
Save the Food

November 30, 2016



AGENDA

Food Waste Issue & Ad Council

Building Awareness

Engaging Audiences

Goals & Approach and Tactics & Tools

Measuring Success & Partnerships

How can you get involved?

Questions?

Wasted: NRDC Issue Paper

While food plays a key role in shaping our identities and it is highly celebrated in American society, each year 40% of food in the United States never gets eaten, translating to \$162 billion lost and wasted water, energy, fertilizers, cropland, and production costs.

The **Save The Food** PSA campaign, developed by the Ad Council and NRDC, aims to reduce food waste by changing behaviors, and in turn, minimize environmental and economic impacts.



Wasted: How America Is Losing Up to 40 Percent of Its Food from Farm to Fork to Landfill

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Ad Council + Sapiient Nitro

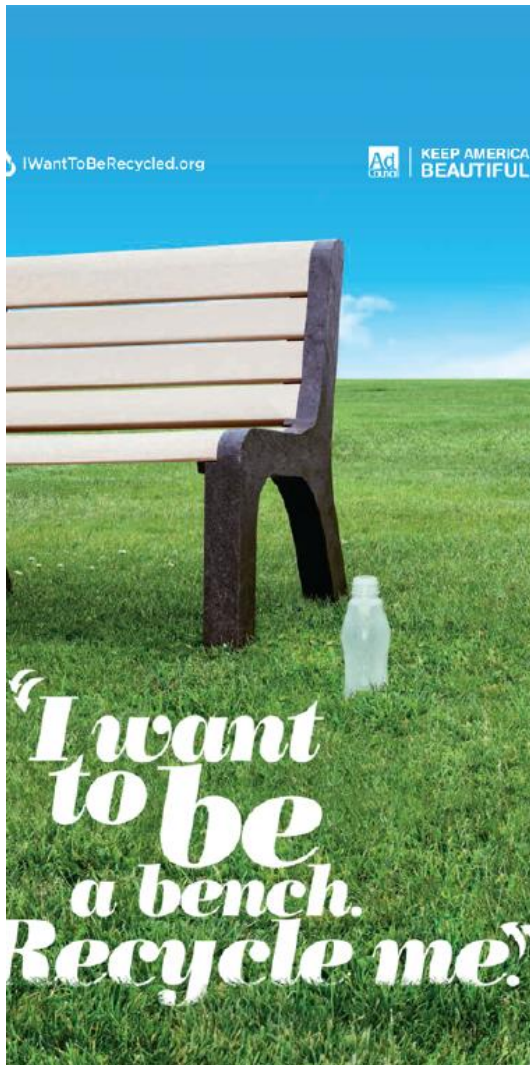
The Ad Council identifies a select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society.

Campaigns operate in donated media 100% of the time. The Ad Council enlists pro-bono media agencies delivering a 360 media strategy for each campaign.

SapiientNitro®, is a creative agency that is redefining storytelling for an always-on world. They are connecting consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. SapiientNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific.



Ad Council Campaigns

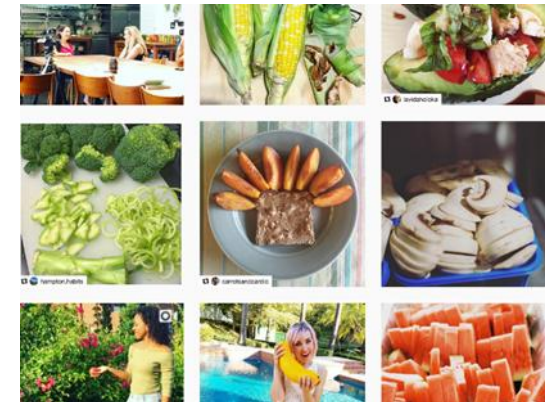
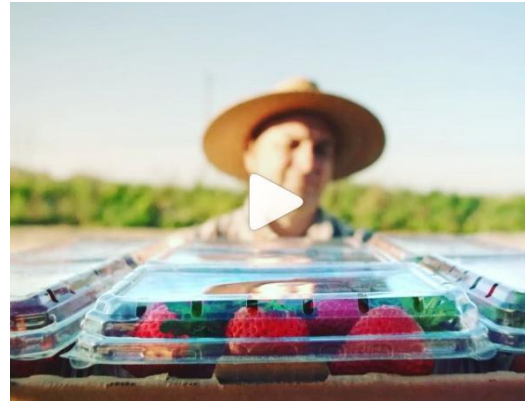


The idea for the Ad Council was born in November 1941.

Days later, with the entry of the U.S. into World War II, we were christened The War Advertising Council and soon created a campaign to sell War Bonds.

