

Food waste prevention and food donation as levers for change



NRDC

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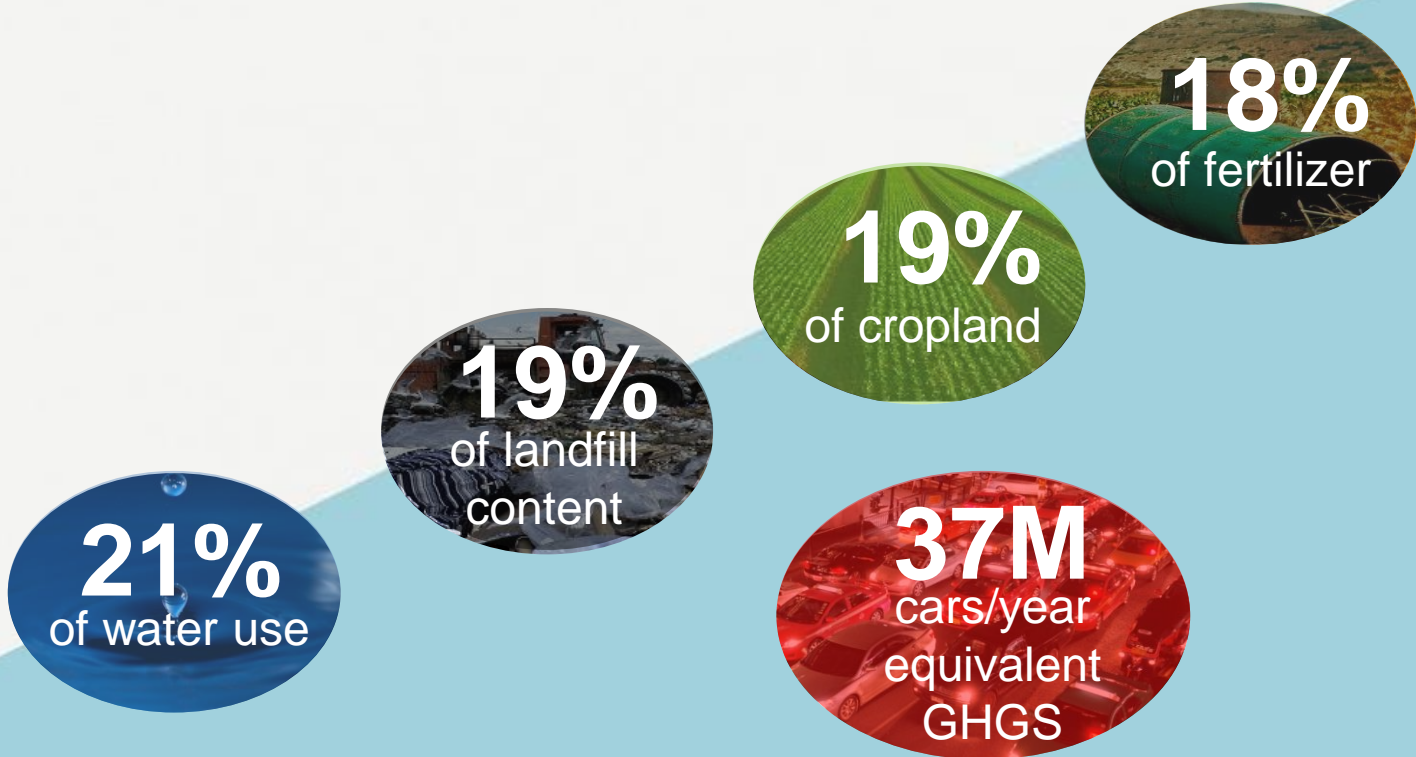


A photograph of a plate of food on a dark wooden table. The plate contains a variety of items including a large piece of bread, a serving of quinoa, a hard-boiled egg, a potato, some green vegetables, and a piece of meat. A blue semi-transparent overlay covers the left side of the plate, with the text '40%' in large white font and 'of all food goes uneaten' in smaller white font below it. A silver fork is on the left and a silver knife is on the right of the plate. A glass of water is visible in the background.

40%

of all food
goes uneaten

THIS HAS SERIOUS RESOURCE IMPACTS



Consumers = 43% of Wasted Food



The average American family of four spends **\$1,500 on food** they throw away each year.

And most believe **they don't waste food...**

Cities and counties working to reduce waste stream, meet recycling goals

How can we help consumers be part of the solution?

SAVE THE FOOD.COM





INFORM & INSPIRE

A wake up call to **disrupt their habits.**

And a call to action to **create new habits.**

\$1.5 million has been invested in messaging research, asset development and creation/maintenance of campaign website.



INVITATION FOR PARTNERS

- The Ad Council secures **\$30M in donated media** per year nationally
- **Inviting** cities, counties, trade associations, retailers, foodservices, schools, faith groups, healthcare, etc.
- **Free to download, co-brand and resize**
- **\$28K+** from Twin Cities counties and state for printing of Out of Home advertising. Estimated value over \$2 mm.



SAVETHEFOOD.COM

CAMPAIGN ASSETS

- **TV Ads** (60-second, 30-second)
- **PSA Videos** (2-minute) for web and TV screens at conference centers, sports arenas, offices, schools and other public buildings
- **Out-of-Home Ads** (billboards, bus shelters, bus and truck ads)
- **Print Ads** (newspapers, magazines) and **Posters**
- **Online Ads** (digital banners, pre-roll video executions)
- **Social Media** posts and images for Facebook, Twitter, Instagram

OUT-OF-HOME (Billboards, Bus Shelters)



BEST IF USED.

**TRASHING ONE EGG WASTES
55 GALLONS OF WATER**

COOK IT, STORE IT, SHARE IT.

SAVETHEFOOD.COM

OUT-OF-HOME (Billboards, Bus Shelters)



BEST IF USED.

40% OF FOOD IN AMERICA IS WASTED

COOK IT, STORE IT, SHARE IT.

SAVETHEFOOD.COM

OUT-OF-HOME (Billboards, Bus Shelters)



Boneless Skinless Chicken Breast

BEST IF USED.

ITEM #020213

TOTAL PRICE
\$1,500.00

**A FAMILY OF FOUR SPENDS \$1500
A YEAR ON FOOD THEY DON'T EAT**

COOK IT, STORE IT, SHARE IT.
SAVETHEFOOD.COM

OUT-OF-HOME (Billboards, Bus Shelters)

A loaf of bread wrapped in clear plastic. A yellow tag is attached to the top of the plastic, with the text "BEST IF USED." written on it in black, bold, sans-serif font. The tag is slightly crumpled and has a hole at the top where it was attached to the plastic.

**EVERY AMERICAN WASTES
290 POUNDS OF FOOD A YEAR**

COOK IT, STORE IT, SHARE IT.

SAVETHEFOOD.COM



TRASH FACTS: GUERRILLA TACTICS



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