Food is Made to be Eaten Video Series – Promotional Toolkit

Thank you for supporting the Food is Made to be Eaten video series, developed by NRDC. The videos feature Chef Tom Colicchio with the goal of encouraging food donation by chefs, restaurants, caterers, and other food businesses. Safe food donation has been protected from liability for decades through the Bill Emerson Good Samaritan Act. In January 2023, because of the work of a strong coalition of nonprofits, businesses, and lawmakers, the Bill Emerson Act was expanded and improved by the passing of the Food Donation Improvement Act. These videos focus on a few different potential donation opportunities to provide information about liability protections updated by the Food Donation Improvement Act and aim to clarify when chefs and food businesses can safely donate. We envision that municipal staff can use these videos in their engagement with food businesses; nonprofit food rescuers can use these videos in their correspondence with potential donors; and food businesses can use these videos to educate their staff.

Please feel free to use the copy exactly as is, or alter it based on your organization's branding/tone of voice.

Links:

- Here's a link to Tom & NRDC's **Instagram** post that you can easily reshare to your own story: https://www.instagram.com/p/CxyM9cON3YY/
- Here's NRDC's **blog** about the video series: https://www.nrdc.org/bio/nina-sevilla/food-made-be-eaten-new-videos-encourage-food-donation
- Here are the **YouTube links**:
    - Full length video: https://youtu.be/Q-Q1s1UNOXU
    - Just the Facts: https://youtu.be/dQG9Xn9qucM
    - Runaway Bride: https://youtu.be/Uc3ffKiMec0
    - Listen to Grandma: https://youtu.be/eMUJEw4_6vM
    - Voicemail Change: https://youtu.be/cNXABRWzATM
- Here is a folder of **still images** you can use to make your own post: https://drive.google.com/drive/folders/1L91s6P3YCizXvzvmdkfQTkBsYKVpV0uE?usp=sharing
- Here are two vertical video files if you'd like to make your own post. If you use these please be sure to tag @nrdc_org: https://drive.google.com/drive/folders/106Omg0ZgAcC4MF2Xp6SANZ8VhUCQzj7T?usp=sharing

X/Twitter/Threads:

- Food is made to be eaten, not thrown out! Let's do our part to make sure good food ends up on people's plates. New videos from @NRDC along with @tomcolicchio share information on food donation ➡️ [insert link]

- The Bill Emerson Good Samaritan Act protects food donors from liability. Spread the word with @NRDC [insert link] #FoodIsMadeToBeEaten

- On #InternationalDayOfFoodLossAndWasteAwareness, we are excited to highlight how easy donating food can be. Learn more from @NRDC ➡️ [insert link] #FoodIsMadeToBeEaten

- On #InternationalDayOfFoodLossAndWasteAwareness, did you know that up to 40% of food in our country ends up in landfills or incinerators? @NRDC explains the liability protections available for food donors ➡️ [insert link] #FoodIsMadeToBeEaten

- The Bill Emerson Good Samaritan Act protects food donors from liability, so long as you donate in good faith. Donating food is an important way to help meet the food needs of people experiencing food insecurity, learn more from @NRDC ➡️ [insert link]

- Donating excess food is a great way to help our communities. New videos from @NRDC explain the liability protections available for food donors ➡️ [insert link] #FoodIsMadeToBeEaten

Instagram Captions:

- Food is made to be eaten, not thrown out! Let's do our part to make sure good food ends up on people's plates. New videos from @NRDC_org along with @tomcolicchio share information on food donation ➡️ [insert link]

- The Bill Emerson Good Samaritan Act protects food donors from liability. Spread the word with @NRDC_org [insert link] #FoodIsMadeToBeEaten

- On #InternationalDayOfFoodLossAndWasteAwareness, we are excited to highlight how easy donating food can be. Learn more from @NRDC_org ➡️ [insert link] #FoodIsMadeToBeEaten

- On #InternationalDayOfFoodLossAndWasteAwareness, did you know that up to 40% of food in our country ends up in landfills or incinerators? @NRDC_org explains the liability protections available for food donors ➡️ [insert link] #FoodIsMadeToBeEaten

- The Bill Emerson Good Samaritan Act protects food donors from liability, so long as you donate in good faith. Donating food is an important way to help meet the food needs of people experiencing food insecurity, learn more from @NRDC_org ➡️ [insert link]

- Donating excess food is a great way to help our communities. New videos from @NRDC_org explain the liability protections available for food donors ➡️ [insert link] #FoodIsMadeToBeEaten

LinkedIn:

Safe food donation has been protected from liability for decades based on the Bill Emerson Good Samaritan Act. The Food Donation Improvement Act, passed in January 2023, expanded liability protections in the Good Samaritan Act for food donors in two, new important ways:

- Liability protections now cover qualified direct donors (e.g. schools, restaurants, caterers, grocery stores, farmers) who donate good food directly to individuals or groups other than nonprofits. Previously, liability protections were only afforded to qualified donors if they donated the food to a 501c3 organization.
- Liability protections now cover nonprofit organizations and others that provide donated food products at a low price (an amount that covers the cost of handling, administering, and distributing the food). This means that food pantries and other food distribution sites have the option to charge a small amount of money for food to help cover their operational costs.

To help spread the word about the liability protections that exist for food donors and to encourage more donation, the Natural Resources Defense Council developed a series of short informational videos featuring chef Tom Colicchio. Creating a food donation program for your restaurant or food business doesn't have to be time-consuming or fear-provoking. Learn more: [inset link].

Newsletters:

Header: New Resource: Food is Made to be Eaten Video Series

[embed video link]

The Food Donation Improvement Act extended liability protections to more types of food donations beyond those already protected by the Bill Emerson Good Samaritan Act. A new series of videos from NRDC featuring Chef Tom Colicchio encourages food donation by chefs, restaurants, caterers, and other food businesses. The videos highlight a few different potential donation opportunities and provide information about liability protections. Check out the videos here [insert link] and feel free to use them in your work to increase food donations and keep good food out of landfills.