



From Awareness to Action: Accelerating solutions to cut food waste in half by 2030

Presented by Katy Franklin
Chief of Staff, ReFED

August 5, 2019



Rethink Food Waste
Through Economics and Data

ReFED is a think tank that works with decision-makers across the food system to reduce U.S. food waste using a systems approach and economic analysis.

Vision: Eliminate food waste in order to increase food security, spur economic growth & protect the environment.

Mission: Accelerate solutions to U.S. food waste.

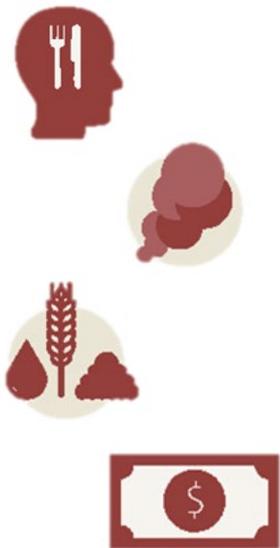
ReFED Roadmap: ReFED's 2016 *Roadmap to Reduce U.S. Food Waste by 20 Percent* is widely considered the definitive source of data, economic analysis and guidance on food waste solutions.

Influence: Frameworks and methodologies have been adopted across the globe by major organizations and companies, including APEC, Organization for Economic Cooperation and Development, Canada, Deloitte and Walmart.



 **ReFED** | Rethink Food Waste
Through Economics and Data

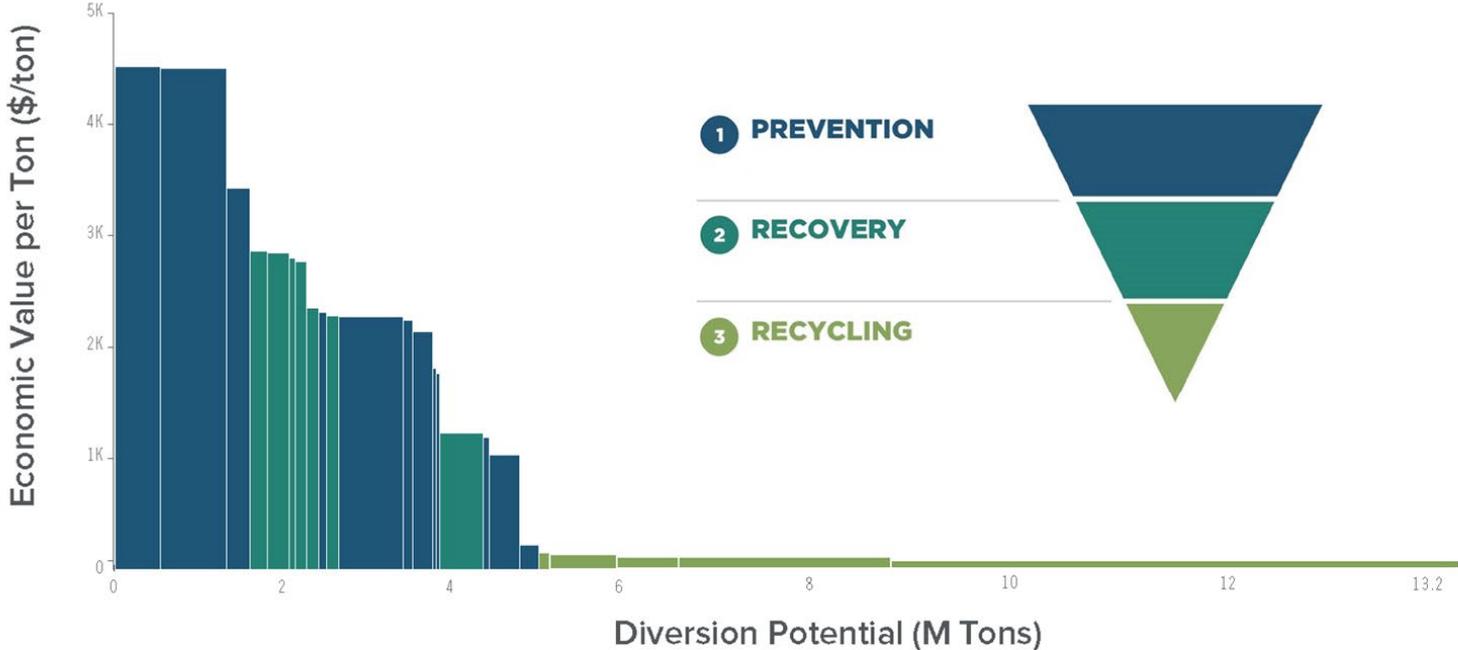
Reducing food waste presents the opportunity to create an efficient and equitable food system.



