

Cacciatore

CATERING
THE
COMMUNITY
CAMPAIGN

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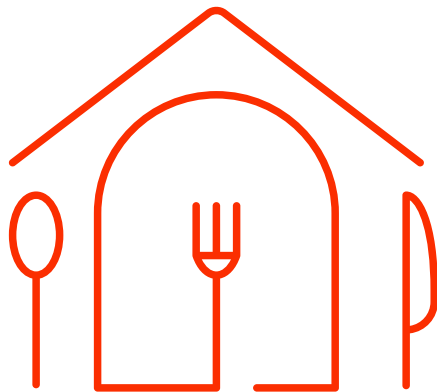
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Meet the Team



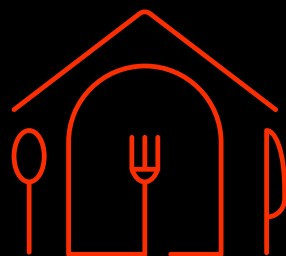


*Rebekah
Jacob*

ABOUT REBEKAH

Rebekah is a third year at the University of Florida majoring in public relations and minoring in event management. She is also in the combined degree program getting her Master's in Mass Communication with a concentration in digital strategy.

For this campaign, Rebekah is our Account Executive and Advertising Director.



RREL

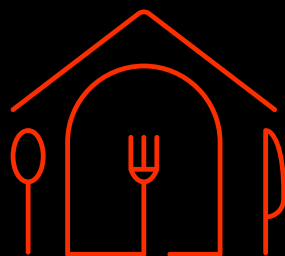


Riley
Quinn

ABOUT RILEY

Riley is currently a senior pursuing her major in Public Relations in the school of Journalism and Communications. She is also in the combined degree program getting her Master's in Mass Communication with a concentration in public relations.

For this campaign, Riley is our art director, social media director, and media director.



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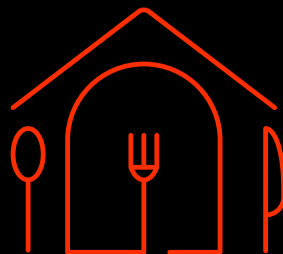


*Elizabeth
Dwyer*

ABOUT ELIZABETH

Elizabeth is a fourth-year public relations major and communication studies minor at The University of Florida. She is currently in the combined degree program pursuing a masters' in digital strategy.

For this campaign, Elizabeth is our Research Director and Copy Director.



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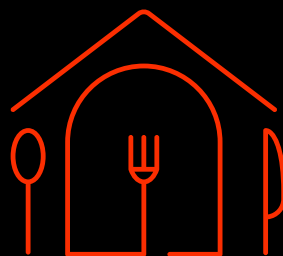


*Lauren
Eirls*

ABOUT LAUREN

Lauren is a senior public relations major with an outside concentration on business. She is currently in her last semester at The University of Florida.

For this campaign, Lauren is our Public Relations Director and Promotional Director.



RREL

CACCIATORE CATERING

loved + made fresh

WWW.CACCIATOREFOOD.COM

Executive Summary



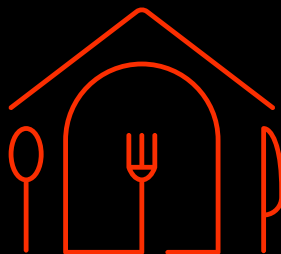
CAMPAIGN OVERVIEW

Cacciatore Catering Company is located in Gainesville, Florida, and has been a part of the community for more than 20 years. The company has many prestigious loyal customers such as the president of UF, UF and Taste of Florida.

Cacciatore Catering is looking for its next opportunity to help the local community. Cacciatore will be working alongside RREL Associates in a public relations campaign aimed to diminish hunger levels in Gainesville among the homeless population while also raising awareness about the issue affecting individuals daily.

Throughout this campaign, Cacciatore will donate its leftover food at the end of each week to St. Francis House, located at 413 S Main St, Gainesville, FL 32601. Food will be distributed from the company's food truck every Friday starting at 6 p.m. starting January 1, 2023, and finishing on April 1, 2023.

The Catering Company is eager to get started on this campaign and to help its surrounding community and raise awareness for homeless individuals in hopes of subsiding hunger levels in Alachua County.



RREL



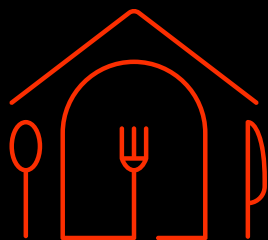
About US

The team that makes us RREL Associates is passionate about giving back to its local community and diminishing hunger among the homeless population.

Our team is composed of senior public relations students from the University of Florida. We are eager to expand our PR knowledge and gain hands-on experience throughout this campaign with Cacciatore Catering to help the local homeless community of Alachua County.

Our mission is to provide well-balanced nutritious meals to those experiencing poverty and homelessness. Our goal is to diminish hunger within the homeless community by 30% by April 2023. We plan to work alongside Cacciatore Catering to donate leftover unused food from catering events held that week.

Our team is motivated to create change and eager to get started on this campaign with Cacciatore Catering.



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Problem Statement

REDUCING HUNGER

Food insecurity is defined as the **“lack of access, at times, to enough food for an active, healthy life,”** according to the United States Department of Agriculture. In Alachua County, the food insecurity rate is **13.9%**. Key drivers in reaching this percentage include unemployment, poverty, and income shocks. These factors have all **increased** since 2020 when COVID-19 first made its appearance in America.

