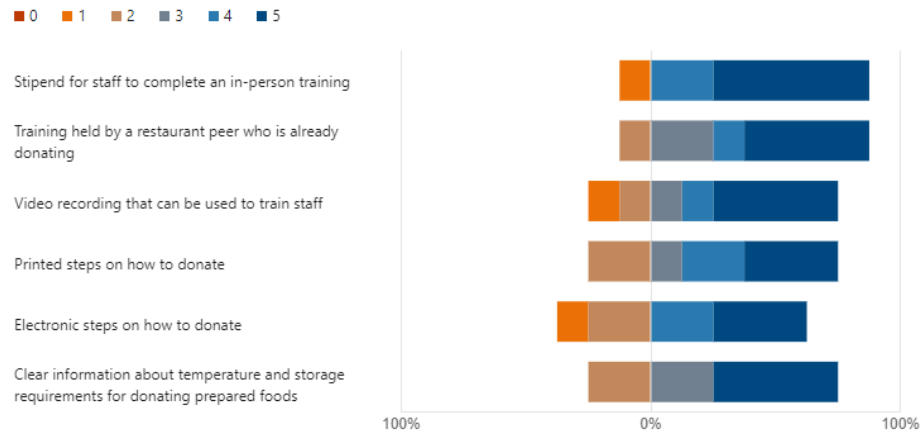


Figure 2. Staff training resources (respondents without donation programs)

On a scale from 0 to 5, where **0 equals not at all helpful** and **5 equals extremely helpful**, how helpful is each of the following for training new staff on your donation program?

[More Details](#)

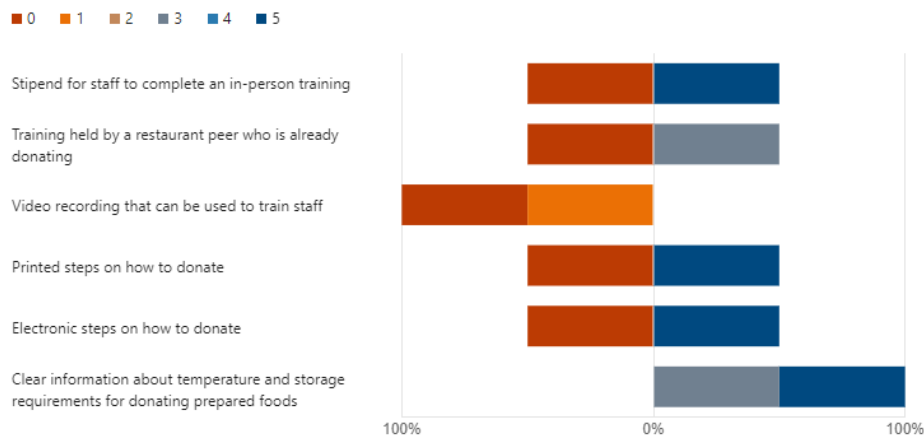


Figure 3. Staff training resources (respondents donating)

On a scale from 0 to 5, where **0 equals not at all helpful** and **5 equals extremely helpful**, how helpful is each of the following for helping you safely donate food after 5pm?

[More Details](#)

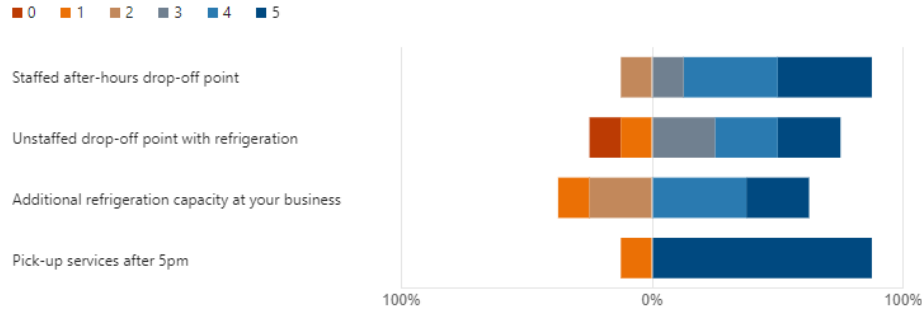


Figure 4. What is needed to donate food after 5pm (respondents not donating)

On a scale from 0 to 5, where **0 equals not at all helpful** and **5 equals extremely helpful**, how helpful is each of the following for helping you safely donate food after 5pm?

[More Details](#)

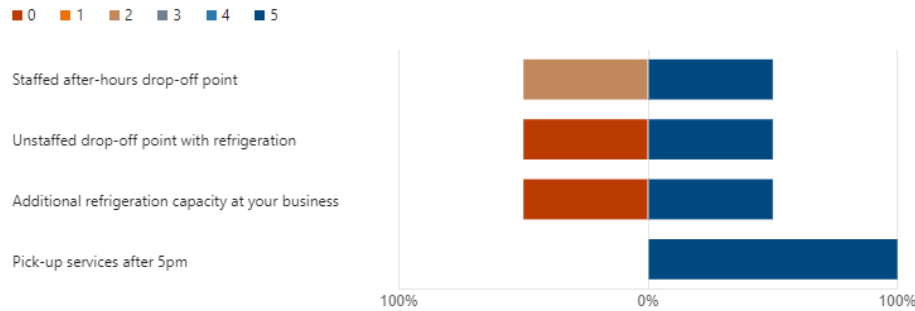


Figure 5. What is needed to donate food after 5pm (respondents donating)

On a scale from 0 to 5, where **0 equals not at all helpful** and **5 equals extremely helpful**, how helpful is each of the following for motivating your business to donate?

