



## Reducing Food Waste

**Campaign Sponsor:**

Natural Resources Defense Council

**Volunteer Advertising Agency:**

SapientNitro

### BACKGROUND:

While food plays a key role in shaping our identities and it is highly celebrated in American society, each year 40% of food in the United States goes to waste, translating to \$162 billion lost and wasted water, energy, fertilizers, cropland, and production costs.

In addition to wasting precious resources, nearly all of the food waste ends up in landfills where it decomposes and releases methane, a form of climate pollution that is up to 86 times more potent than carbon dioxide. In fact, food is the single largest contributor to U.S. landfills today. All this while one in seven Americans don't have a steady supply of food to their tables.

Consumers are responsible for more wasted food than farmers, grocery stores, restaurants, or any other part of the food supply chain, so changing household behavior is key to reducing the problem of food waste. 21% of the food each person buys goes to waste, with the average American family of four spending \$1,500 per year on food that they throw away and each individual throwing away 20 pounds of food per month.

### CAMPAIGN OBJECTIVES:

To raise awareness about the economic and environmental impacts of food waste and encourage Americans to take easy and actionable steps to reduce food waste in their homes. The PSAs drive to [SaveTheFood.com](http://SaveTheFood.com), where Americans can learn how to better plan, store, and cook their food.

### CAMPAIGN DESCRIPTION:

In an effort to spread awareness about the importance of reducing food waste, NRDC has partnered with the Ad Council to create a PSA campaign encouraging Americans to make simple lifestyle changes like making shopping lists, freezing leftovers, and using leftovers to help "Save the Food." The campaign launched its first round of work in April 2016, which includes TV, Online Video, Print, OOH, and Digital assets.

### TARGET AUDIENCE:

Mothers and Millennials



### DID YOU KNOW?

- Across the entire food production and consumption chain, 40% of all food in the United States goes to waste. This translates to \$162 billion lost in wasted water, energy, fertilizers, cropland, and production costs.
- 21% of the food each person buys goes to waste; each person discards an average of 20 pounds of food per month.
- Each year, the average family of four wastes over 1,000 pounds of food, resulting in \$1,500 lost.