The 'Catering the Community' campaign is working to reduce food insecurity by working with Cacciatore Catering and St. Francis House of Gainesville to build food security for Alachua County residents that are facing food insecurity due to unforeseen circumstances.

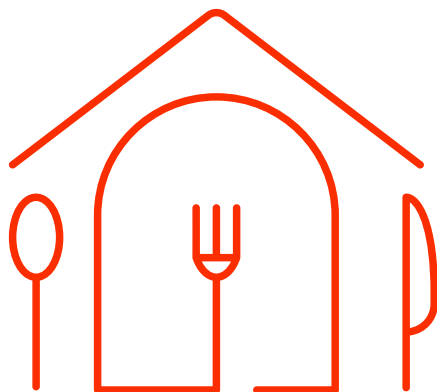
Statistics show in order to re-deduce the food insecurity rate by 100% in Alachua County the community must accumulate the **\$12,617,000** its budget is failing to meet. Cacciatore Catering is aware that this number is a struggle to meet yearly, so the Cacciatore community is motivated to take the reduction of the number into its own hands.

The local catering company intends to reduce this number by donating its unused meal trays to St. Francis House from its catering events within the week. Food waste in Alachua County, and in America, is on the rise. According to the USDA, **30-40%** of the food supply is wasted, and in 2018 it equaled **63 million tons**. Subsidizing these numbers could lead to lowering the distance between the individual and poverty. One tray from Cacciatore Catering can feed 12 impoverished individuals, and weekly the catering company is left with on average of five trays per event. These unused trays have the capability of creating one well-balanced plate per person. With weekend events at St. Francis house, the catering company has the ability through its donations to feed close to 50 individuals.



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Secondary Research



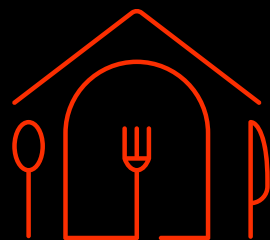


Objectives

OUR OBJECTIVES

RREL Associates wants to work with Cacciatore Catering to fight the hunger crisis among Alachua County's homeless population head-on through multiple spheres of activism with the goal of eliminating food waste by 100%.

We plan to increase social media use by the Cacciatore company. We plan to increase social media following by 200% by April 1, 2023. To meet our goal, we plan on creating social media interactive posts for followers to use which allows followers to get to know Cacciatore Catering's mission and values on a more personal level. These posts will also allow followers to give the company and our team more feedback about the homeless crisis and ideas on how to subside the numbers.



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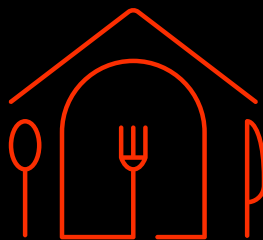


Company Analysis

CACCIATORE CATERING

Cacciatore Catering, currently run by Dean Cacciatore, is a full-service catering company that provides culinary excellence, mouthwatering menus, and the finest service. Catering for events as small as 2 and as large as 2000, Cacciatore Catering's passionate, detailed, and focused team takes pride in exceeding clients' expectations. Cacciatore Catering promises that "whether creating beautiful food, extraordinary events, or providing professional services, your custom event will incorporate every element you desire." This stems from their motto, "We don't just cater food, we create experiences." Cacciatore Catering values incorporating special details to make a big and lasting impression, and this ranges from services and food to entertainment and venue options.

As stated by Dean Cacciatore, "We pledge our reputation on integrity and reliability throughout every stage of the planning process. We'll listen faithfully to your individual preferences and requests in order to create a truly mouthwatering and memorable experience for you and your guests."



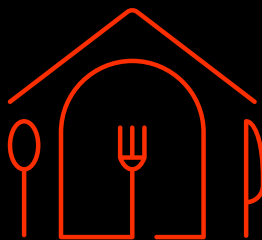
RREEL



Analysis of Existing Markets

Cacciatore Catering typically works with large, corporate clients in the Gainesville area. Events generally cater to approximately 150 guests. Attendees are usually middle-to upper-class individuals between the ages of 40 and 60. One of Cacciatore Catering's largest clients is the University of Florida and the President of UF, where events can cater up to 1000 people ranging from the President's House to the President's suite at UF. Typical events catered at the University of Florida include football games, holiday parties, and meetings with the Alumni Association.

The University of Florida has a list of approved caterers in Gainesville, FL ranging from 4RiversSmokehouse to Embers Wood Grill, but Cacciatore Catering is one of the few non-chain, full-service catering companies that provides fresh foods originating from local farms. Its affiliation with every major museum, historic home, and rental facility in the Gainesville area, and its position as the exclusive caterer to the University of Florida University House is what makes Cacciatore Catering stand out.