[More Details](#)

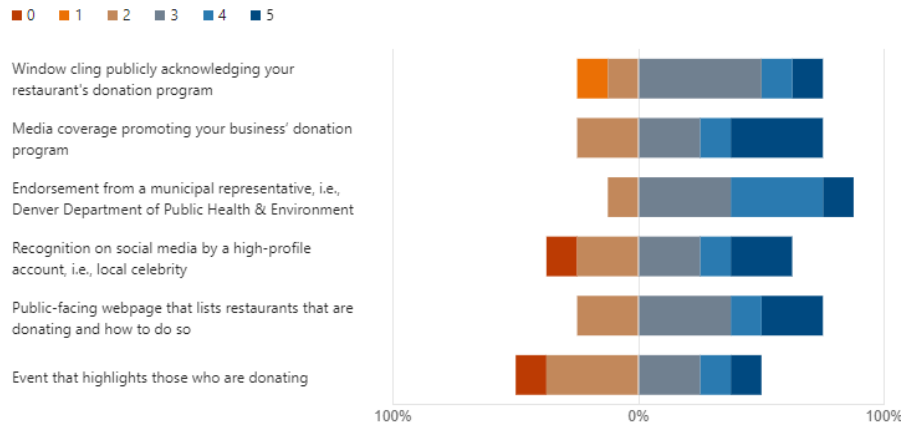


Figure 6. Motivational incentives for donation (respondents not donating)

On a scale from 0 to 5, where **0 equals not at all helpful** and **5 equals extremely helpful**, how helpful is each of the following for motivating your business to continue donating?

[More Details](#)

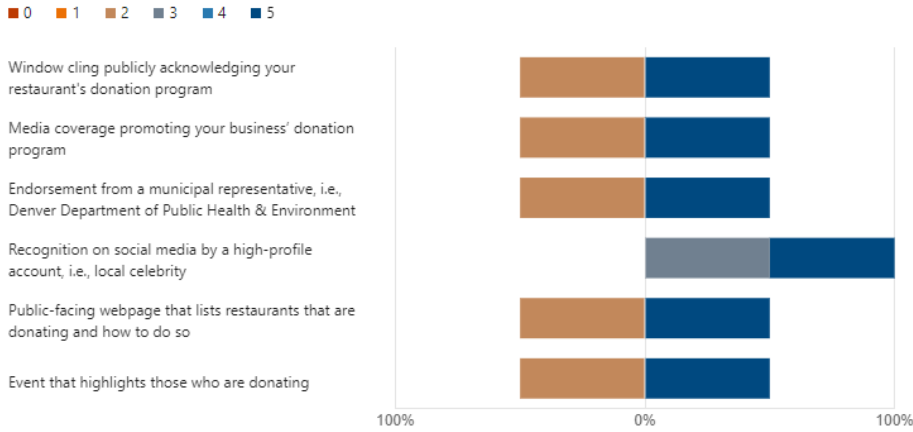


Figure 7. Motivational incentives for donation (respondents donating)

Do you donate food?

27 responses

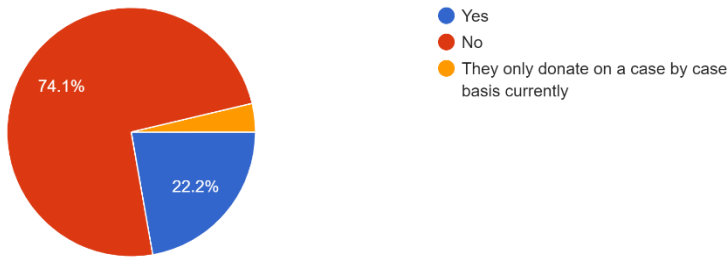


Figure 8. Do you donate food?

Are you aware of the liability protections for donating safe, edible food?

25 responses

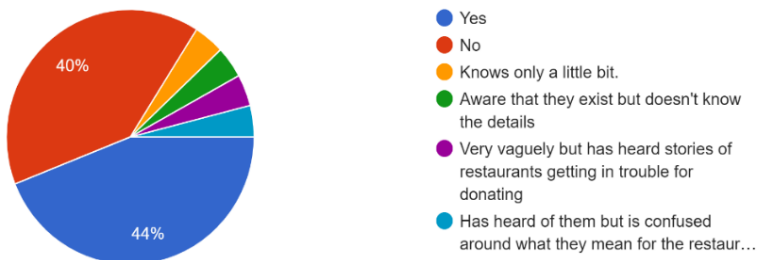


Figure 9. Are you aware of liability protections?

Are you aware of the tax incentives available for donating safe, edible food?

25 responses

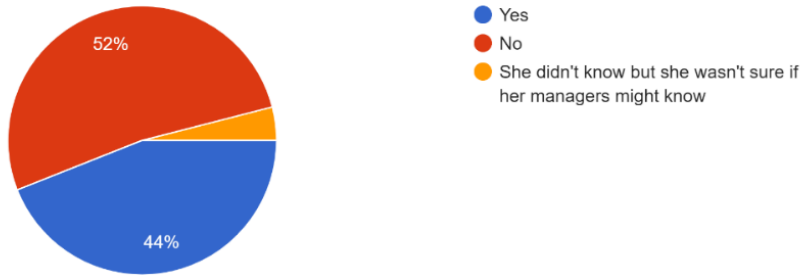


Figure 10. Are you aware of the tax incentives for food donation?