

FOOD WASTE PREVENTION CAMPAIGN MESSAGE MAP

Brand: Food. Too Good to Waste.	Primary Audiences: <ul style="list-style-type: none">Families with young childrenYoung full-time workers
Main Message: Food is too essential to throw away. By making small shifts in how you shop, prepare and store food, you can toss less, eat well, simplify your life, save money and keep the valuable resources used to produce and distribute food from going to waste.	Desired Behavior Change: Waste less food at home
Support: <ul style="list-style-type: none">Americans throw out more than a quarter of all food purchases (about 300 pounds per person per year).¹The retail value of preventable food waste from American households is estimated at \$124 to \$166 billion a year. ²A family of four can save more than \$1600 a year by making changes in how they shop, prepare and store food.³When you throw away food, you are also throwing out all of the resources, fuel and energy that were used to get that food to your plate.25% of all U.S. freshwater supplies go to produce food that gets wasted.⁴Food accounts for the greatest percentage of household waste in our landfills.⁵ It costs more than \$17 million a year to landfill wasted fresh tomatoes alone and \$1.3 billion to landfill all household food waste.⁶When food decomposes in a landfill, it releases methane, a greenhouse gas 21 times more damaging than carbon dioxide.⁷Americans waste, on average, 1,400 calories per person every day, enough to feed more than the one billion hungry people worldwide.⁸Food waste is responsible for 135 million tons of greenhouse gases every year.⁹	Value Proposition: If I throw away less food, I will feel good about not wasting, save time and money, and reduce economic and environmental impacts on my community.

¹ Economic Research Service, 2010. Loss-Adjusted Food Availability: Spreadsheets.

² Total and Per capita value of food loss in the United States, 2012, Buzby and Hyman; Food Policy

³ The Climate Change and Economic Impacts of Food Waste in the United States, 2012, Kumar Venkat; International Journal on Food System Dynamics

⁴ The Progressive Increase of Food Waste in America and Its Environmental Impact, 2009, Hall et al; PLOS one Journal

⁵ Municipal Solid Waste Generation, Recycling, and Disposal in the United States: Facts and Figures for 2010

⁶ The Value of Retail- and Consumer-Level Fruit and Vegetable Losses in the United States, 2011, J.Buzby et al, The Journal of Consumer Affairs

⁷ U.S. EPA: <http://www.epa.gov/epawaste/conserve/materials/organics/food/fd-basic.htm>

⁸ The Progressive Increase of Food Waste in America and Its Environmental Impact, 2009, Hall et al; PLOS one Journal

⁹ The Progressive Increase of Food Waste in America and Its Environmental Impact, 2009, Hall et al; PLOS one Journal

MAKE A LIST WITH MEALS IN MIND PLAN>>	BUY WHAT YOU NEED BUY>>	PREP NOW, EAT LATER PREP>>	KEEP FRUITS AND VEGETABLES FRESH STORE >>	EAT WHAT YOU BUY EAT>>
Key Benefit	Key Benefit	Key Benefit	Key Benefit	Key Benefit
By making a list with meals in mind, you will waste less, eat better, and save time and money.	By buying no more than what you expect to use, you will be more likely to use it up and keep it fresh.	By preparing perishable foods post-shopping, you'll make it easier to whip up meals later in the week, saving time, effort and money.	By storing fruits and vegetables for maximum freshness, they will taste better and last longer, helping you eat more of them.	By being mindful of old ingredients and leftovers you need to use up, you'll waste less and may even find a new favorite dish in the process.
Key Messages	Key Messages	Key Messages	Key Messages	Key Messages
Make your shopping list based on how many meals you will eat at home and the timing of your next shopping trip.	Avoid over-buying by sticking to a well-made list and shopping with a full stomach.	When you get home from the store, wash, dry, chop, dice, slice and place your fresh food items in clear storage containers for snacks and easy cooking.	Learn which fruits and vegetables stay fresh longer inside or outside the fridge.	Move food that's likely to spoil soon to the front of the shelf or a designated "eat now" area each week.
Shop your fridge and cupboards first to avoid buying food you don't need.	Avoid marketing gimmicks that encourage you to buy more than you need. If you get 10 items for \$10 and only eat 5 before they spoil, that's \$5 wasted.	Befriend your freezer and visit it often. Freeze food such as bread, sliced fruit or meat, that you know you won't be able to eat in time.	Choose fresh foods that freeze well if there's a chance you won't get around to eating them in time.	Store leftovers and produce in clear containers.
Include quantities on your shopping list to make sure you buy just what you need.	Buy fresh ingredients in smaller quantities more often so you waste less and enjoy fresher ingredients.	Cut your time spent preparing food in half each week by batch cooking entire meals ahead of time that can be stored in the fridge or freezer.	Consider using storage bags or containers designed to help extend the life of your produce.	Learn the difference between "sell-by," "use-by", "best-by" and expiration dates. You can rely on your own sight and smell over food dates in most cases.