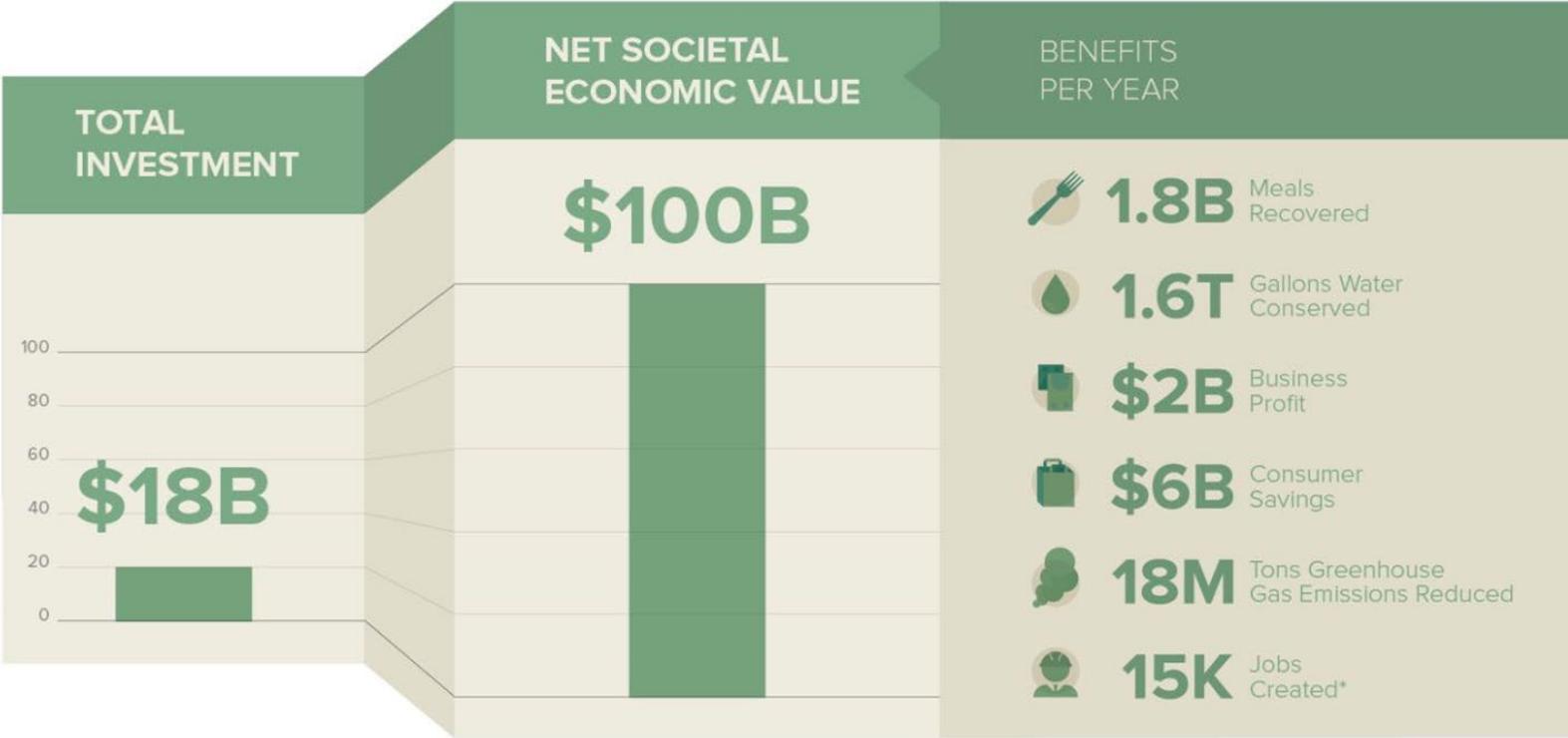
- **40 million Americans** are food insecure
- **#3 solution to climate change**
- **20% of land, water and fertilizer use**
- **\$218 billion cost**

27 solutions identified to reduce U.S. food waste by 20%.