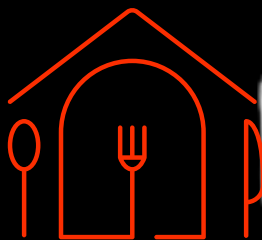
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Competitive Analysis

MARKET COMPETITION

Cacciatore Catering competes with over 100 other approved caterers for the University of Florida alone, but also any restaurant/catering company that caters customers in general. Approved caterers for UF typically range in the services provided, from no alcohol to alcohol and food trucks to no food trucks. Cacciatore Catering competes with caterers such as Blue Gill Restaurant and Dorn's Liquors which provide alcohol, and caterers like Arthur's Catering and Mike's Custom Catering which are also local/family-owned catering companies. Cacciatore Catering is also higher in pricing (as it mostly caters to middle-to-upper class individuals), but can be negotiated when dealing with smaller, non-corporate businesses. As Cacciatore Catering is originally based in Haile Village Center in Gainesville, FL, it also competes with Haile Village shops and restaurants that cater to older, upper-class individuals in the area.



R R E L



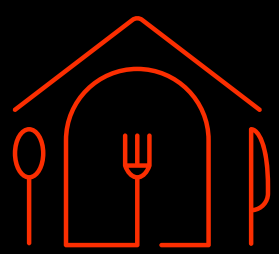
Past Marketing & Communication

Current Facebook: 393 likes, 399 followers

Current Instagram: Inactive

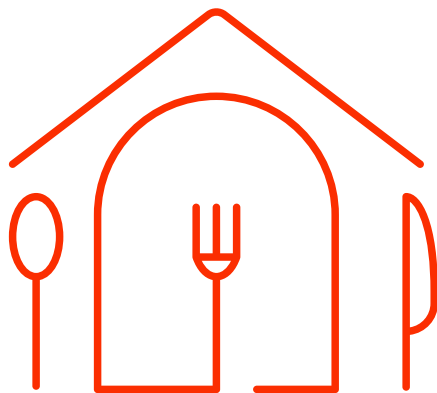
PAST HIGHLIGHTS

Cacciatore Catering has previously used Facebook to market Dean's involvement with UF campus, the Warrington College of Business with his Entrepreneurship Excellence Endowment, and his online class in the College of Health and Human Performance. With the company based in Haile Village Center, Cacciatore Catering has previously used local events in Haile Plantation to bring more awareness of the company and attract more older, middle-to-upper class individuals that the company mostly targets. Although majority of its clients are corporate, private residences in the Gainesville area are also a target and have hosted local events in the area to attract business and increase familiarity and likability. Cacciatore Catering also partners with local farms and small businesses for supplies and produce, so they have increased awareness of the brand by partnering with these businesses and putting their name on flyers in events such as the weekly farmer's market hosted in Haile Village Center.



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Primary Research



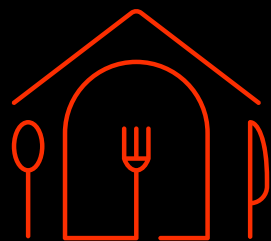


Research Findings

FINDINGS ABOUT CACCIATORE

Over the course of a year, Cacciatore Catering hosts on average of 200 events and have the privilege of working with on average of 10,000 people throughout these events.

With these statistics listed we can identify that the company makes about 10 trays of food per event, and after each 50-person event, there is about one tray per food item left over. While there are approximately 10 different dishes per event, there are about three food trays per food item (to replenish as the item runs out throughout the event). This in turn leaves room for leftovers and extra dish plates left untouched, which are typically thrown away after an event. As there is about 1 tray per food item left over after an event, this allows 1 of each tier of the food pyramid to be left untouched, such as fruits/vegetables, meats/fish, and grains/bread, which can feed individuals a whole meal.



RREL



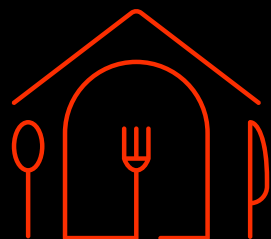
SWOT Analysis

STRENGTHS

Cacciatore Catering has been planning events in Alachua County for more than 20 years. During this time, the catering company has gained many prestigious clients such as the president of UF, colleges within UF, and Taste of Florida. The staff is devoted to creating detailed events. Events are organized to the client's personal requests to provide an atmosphere that is welcoming, fun and prestigious.

Events are held in various well-known locations around Gainesville and close to the university. Past events have been held at the University House, University of Florida Museum of Natural History, Ben Hill Griffin Stadium, Emerson Alumni Hall, University of Florida Philips Center for Performing Arts and Haile Plantation Meeting Hall.

At each event, Cacciatore serves a variety of foods to create a well-balanced meal that fits every palate of tastes. Foods include meats, seafood and fresh produce. Meats are of the best quality in the industry and provide clients with natural options. Produce is supplied by well-known organic vendors such as 'Crones Cradle Conservation' and The University of Florida. Cacciatore is proud to offer "the use of crisp, flavorful, and organic foods." This "is at the core of everything we do for our customers" the company states to provide an exceptional event.



RREL

4.0 ★★★★★ 6 reviews

Charles Geisinger
68 reviews
★★★★★ 6 years ago
Was great pizza but I have tried to call and get pizza I guess they closed the pizza shop, I know they also had a catering business which may still be open just sad to hear the pizza is gone.

Linda Stanton
Local Guide · 379 reviews · 147 photos
★★★★★ 3 years ago
Amazing Delicious Incredible Killer Menu!!

David Haase
Local Guide · 29 reviews
★★★★★ 5 years ago

Cacciatore Catering, Inc
9130 SW 51st Rd, Gainesville, FL

4.0 ★★★★★ 6 reviews

Sort by
Most relevant Newest Highest Lowest

Gwendolyn831
27 reviews · 2 photos
★★★★★ 3 months ago
Nice owner, awesome food. However, my experience working for this company was not good. The owner hired a young unprofessional manager who basically "fired" me for no stated reason. Also, manager couldn't keep schedule accurate for shifts.

