Engaging Consumers on Food Waste
Developing a Public Service Communications Campaign
Food waste is the biggest waste of resources we routinely ignore

40% of food produced never makes it to the table.

The average American family of four spends $2,000 on food that they throw away.

Food is the single largest component of U.S. municipal solid waste.

Nearly 80% of the clean water, 50% of our land, and 10% of our energy budget contributes to growing the food that is wasted.
Even though Food Waste is trending up with cultural elites, it’s still a little known issue.
FOOD PLAYS A KEY ROLE IN SHAPING OUR IDENTITIES:

Through food we express everything from health, personal taste, to wealth, our heritage, and love.
MOST PEOPLE DON’T BELIEVE THEY WASTE FOOD
Consumers need:

A wake up call to disrupt their habits.

And a relevant call to action to create new habits.
We did our homework

Secondary:

- Trade & trend research, scientific reports, issues & policy papers
- Review of existing campaigns

Primary:

- Expert interviews
- Social listening of online conversations
- Surveys to understand current attitudes & behaviors

Ethnographic:

- 10 participants (5 moms, 5 Millennials)
- Conducted interviews in LA & Nashville
MOMS: The food gate-keeper
They are always trying to do better, but the reality of picky kids, hectic schedules and time pressure often get in the way.

MILLENNIALS: The socially minded
Engaged, idealistic, eager to help if we give them content, but busy with social lives which can get in the way of their meal plans.

Who will we target?
**Shopping**
Aspirations to eat better, seek variety, and save money lead to food waste.

**Cooking**
Mealtime pressures create waste blind-spots.

**Storage**
Confusion leads to caution.

**Kitchen**
We need to fill the empty spaces we see and feel in our kitchens, carts, and on our plates.
Organizing Idea:

People’s good intentions are leading to America wasting 40% of its food.
To reset this deep value equation, we need to connect these good intentions with both bad consequences AND better behavior:

<table>
<thead>
<tr>
<th>Sample Good Intentions</th>
<th>Consequences</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>People pleaser</td>
<td>Overcooks by trying to please everyone</td>
<td>Serve small portions &amp; freeze</td>
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<tr>
<td>Foodie</td>
<td>Overbuys by trying to try too many things every week</td>
<td>Maximize every adventures</td>
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<tr>
<td>Anxious people</td>
<td>Throw out too much food too soon</td>
<td>Know what’s fresh and what’s spoiled</td>
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<tr>
<td>Nourisher</td>
<td>Overbuys to demonstrate care and provide options</td>
<td>Get to know what’s in the refrigerator</td>
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<tr>
<td>Environmentalist</td>
<td>Think composting solves the problem</td>
<td>Cook to limit their food waste impact</td>
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Comprehensive Integrated Campaign

- Mobile
- Social
- Outdoor
- Partnership
- TV
- Online
- Radio
Local Engagement Opportunities

Encourage placement of the ads in donated media

- Outreach to local media
- Run PSAs on TV monitors in your workplace or public buildings, schools etc.

Activate online through your website, social channels, or e-newsletters

*States & Municipalities:*

Potential to brand campaign assets in donated and paid media

Expansive, expert digital and social content integration and sharing

Combine national messaging with your local educational outreach

Feature PSAs on recycling trucks/waste haulers or public transit