

Existing Food Waste Prevention Initiatives

In the past decade, the food waste challenge has become a more widely discussed issue. In addition to the work done by EPA, there are several organizations who have contributed to researching and combatting food waste. A list of these organizations is included at the end of this document.

Consumer education campaigns can be an effective way to bring attention to the importance of preventing food waste. Two prominent consumer education campaigns are discussed below.

Consumer Education Campaigns

Oregon's Bad Apple Campaign

In Oregon, the state's Department of Environmental Quality created and widely distributed a consumer education campaign focusing on best practices for produce storage. Oregon's *Bad Apple* campaign uses the slogan "Don't let good food go bad" and highlights the financial cost of food waste to consumers.

The campaign features fruit and vegetable characters who provide consumers with tips such as keeping potatoes in a cool, dark place or waiting to wash strawberries until just before they will be eaten. The information campaign was distributed through a variety of mediums including through the local news, TV advertisements, social media campaigns, and physical signage in grocery stores.

Oregon's DEQ emphasized that produce storage tips can help extend the life of produce, reducing waste and saving households money.



Poster from Oregon's Bad Apple Campaign

Natural Resources Defense Council's Save the Food Campaign

In 2016, the Natural Resources Defense Council (NRDC) launched the *Save the Food* campaign, which was designed to reduce consumer food waste by highlighting the impact of wasted food on natural resources and consumer budgets. The campaign has been distributed across numerous platforms, including television commercials, outdoor advertisements, print, and online public service announcements. NRDC also hosts a website with comprehensive

information about food planning, storage, and cooking tips that aim to prevent wasted food. The campaign features slogans such as “Best if used: Trashing one egg wastes 55 gallons of water.”

Tips for reducing food waste

Wasted food is created in every sector of the supply chain. Reducing this waste will require the implementation of a variety of solutions in different areas. In order to prevent food waste at every level, gaining a better understanding of the amount and types of food that are wasted is key to prevention. Food waste audits can assist in developing the most effective solutions.

Consumers can take steps to prevent wasting food at home. Intentional planning, prepping and storage of food can help households waste less. For more specific strategies on reducing consumer food waste, see EPA’s [Preventing Wasted Food At Home](#) website.

More information can be found in DEQ’s [Report on Food Waste Reduction Strategies](#).