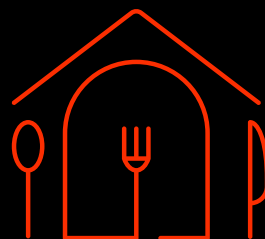
SWOT
Analysis

WEAKNESSES

Though Cacciatore has many strengths that have brought the business into the public eye, many weaknesses affect the reach of the company. The first weakness is that the company only has six reviews on Google, but the rating for the company is four stars.

The second weakness and most important is that the company does not currently utilize two of its social media platforms, Twitter and Instagram, and has not posted on its Facebook account since July 2022. Cacciatore Catering can be found on Facebook with 399 followers, but SEO leads visitors to an account that has been inactive since November 4, 2020.

The final weakness is that it does not expand beyond its events held at the University of Florida and its other loyal customers on a weekly basis. This lack of expansion also leads the company to limit its interaction within the community through CSR and other public relations campaigns.



R R E L



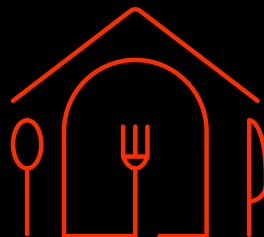
SWOT Analysis

OPPORTUNITIES

The opportunities are vast for Cacciatore throughout the duration of this campaign. The campaign works simultaneously to diminish hunger in Alachua County and to turn the company's weaknesses into strengths.

Building awareness throughout the campaign of Cacciatore Catering will increase the overall reputation, target audience and brand persona of Cacciatore through CSR related tactics. The homeless communities also have increasing opportunities that lie within the campaign. Through social media and volunteers, an expansion of advocates for the community will be noticeable.

The campaign works to serve the local community in a practical and helpful way by increasing the number of homeless populations that has not been helped in the past and to increase the number of attendees at weekend food truck events weekly.



R R E L



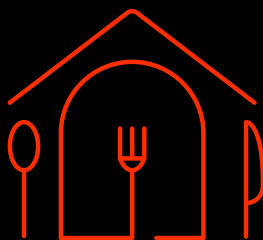
SWOT Analysis

THREATS

Threats stand in the way of many campaigns and companies. The first threat to create a bumpy road to success for the company is the similar campaign and partnerships between competitors and local homeless shelters. These campaigns could lead to a reduction in turnout weekly.

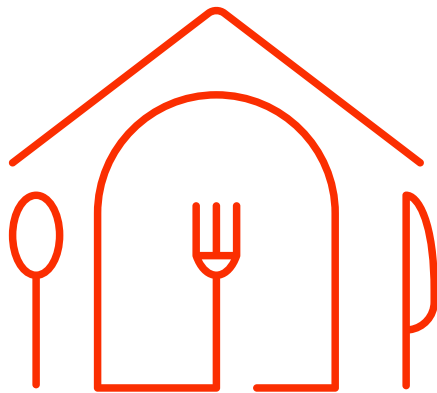
The second threat is how we reach our target audiences. The homeless community normally does not have access to social media which means they will not be able to see our weekly updates on weekly events. This inconvenience will raise the cost of printing due to the use of printed flyers to place around town in highly populated homeless areas and we will have to rely on word-of-mouth to spread the campaign.

Depending on that week's events the threat may arise that there is not a substantial amount of leftover (and safe-to-eat) food to create well-balanced meals to feed the number of individuals we want to help weekly.



R R E L

Strategy Section

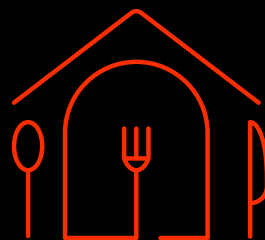




Target
Market

WHO WE WANT TO REACH

The overall target market of this campaign is to reach other large corporate clients within the Alachua County area to expand upon the Cacciatore name and to increase loyal customers for the brand. These clients include all University of Florida sports teams and the UAA faculty and staff. The University of Florida Athletic Association values itself on the use of CSR heavy clients that have created a well-known reputation throughout the county by giving back to its community in various ways, to hire for its events around campus.

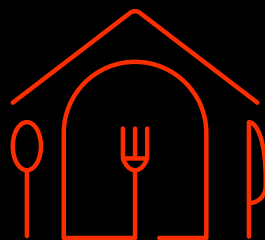


RREEL



IMC Objectives

- Generate brand awareness through social media, flyers and advertising at events
- Provide food for the homeless population in Gainesville through food truck and available food items
- Prompt engagement with Gainesville residents and local businesses through social media, fundraisers and events
- Generate interest in Cacciatore Catering through public relations
- Prompt volunteer and philanthropic services with social media and events

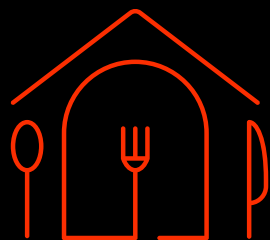


R R E L



IMC Strategies

- Offer remaining food items to St. Francis Homeless Shelter
- Provide services with two employees operating from the Cacciatore Catering food truck
- Publicize location and events while chronicling services via Cacciatore Catering's social media and online presence
- Continue to build relationships with St. Francis and other homeless shelters in the community



RREL

*Integrated Marketing
Communications Tactics*



CacciatoreCatering

@CacciatoreCatering

If you are passionate about serving your community, this post is for you! Cacciatore Catering is happy to announce that we will be supporting the homeless community in Gainesville by donating various meals to local shelters. Come to the St. Francis House at 413 S Main St, Gainesville, Fl 32601 to volunteer and pass out food to the homeless shelter. This opportunity will allow volunteers to be a part of a good cause and will bring our community closer together. The pictures below show a few of the delicious meals we will be sharing! Visit this link for more information and to sign up to volunteer! #CacciatoreCatering

<https://www.cacciatorefood.com/contact>



7.7K Retweets

43K Likes





How do you give back to
your community?

