

Addressing Food Waste

USDN Members provide input on a national ad campaign to reduce food waste.

A recently released ad campaign run by the Natural Resources Defense Council and the Ad Council to reduce food waste gains insight from USDN members in its developmental phase. See what's happening now.

In 2015, USDN members provided input to external partners contemplating the design of an anti-food waste advertising campaign. The Food Systems User Group hosted JoAnne Berkenkamp from the Natural Resources Defense Council (NRDC) to have a conversation about NRDC's campaign development with the Ad Council on food waste reduction. [This campaign](#) works to reduce the "social license" that currently accommodates the discarding of unwanted food, drive behavior to preserve or share food surpluses, and ultimately make U.S. food systems more efficient.

Launched in 2016, this is the latest effort in what was a national trend started in part by the former Obama Administration, which announced the nation's first-ever food waste reduction goal. The goal was to cut 50 percent of food waste by 2030. The United Nations set a similar international target shortly thereafter. A recent report from [ReFED](#), a collaboration of over 30 business, government, investor, foundation and nonprofit leaders, identifies consumer education campaigns as one of the best ways to cut U.S. food waste reach this reduction target.

Food waste has become a global issue that cities struggle with. The following are interesting examples of how USDN members are addressing this in their cities:

- The April USDN [Innovation News](#) issue featured a Carbon Neutral Cities Alliance grant for Stockholm's currently underway [feasibility study](#) on the extraction of energy from food waste through source separation.
- Seattle Public Utilities also has leading food waste diversion processes, and a residential food waste prevention campaign. Their current waste diversion report can be found [here](#).