More than seventy years and hundreds of campaigns later, the Ad Council remains America's leading producer of public service communications.

Campaign Tools





BEST IF USED.

40% OF FOOD IN AMERICA IS WASTED

COOK IT, STORE IT, SHARE IT.

SAVETHEFOOD.COM





**TRASHING ONE EGG WASTES
55 GALLONS OF WATER**

COOK IT, STORE IT, SHARE IT.
SAVETHEFOOD.COM



**A FAMILY OF FOUR SPENDS \$1500
A YEAR ON FOOD THEY DON'T EAT**

COOK IT, STORE IT, SHARE IT.
SAVETHEFOOD.COM



**40% OF FOOD IN
AMERICA IS WASTED**

COOK IT, STORE IT, SHARE IT.
SAVETHEFOOD.COM



SavetheFood.com

SAVETHEFOOD.COM

HOME

TIPS

STORE IT

THIS IS WHERE FOOD WASTE ENDS. FREEZE. PLAN. CONQUER.



FOOD STORAGE DIRECTORY

This directory is filled with specific info about your favorite foods. You'll learn how to store them, freeze them, and keep them at their best longer. You'll also find helpful tips about safety and ways to revive food. As you read, please keep a few things in mind. First up, the time frames are only estimates (if you can't use a food in that time frame, you can probably freeze it). Second, the best way to store food depends on how quickly you'll use it. Finally, always trust your judgment. Knowing how long food lasts in an imperfect science, though we've pulled information from the best resources. Of course, buying less food more frequently is the best way to keep your food fresh and nutritious. Let's do this.

FRUITS

VEGETABLES

MEAT, POULTRY & SEAFOOD

PANTRY STAPLES

DAIRY, EGGS

BEANS, NUTS & VEGETARIAN PROTEINS

OILS, CONDIMENTS & SPICES



10 EASY TIPS FOR MEAL PLANNING



We wouldn't run the shower for 104 minutes, but that's how much water it takes to make a pound of chicken.

WATER WASTED,
MEASURED IN SHOWER MINUTES



1LB OF TOMATOES



1LB OF BANANAS

BEST BEFORE
MAR 11 2016



These dates refer to quality rather than food safety. It's the date before which the brand stands by its product (unless it's been opened or left out in warm temperatures).



SHOPPING GUIDELINES

There are many reasons behind food waste, but simply buying more than we use is a big one. The good news? Careful grocery shopping saves money right away. A few quick habit changes will help food last longer.

SavetheFood.com

SAVETHEFOOD.COM

TIPS

COOK IT

STORE IT

JOIN US

CILANTRO STEM GREEN SAUCE



Serve this sauce alongside grilled veggies, steak, or chicken. Warning: it's highly addictive when paired with grilled bread, tomatoes and goat cheese.

SERVINGS
1 cup



Uses up
CILANTRO, CILANTRO
STEMS

THE STAR OF YOUR NEXT GRILL OUT STARTS RIGHT HERE.

Cilantro stems are tender, flavorful, and — most importantly — edible. Chop them up right along with the leaves to add to recipes or whip them, like in this one here. This green cilantro sauce is best when served up at cookouts, right along with whatever you're throwing on the flame.

INGREDIENTS

¼ cup red wine vinegar or freshly squeezed lemon juice

Salt and freshly ground black pepper

½ cup fresh cilantro stems (from 1 bunch of cilantro)

½ cup olive oil or neutral oil, such as organic canola or grapeseed

½ tsp ground cumin

DIRECTIONS

In a blender or the mixing cup of a small food processor or immersion blender, combine the vinegar and a pinch of salt and pepper. Swirl a few times to dissolve the salt. Add the stems, olive oil, and cumin — puree. Adjust the seasoning to taste.

Serve immediately or cover and refrigerate for up to 3 days.

SAVETHEFOOD.COM

TIPS

COOK IT

STORE IT

JOIN US

BLONDE CHICKEN STOCK



This "blonde" chicken stock is made from raw instead of roasted bones, which makes it light in flavor (and excellent for adding to dishes).

SERVINGS
3 quarts



USE THIS STOCK TO ADD FLAVOR, NOT 'CHICKEN' FLAVOR.

Bring a savory note to dishes, without competing with the other ingredients. This stock is a great go-to in dishes that spotlight vegetables, like pea soup or butternut squash risotto. You can even add aromatic vegetables in the last two hours of cooking, if you like.

