

## **B-Roll & Bites:**

# **Survey: America's Preferred "Is This Food Still Edible?" Test**

Video is available for your free and unrestricted use. **Courtesy: Emerson**

Suggested Script (:30):

WHICH IS THE AMERICAN PREFERENCE TO TEST IF FOOD IS STILL EDIBLE - LOOK, TASTE OR SMELL? ACCORDING TO A NEW SURVEY COMMISSIONED BY EMERSON, THE SMELL TEST WAS THE OVERWHELMING FAVORITE, BUT 1 IN 4 RESPONDENTS ARE BRAVE ENOUGH TO TASTE LEFTOVERS TO SEE IF THEY'RE STILL GOOD. THE SURVEY ALSO FOUND 62 PERCENT OF AMERICANS DIDN'T REALIZE LEFTOVERS AND OTHER FOOD WASTE ARE PILING UP IN LANDFILLS. THIS IS DESPITE 72 PERCENT OF RESPONDENTS SAYING THE TRASH IS WHERE THEY THROW OUT THE INEDIBLE SURPLUS. ONLY 15 PERCENT SAY THEY USE THE IN SINK GARBAGE DISPOSAL, WHICH IS CONSIDERED MORE ENVIRONMENTALLY RESPONSIBLE.

Graphics available at :30 & :46

B-roll available at 1:02

Soundbites from questions below available at 2:41

Questions to Laurie March, Home Remodeler and Designer:

- Which is the American preference to test if food is still edible - Look, Taste or Smell?
- How does throwing leftovers and other food waste in the trash impact the environment?
- Do you have tips to reduce the amount of food waste in landfills?
- What are some garbage disposal myths?
- The survey also covers Americans' love/hate towards summer cookouts. What percentage of Americans are skipping hosting a summer cookout because of cleanup and do you have some advice for efficiently cleaning up after a summer food party?
- Finally, where can our viewers go for more information?