

Stop Food Waste Campaign

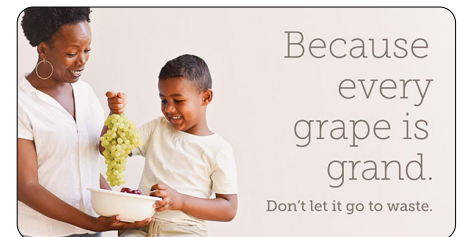
Despite the decreasing amount of food sent to the landfill, wasted food is still one of the largest components of the waste stream. In addition to harmful greenhouse gases released when food decomposes in a landfill, all the resources that went into producing that food are also wasted, depleting finite resources and further contributing to climate change.

Now in its 6th year, StopWaste’s Stop Food Waste Campaign is a broad scale public awareness campaign designed to address this challenge by helping residents prevent wasted food at home – where the majority of food waste occurs.

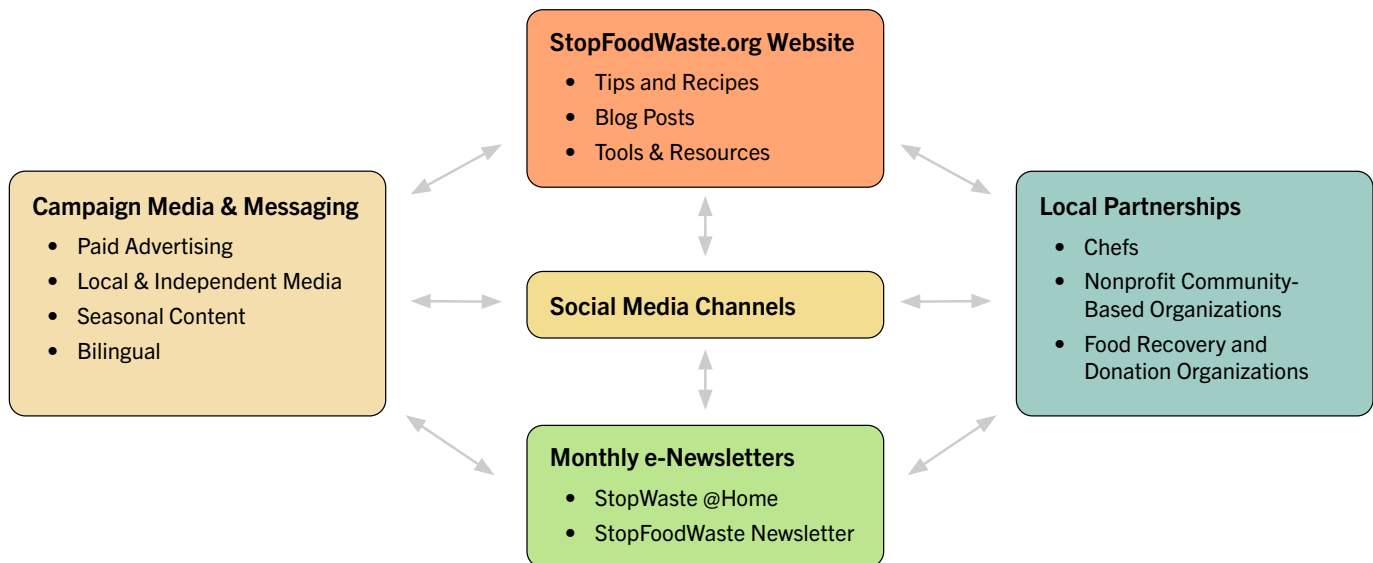
The campaign helps increase awareness around the value of reducing food waste using food-saving tips and resources delivered through a variety of channels, including paid advertising, evolving and seasonal content on the StopFoodWaste.org website and blog, social media channels, and through partnerships with local chefs and community organizations.

The latest campaign incorporates input from community partners to broaden messaging and be more inclusive of diverse audiences and languages. The emphasis is shifting from “not wasting food” toward making the most of food at home and maximizing family resources.

The Stop Food Waste campaigns engage multiple channels to maximize reach and provide effective messaging across audiences:



Stop Food Waste campaigns have evolved over the years with an eye toward inclusivity.



Visit StopFoodWaste.org to explore the tips and resources and [sign up for the blog](#).