

Food Donation Made Easy for a Large Casino in Las Vegas with Avery Dennison Freshmarx Food Donation

With USDA figures showing 30 to 40 percent of all food in the United States is discarded, the foodservice industry is pushing for radical changes in the way surplus food is managed.



Freshmarx® Intelligent Food Industry Solutions enable labor efficiency, food safety, sustainability and enhance the consumer experience by harnessing the power of accurate, shared data throughout the food industry supply chain.

Currently, large quantities of food are sent to landfills, enabling dangerous levels of methane gas to escape into the atmosphere. The growing awareness and emphasis on reducing food waste have led restaurants and other food purveyors to implement stricter environmental goals to meet changing industry standards.

Sadly, in the U.S., while 133 billion pounds of food are discarded annually, millions of people struggle with hunger, and one in six American children may not know where their next meal is coming from. These statistics have prompted a growing trend in the foodservice industry to redirect surplus food to the needy and less fortunate. That's where Avery Dennison® Freshmarx® Donation with our partner, Food Donation Connection, has been making a difference with a large gaming resort in Las Vegas.

The Freshmarx Food Donation Tracker application tracks and logs pertinent data, including the types of food donated, reason for the surplus, donated quantities and the recipient of the donation. A label that identifies the donation details is printed and attached to the food container. The detailed log files are extracted and provided to Food Donation Connection.

Through Food Donation Connection's network of charities, the casino redirects excess food created in their event kitchens for conventions, expos and other special shows to local food banks, churches, and schools to feed people in need. Food Donation Connection serves as the middleman for food donors, locating a local charity, usually a recipient within five miles of the donor. The charity then picks up the food donations from the donor at scheduled times.



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In addition to redirecting unused meals from landfills to people in need, Freshmarx Food Donation and Food Donation Connection help foodservice companies turn these donations into tax deductions. With the data from the Freshmarx Food Donation log files, Food Donation Connection assists its partners with the proper tax paperwork. This information can also be used to help with reductions in inventory costs and an increase in the company's bottom line.

Embracing sustainability and waste reduction can also lead to new customers. According to Forbes magazine, a 2017 study revealed millennial consumers are very concerned with environmental issues. They expect American corporations to be socially conscious. About 92 percent of respondents said they are more likely to trust a company supporting environmental and social issues.

For companies looking to turn food waste into charitable donations and tax deductions, Avery Dennison's Freshmarx Food Donation is the perfect solution to help them contribute to the reduction of methane emissions while serving their community, attracting new millennial customers and increasing their bottom line.

Since 1992, Food Donation Connection has helped develop, implement and manage harvest programs for food purveyors looking for an alternative to sending large quantities of surplus food to landfills. The result is more than 750 million pounds of prepared leftovers diverted from waste into edible donations to hunger relief organizations in more than 30 countries.