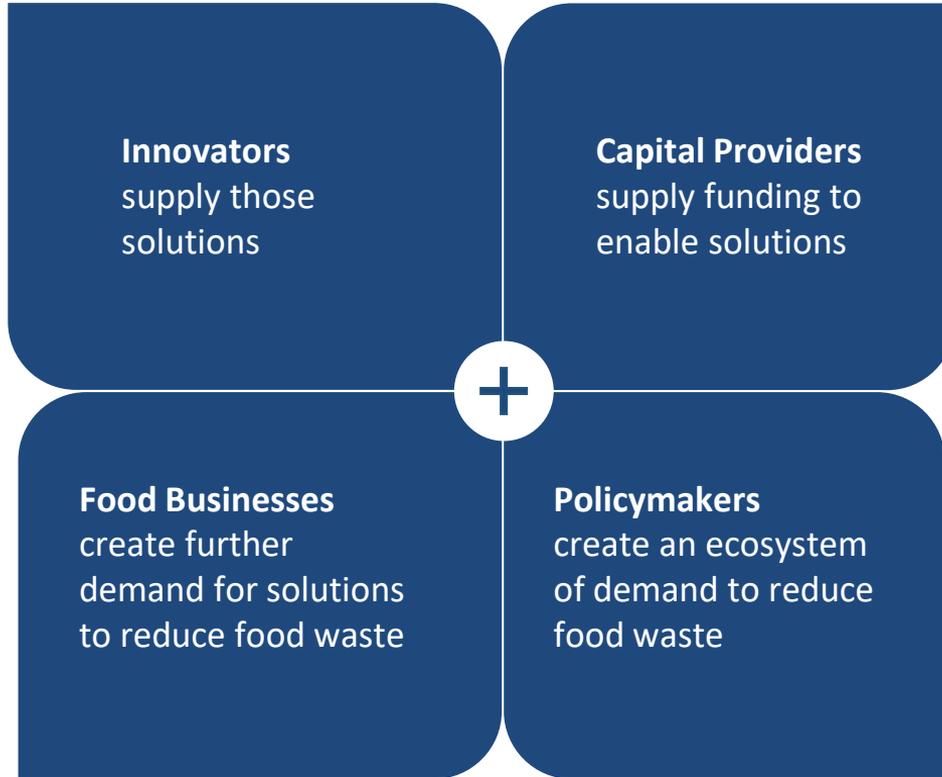
MARGINAL FOOD WASTE ABATEMENT COST CURVE



An \$18 billion investment will return \$100 billion in value over the next decade.



ReFED takes a systems-change approach to driving collective impact.



Key Initiatives:

- Standardized Date Labeling
- Future of Food Packaging
- Nonprofit Food Recovery Accelerator

ReFED establishes formal partnerships with key stakeholders to accelerate progress and foster collaboration.



ReFED formalized a partnership with EPA, USDA and FDA as part of the current administration's Winning on Reducing Food Waste Initiative. The agreement is a mechanism that will empower and actualize collaboration between the three agencies and ReFED, which in turn allows the agencies to collaborate more meaningfully with the private and nonprofit sectors.



ReFED established a formal partnership, securing roles as Strategic Advisor and Funding Partner of FFAR to catalyze funding for applied research.



Center for Food Loss and Waste Solutions

ReFED became the Host of the Further with Food partnership and website. The partnership represents 14 of the largest NGO, industry and government organizations addressing U.S. food waste. Leading this partnership enables ReFED to cement its role as the central convener on U.S. food waste activity and foster greater collaboration among the partners.