Type something...



Instagram



Suggested Posts



CacciatoreCatering



THIS WEEK'S

SPECIALS

Stuff Portobello Mushrooms

Grilled portobello mushrooms, stuffed with organic jasmine rice, whole milk mozzarella and pecorino Romano cheeses, served over a fire roasted tomato jus lie

Pasta salad (Gluten Free!)

Gluten free pasta mixed with kale, roasted cherry tomatoes, topped with crumbled feta, and served with a citrus balsamic glaze



Liked by kenzoere and others

CacciatoreCatering Food truck meals for the week! Repost this with the hashtag #CateringtheCommunity to enter the \$100 gift card giveaway!



Search



Cacciatore Catering

Monday at 4:28 AM · 🌐



According to a report by former Alachua County Manager Betty Baker, there are about 1,300 homeless people in Alachua County. As a catering company, we want to use our services to give back to the community and help those in need. Starting January 1, 2023, Cacciatore Catering will take food trucks to deliver meals to the homeless shelter, the St. Francis House. Every donation makes a difference to the individuals in the shelters, and to the community of Gainesville. Click the link below to help support us in our journey to help those without a home. #St.FrancisHouse #CacciatoreCatering



St. Francis House

[ABOUT](#)

[PROGRAM SITES](#)

[GET INVOLVED](#)

[NEWS](#)

[VOLUNTEER](#)

[DONATE NOW](#)

Donate

Make a gift that will help the most vulnerable among us

Donate Today

Make a one-time donation to help families get back on their feet.



Donate

Memorial Gift

Honor a loved one by making a gift to support our mission.



Donate

Amazon Wishlist

Essential items for children and families in need.



Shop



Mail Donation

Send check or money order to: St. Francis House, PO Box 12491, Gainesville, FL 32604



Jessica Freitas and 101 others

31 Comments



Like



Comment



Share

Cacciatore Catering

ST. FRANCIS OPEN TABLE



EVERY FRIDAY @6

**JOIN US FOR SOME DELICIOUS
MEALS**

CHOOSE FROM

PORK CARNITAS

CAESAR SALAD

GROUND BEEF

FAVORITE FISH

CRISPY CHICKEN

ALL-VEGGIE

HOURS

Every Friday @6

FOLLOW US

Facebook: @cacciatorecatering

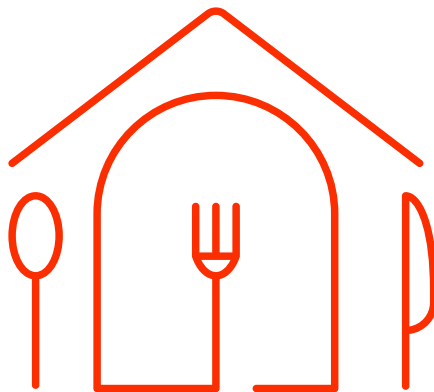
Instagram: @cacciatorecatering

352-378-9079

<https://www.cacciatorefood.com/>

413 SOUTH MAIN STREET GAINESVILLE, FL 32601

Implementation



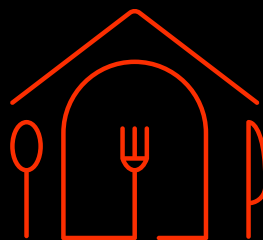
Budget

GAS + EMPLOYEE COMPENSATION

The two main things to budget for to successfully complete the event every week are gas and employee compensation.

Gas would approximately be \$300 for this 3-month campaign. A typical food truck holds 20 gallons per tank, with diesel estimating to about \$5 per gallon. This would cost \$100 for a full tank each month, which would total to \$300 for three months.

The same applies for employee compensation. Employee compensation would approximately cost \$576 for this 3-month campaign. Two employees will work the Cacciatore Catering food truck every week, being compensated the average \$12 per hour that Cacciatore Catering pays. Each employee would work two hours every week, which would cost about \$24 for each employee, and \$48 for both employees every week. This number would be multiplied by 12 weeks to cover the three-month period, which would total to \$576 for three months.



