Food waste prevention and food donation as levers for change

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NRDC
40% of all food goes uneaten
THIS HAS SERIOUS RESOURCE IMPACTS

- 21% of water use
- 19% of landfill content
- 19% of cropland
- 18% of fertilizer
- 37M cars/year equivalent GHGS
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?
SAVETHEFOOD.COM

NRDC

Ad Council
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.
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)
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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)
TRASH FACTS: GUERRILLA TACTICS

THIS MONTH YOU’LL TOSS 24 POUNDS OF FOOD IN THE TRASH.
SAVETHEFOOD.COM

40% OF FOOD IN AMERICA IS WASTED
COOK IT, STORE IT, SHARE IT.
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TRASH FACTS: GUERRILLA TACTICS