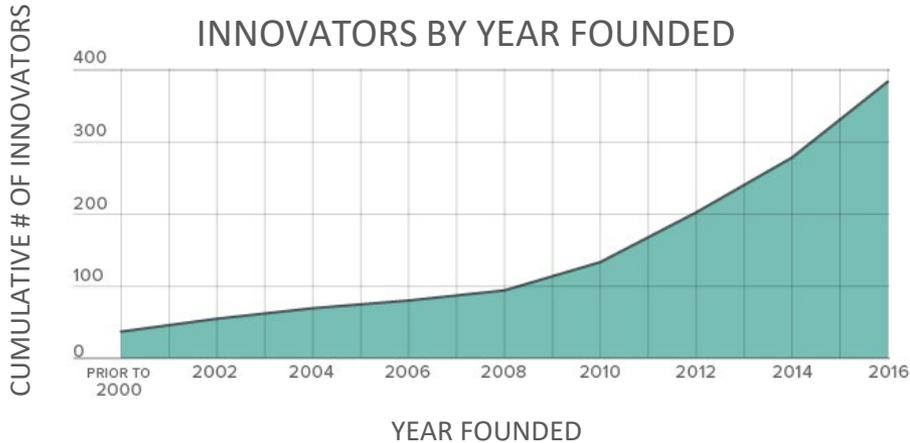


2019 FOOD WASTE SUMMIT

Hosted by ReFED

OCTOBER 28-30TH
CITY VIEW AT METREON
SAN FRANCISCO, CA

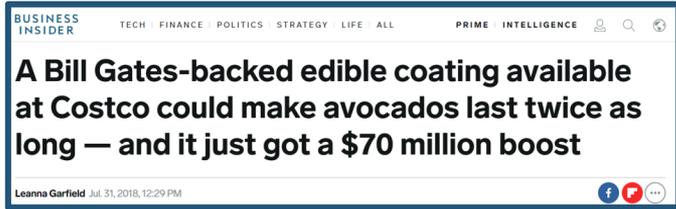
Over 500 for-profit and nonprofit startups are supplying new or enhancing existing prevention, recovery and recycling solutions.



Key Research Questions:

1. How can emerging technologies in other fields be applied to reducing food waste (e.g., blockchain, AI, machine learning)? What would be the cost to scale those technologies?
2. How much excess capacity is unused in the recovery sector? How can the sharing economy be fully leveraged to increase the economics and efficiency of food recovery?

\$185 million in venture capital and \$134 million in philanthropic funding has been invested in U.S.-based food waste startups.



Key Research Questions:

1. Where can philanthropic and private capital most effectively manage risk and catalyze investments from other sectors and stakeholders?
2. What amount of federal and state-level tax deductions are realized for food donations by food businesses each year? What are the barriers to businesses taking advantage of these tax incentives?

Two-thirds of the top 50 global food companies are now committed to Sustainable Development Goal 12.3.

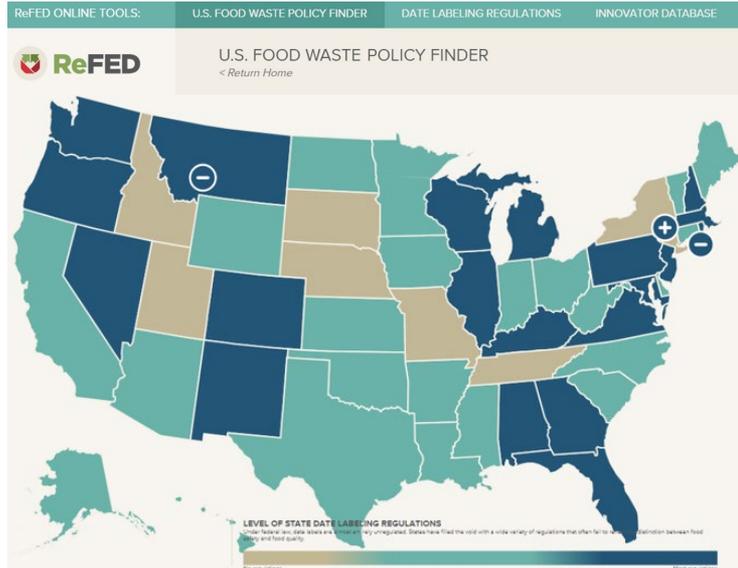
					
					
					
					

U.S. Food Loss and Waste 2030 Champions

Key Research Questions:

1. How will consumers react to new solutions?
2. What communication/education tactics are most influential in shifting consumer behavior, and in what settings?
3. How will reducing food waste at-scale impact consumers and food production, supply, prices, and purchasing behaviors?

In the United States, 91 pieces of legislation introduced across 30 states and at the federal level.



Key Research Questions:

1. To what extent can increased tax incentives drive an increase in food donations?
2. What policies exist today that incentivize food waste?
3. What can be done to make recycling solutions feasible and cost-effective in every state/region of the country?