RREEL

PREP WEEK
 INSTAGRAM POSTS
 FACEBOOK POSTS
 PHYSICAL FLYERS
 BLOG POST
 TWITTER POSTS

JANUARY 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26 Start of prep week before start of campaign	27 Prep week	28 Prep week	29 Prep week	30 Prep week	31 pre campaign start day
1 First Instagram Post introducing campaign	2 Food truck meals for week post	3 Instagram Post volunteer of the month	4 Instagram flyer post on story	5 Instagram reel making specialty dish	6 Instagram Live of food truck event	7 Blog post of new Cacciatore Recipes
8 Physical flyer posting in Gainesville	9 Food truck meals for week IG post	10 Facebook post linking St. Francis House donation page post	11 Twitter post with link to sign up for volunteering	12 Physical flyer posting in Gainesville	13 Instagram Live of food truck event	14 Blog post of new Cacciatore Recipes
15 Twitter post with link to sign up for volunteering	16 Food truck meals for week IG post	17 Twitter post with link to sign up for volunteering	18 Physical flyer posting in Gainesville	19 Instagram story post	20 Instagram Live of food truck event	21 Blog post of new Cacciatore Recipes
22 Facebook feed post of flyer in Gainesville	23 Food truck meals for week IG post	24 Facebook post linking St. Francis House donation page post	25 Giveaway post on facebook	26 Physical flyer posting in Gainesville	27 Instagram Live of food truck event	28 Blog post of new Cacciatore Recipes
29 Twitter post with link to sign up for volunteering	30 Food truck meals for week IG post	31 Physical flyer posting in Gainesville	1	2	3	4

INSTAGRAM POSTS
 FACEBOOK POSTS
 PHYSICAL FLYERS
 BLOG POST
 TWITTER POSTS

FEBRUARY 2023

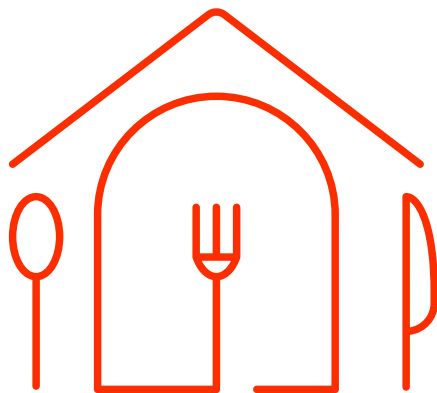
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1 Giveaway post on facebook	2 Facebook post linking St. Francis House donation page post	3 Instagram Live of food truck event	4 Blog post of new Cacciatore Recipes
5 Instagram Post introducing new food theme for month	6 Food truck meals for week post	7 Instagram Post volunteer of the month	8 Instagram flyer post on story	9 Instagram reel making specialty dish	10 Instagram Live of food truck event	11 Blog post of new Cacciatore Recipes
12 Physical flyer posting in Gainesville	13 Food truck meals for week IG post	14 Facebook post linking St. Francis House donation page post	15 Twitter post with link to sign up for volunteering	16 Physical flyer posting in Gainesville	17 Instagram Live of food truck event	18 Blog post of new Cacciatore Recipes
19 Twitter post with link to sign up for volunteering	20 Food truck meals for week IG post	21 Twitter post with link to sign up for volunteering	22 Physical flyer posting in Gainesville	23 Instagram story post	24 Instagram Live of food truck event	25 Blog post of new Cacciatore Recipes
26 Facebook feed post of flyer in Gainesville	27 Food truck meals for week IG post	28 Facebook post linking St. Francis House donation page post	1	2	3	4

EVALUATION
 INSTAGRAM POSTS
 FACEBOOK POSTS
 PHYSICAL FLYERS
 BLOG POST
 TWITTER POSTS

MARCH 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	1 Giveaway post on facebook	2 Physical flyer posting in Gainesville	3 Instagram Live of food truck event	4 Blog post of new Cacciatore Recipes
5 First Instagram Post introducing campaign	6 Food truck meals for week post	7 Instagram Post of volunteer of the month	8 Instagram flyer post on story	9 Instagram reel making specialty dish	10 Instagram Live of food truck event	11 Blog post of new Cacciatore Recipes
12 Physical flyer posting in Gainesville	13 Food truck meals for week IG post	14 Facebook post linking St. Francis House donation page post	15 Twitter post with link to sign up for volunteering	16 Physical flyer posting in Gainesville	17 Instagram Live of food truck event	18 Blog post of volunteers experience with St. Francis House
19 Twitter post with link to sign up for volunteering	20 Food truck meals for week IG post	21 Twitter post with link to sign up for volunteering	22 Physical flyer posting in Gainesville	23 Instagram story post	24 Instagram Live of food truck event	25 Blog post of volunteers experience with St. Francis House
26 Facebook feed post of flyer in Gainesville	27 Food truck meals for week IG post	28 Facebook post linking St. Francis House donation page post	29 Giveaway post on facebook	30 Blog post of volunteers overall experience with St. Francis House	31 Instagram Live of last food truck event	1 Final day of campaign All evaluations and final posts

Appendix





Survey Recap

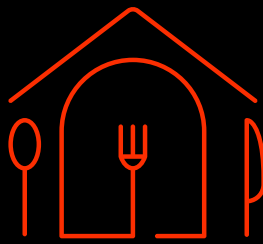
RESULTS

To gain more insight into where individuals stand when it comes to food waste, we conducted a survey asking 50 individuals about their knowledge and attitudes toward food waste.

When conducting the survey we asked a total of ten questions to our participants. Seven of them were centered around food waste, while the other three asked about the participant's gender, age and student status.

Participants were asked to answer food waste questions on a scale from always to never, yes or no, and through other specific answers such as what type of product ended up in their trash the most. Images of the survey questions can be found on pages 41-44.