INGREDIENTS

4 lbs chicken bones (such as necks, backs, wings, and feet)

Salt

1 carrot (optional)

1 celery stalk (optional)

1 garlic clove, unpeeled (optional)

½ onion, ½ cup leek greens, or 1 shallot (optional)

DIRECTIONS

Place the bones in a large stockpot, add a generous pinch of salt, and cover with about 2 inches of water (about 1 gallon). Place over medium heat and bring to a simmer, being careful not to boil. Lower the heat and gently simmer for 2-6 hours, adding the vegetables (if using) in the last 2 hours of simmering.

Strain the stock through a fine-mesh sieve, chinois, or colander lined with a double thickness of cheesecloth into a heatproof bowl. Discard the bones. Allow to cool to room temperature, then refrigerate until completely cooled and the fat has solidified on the top of the stock. Remove the solidified cap of fat and reserve for another use (chicken fat is great for cooking).

The stock keeps refrigerated for 5 days or frozen for up to 6 months, or will be shelf stable for up to a year if pressure canned.

Consumer Food Waste



Building Awareness

EARNED MEDIA

The multimedia launch and broadcast tour generated **300 placements, 33,190 views** and **94 million impressions**.

The top 10 press hits alone have reached **31 million+ people**.

DONATED MEDIA

165.8M+ total impressions

Local Broadcast TV: \$922K

Network Cable TV: \$1.4M

Local Cable TV: \$334K

Out of Home: \$3.4M

Interactive: \$18K

Print: \$103K

Public Relations: \$1.4M

Total Donated Media: \$8.4M

Total Detections: **48.3K**

Since the launch, we've seen an increase in people who "Strongly agree" that food waste is a big problem in the United States, from 51-56% of the respondents surveyed.

Additionally, of those surveyed, 20% recognized the campaign creative.



Approach

Increase traffic to SavetheFood.com by positioning the site as the go-to place for food saving tips, recipes, and community.

Engage users through unique and sharable content based in taking action.

Excite people to get involved and become Food Waste Warriors through incentivized sharing and amplification.

Convert these new users into NRDC fans, members, and advocates.

Good Housekeeping



Save the Food was featured in the October issue of Good Housekeeping Magazine.

The feature article mentioned #SaveTheFood and was spread across ten pages. The magazine has a circulation of 4.3million+

NRDC was also mentioned in book, on page 8 of the issue.

The partnership was key in reaching women, especially moms, with the Save the Food campaign.

Food Service & Grocery Stores

sodexo PROUDLY PROMOTES

**OUR GOAL IS TO REDUCE
WASTED FOOD BY
COOKING TO ORDER.**

Although this space may not look full,
we are open and happy to prepare your
meal fresh to order just for you!

COOK IT, STORE IT, SHARE IT.
JUST DON'T WASTE IT.

SAVETHEFOOD.COM

Ad Council NRDC

Save the Food is helping to creative messaging specific to food service locations like hospital and corporate cafeterias. Places where large amounts of food are typically wasted in buffets.

The campaign will also appear nationally on grocery store carts. Encouraging consumers to visit the site for shopping tips and lists.

Other Strategic Partners



Industry

- Foodservice
- Grocery
- Restaurants



Existing programs

- Priority Cities



Other Large Audiences

- Stadiums
- Schools

Priority City Partners



A dozen priority cities were selected in an effort to saturate key markets with the campaign.

City and agency partners can help spread the word on the issue through on the ground local tactics like placing Save The Food ads outdoors (e.g. waste trucks, transit systems), online or in print.



Priority City Benefits:

- Dedicated webinars, call support, or meetings for stakeholders from our experts
- Resizing and partner logo additions to Save the Food creative
- Collaboration on local events
- Consideration for print budget support for OOH or transit advertising
- Save the Food stickers for events and farmers markets

Digital Engagement



- #SavetheFood helps the online community share tips, recipes, and their own success



Follow on social for behind the scenes tips with or experts and weekly series and seasonal tips.



Join **Food Waste Warriors** like Tom Colicchio and Mario Batali!

Experiential Activations



Surprise & Delight

Compete or crowdsource to win the Save the Food lunch truck in your city!

Public installations

Landfill Radio

Public Art

Activities

Scavenger hunts in key cities

Food Swaps, Potlucks, or Picnics

Farmers Market integration & Messaging

Measuring Success

Exposure – Awareness – Engagement – Impact

- Video views
- Earned media
- Donated media

- Ad aware
- Brand/web awareness

- Web visits
- Email sign-ups
- Social engagements

- Self-reported attitudes, perceptions, & behaviors towards reducing food waste

\$8.4M

Donated Media*

20%

Recognize the PSAs

18K

Social followers

51% → 56%

Believe that food waste is a big problem in the United States

12M

Online video views

165M

Total Impressions

2.3M

Social engagements

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Thank you