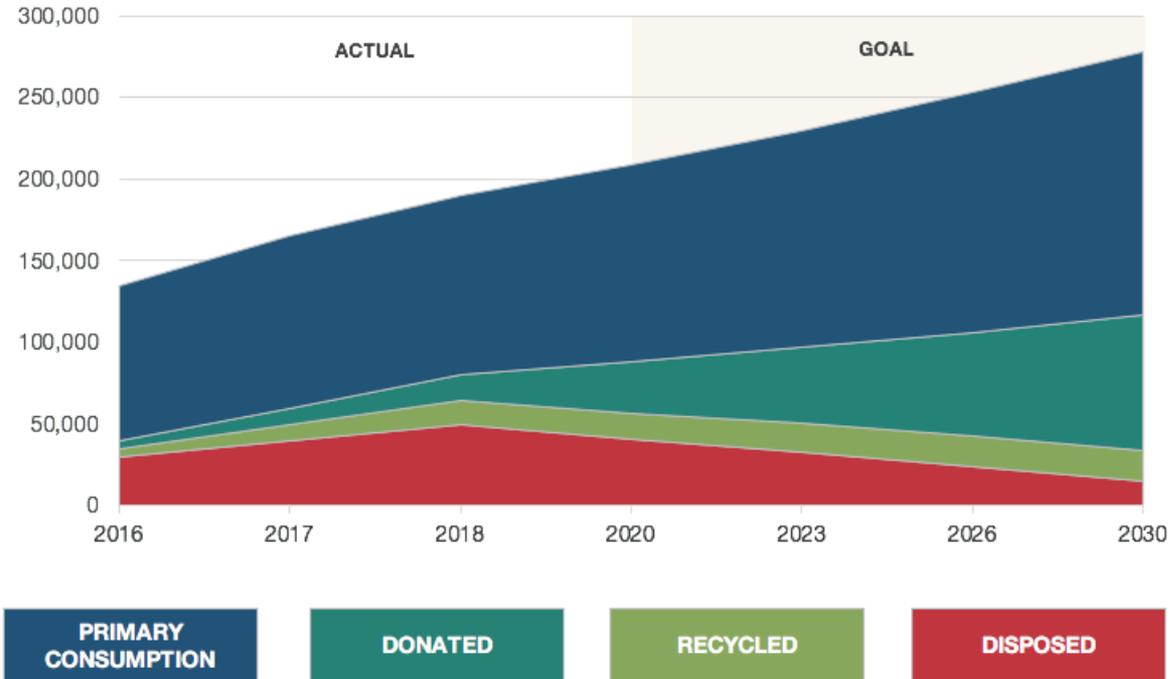


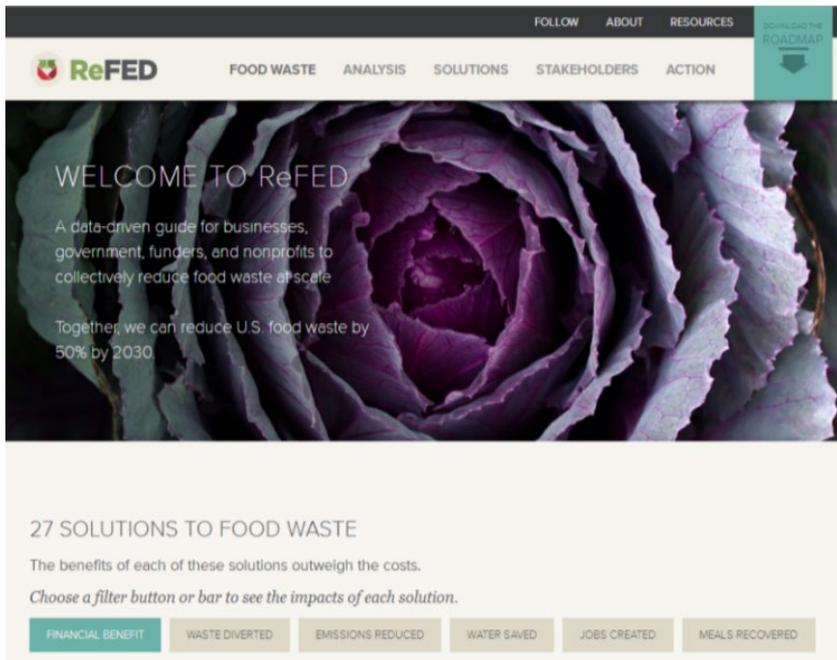
2018 Farm Bill

Together, we can achieve the national goal to cut food waste in half by 2030.

US FOOD SUPPLY DESTINATION OVER TIME

Million Tons





For questions and more information
contact Katy Franklin, Chief of Staff

katy.franklin@refed.com

Visit [ReFED.com](https://www.refed.com)