The survey showed that participants are very concerned about food waste. Results showed only 2% of participants said food waste is never on their mind, and 72% said that an organization's food waste percentage affects their perception of the company and influences their decision to do business with the organization.



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Survey Recap continued

SURVEY QUESTIONS

Thank you for agreeing to take this survey for the students in PUR4800. This survey will ask questions about your views and attitudes on food waste and your Foodprint.* Only the professor for this class (Professor Lawrence Clark) has access to this survey. The survey should take about 3 minutes to complete.

laureneirls@gmail.com (not shared) [Switch account](#)

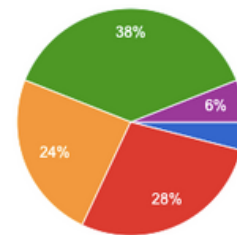
* Required

How often do you make food at home? *

- Never
- Occasionally
- Sometimes
- Often

How often do you make food at home?

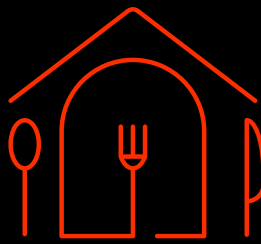
50 responses



- Never
- Occasionally
- Sometimes
- Often
- Always

We started off the survey by explaining the topic and elaborating on the importance of the survey. We then touched on who has access to the survey and how long it should take to complete.

The first question reads "How often do you make food at home." This question was asked with the intention of better understanding our participant's answers and the overall results gathered about personal food waste and their attitudes towards food waste within companies. The largest group, at 38%, responded often, while 28% said occasionally, 24% said sometimes, 6% said always and a small unknown number of individuals said never.



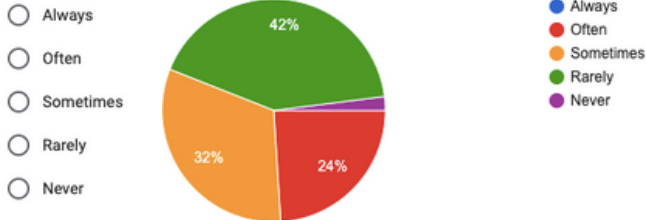
RREL



Survey Recap continued

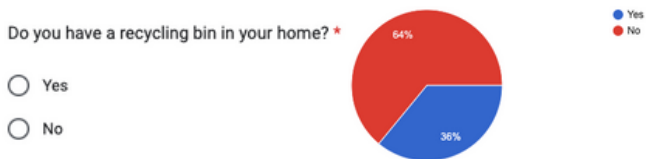
SURVEY QUESTIONS

How often do you dispose of your food instead of keeping it for future use? *

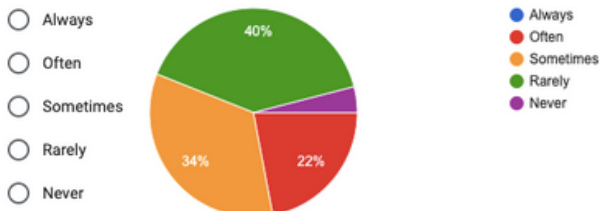


The survey continues by asking "How often do you dispose of your food instead of keeping it for future use?" and "Do you have a recycling bin in your home?" These two questions gave us insight into personal food waste within the participant's home. Out of 50 participants, 42% said that they rarely throw away food instead of keeping it for future use, but 64% said they do not have a trash can in their homes. We believe that this number is due to students living in an apartment complex that does not offer recycling amenities.

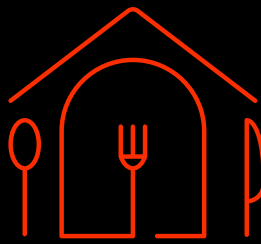
Do you have a recycling bin in your home? *



How often is food waste (food that gets thrown away) on your mind? *

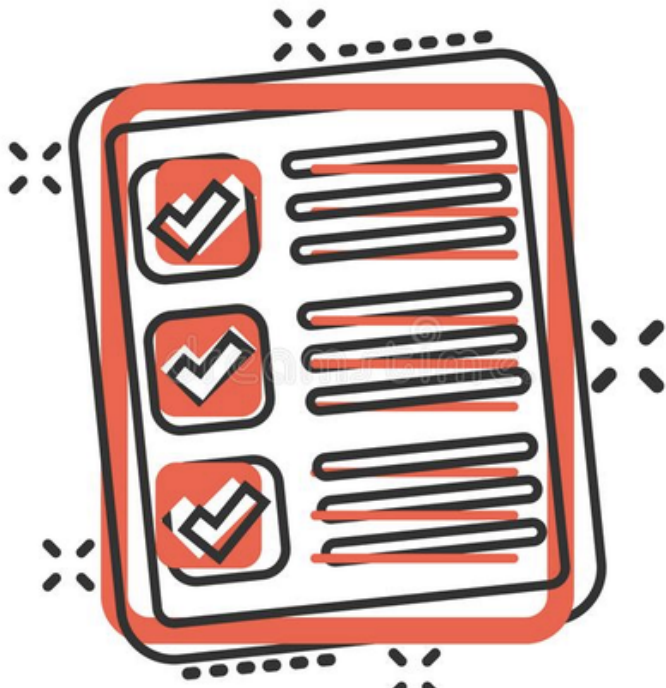


Continuing, The following question then asked "How often is food waste (food that gets thrown away) on your mind?" This specific question gave us the most valuable insight into how important food waste is and how often it is thought about. Only 2% said food waste is never on their mind.



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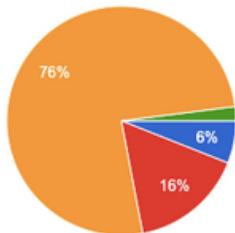
Survey Recap continued



SURVEY QUESTIONS

Thinking back over the last month, what types of foods most often end up in your garbage at home? *

- Dairy
- Meat
- Produce
- Other

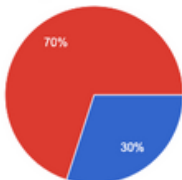


- Dairy
- Meat
- Produce
- Other

We then asked participants to think back and evaluate their own food waste patterns within the last month by asking "Thinking back over the last month, what types of foods most often end up in your garbage at home?" We found that produce, at 76%, was the most thrown-away item within participants' households.

Have you ever donated your leftover food to those experiencing homelessness? *

- Yes
- No



- Yes
- No

The following question "Have you ever donated food to those experiencing homelessness?" This question made us realize that the 24% of participants that answered "often" for the question above regarding throwing away food instead of using it for the future could be donating to those experiencing homelessness in some way. This is a large percentage for a survey of 50 participants. With an expansion of the survey, we would have gathered a larger group that could support the homeless.

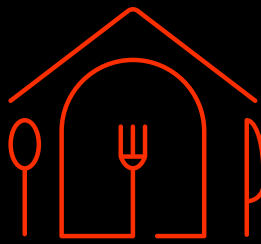
Would an organization's food waste policy affect your perception of the business? *

- Yes
- No



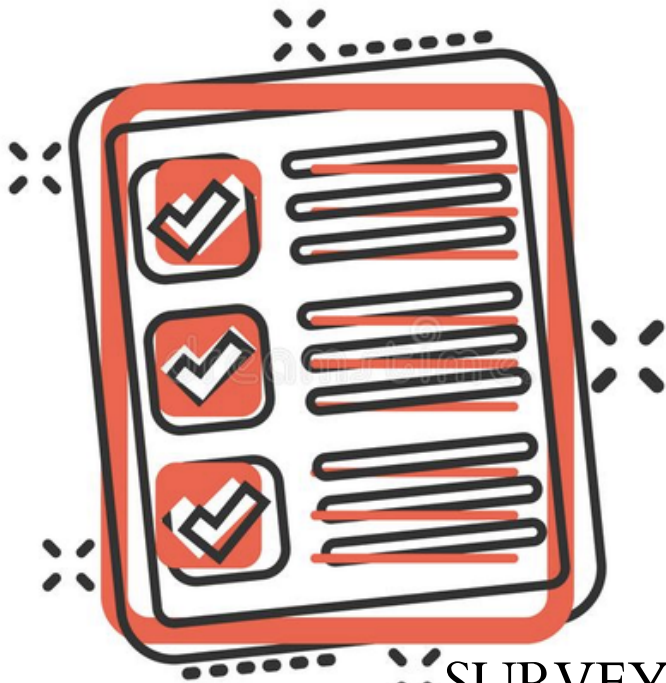
- Yes
- No

"Would an organization's food waste policy affect your perception of the business?" 72% answered "yes," while 28% said "no." Partnering with RREL Associates in the 'Cacciatore Catering the Community Campaign' would increase Cacciatore's CSR and brand image reputation because of the new food waste policy it would take into effect.



RREL

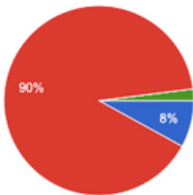
Survey Recap continued



SURVEY QUESTIONS

What is your gender? *

- Male
- Female
- Non-binary/ third gender
- Prefer not to say



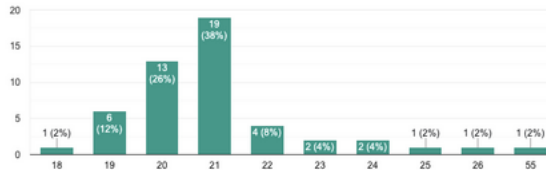
● Male
● Female
● Non-binary/ third gender
● Prefer not to say

The final three questions focused on the participant's personal information to better identify who the participants were and to understand what types of individuals share these opinions on food waste.

90% of participants were females, while 8% were males and 2% preferred not to disclose this information.

How old are you? *

Your answer



Participants aged 21, at 38%, were the largest group of participants. The next largest age groups were 26% were 20 and 12% were 19. The smallest age groups are as followed. 2% were 18, 8% were 22, 4% were 23, 4% were 24, 2% were 25, 2% were 2 and 2% of participants were 55.

Are you an undergraduate or graduate student? *

- Undergraduate
- Graduate



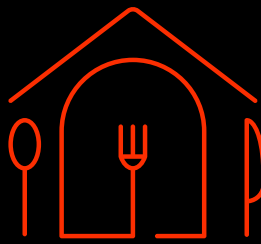
● Undergraduate
● Graduate

88% of survey participants are undergraduate students, while 12% are graduate students.

*Footprint is the amount of food wasted in your home

Submit

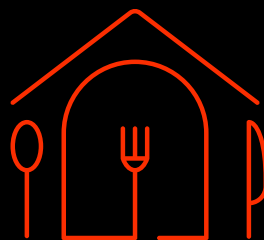
Clear form



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