



Making an Impact ReFED's Vision for a Better Food System

ReFED is a young organization, framed to address one of the most pressing challenges in our nation—food waste. We are the leader in the movement to address food waste in the U.S. and to build a more sustainable, resilient, and inclusive food system that works for *everyone*, from the farm to the fork.

In 2019, 35% of food in the United States went unsold or uneaten. That's \$408 billion worth of food—roughly 2% of U.S. GDP—with a greenhouse gas footprint equivalent to 4% of total U.S. GHG emissions. Most of this waste ended up in landfills, where it became one of the leading producers of methane. For perspective, imagine *all of the cars on the road in California, Florida, and Texas*—each year, they produce the same amount of GHG emissions as food waste.

Addressing food waste offers the most robust opportunity for change agents, businesses, and philanthropists to make the systemic difference our climate needs immediately. If we cut food waste, we help producers, manufacturers, and retailers build sustainable businesses and communities—and make more money. We save at-risk water and soil resources and directly impact climate change for the better. And we make sure food is used for its highest and best good—feeding people, including getting healthy food to the 42 million Americans who are food insecure.

National and international goals call for cutting food waste in half by the year 2030. The good news is that food waste is a solvable problem—but it takes a movement in which we're all involved. ReFED is leading that movement and making systemic change possible.

Who We Are

ReFED is the national nonprofit working to end food waste in the U.S. through data-driven and market-based solutions. We realized it would take more than “best guesses” to get things done, and our approach is making an impact across the food system. ReFED leverages our unique position at the center of the food system to collaborate with key stakeholders and generate large-scale, meaningful impact. We were formed as a nonprofit, because we recognize that our independence is vitally important to our credibility and our ability to drive change systemically.

To help guide the food system in cutting food waste by 50% by 2030, we work in three priority areas:

- 1. Aggregating and analyzing data to generate insights and drive adoption of food waste solutions;**
- 2. Catalyzing capital investment to spark and scale innovation; and**
- 3. Mobilizing and connecting stakeholders**



We Build Content to Drive Change

ReFED has distinguished itself by providing first-of-their-kind information resources that ensure others can develop and implement data-driven strategies to fight food waste. In February 2021, we released our comprehensive *Roadmap to 2030: Reducing U.S. Food Waste by 50%* and an interactive data and solutions hub called the Insights Engine. An additional tool added this year—the Impact Calculator— shows businesses the environmental and economic outcomes of adopting food waste solutions. We've been excited to see that among those reporting using these resources are Kroger, Compass, Google, Campbells, the states of Washington and Oregon, the country of Australia, and more.

67,564 total website visitors getting more information.

13,570 unique Insights Engine users.

1,342 attendees for the "Follow the Roadmap" webinar series highlighting key solution areas.

3,168 unique users of the Impact Calculator.

257M Over 250 media stories have reached more than 257 million Americans with information about food waste since February.

We Work for Structural Change



We formally partner with the EPA, USDA, and FDA to work systemically.



We partner with over 40 national and international organizations to collaborate on food waste solutions.



We helped launch two federal bills in 2021—the Composting Infrastructure Bill and the Zero Waste Food Act—both are the first of their kind and both are moving forward.

We Build the Movement

ReFED is the center of the food loss and waste movement in the nation, bringing together partners to bring about systemic change.

483

The Food Waste Action Network (FWAN) launched in May 2021 and has 483 members committed to fighting food waste and collaborating with others to do the same.



The Solution Provider Directory is a vetted list of 851 organizations who offer direct food waste solutions; 42% are prevention organizations, 36% rescue organizations, and 26% recycling organizations.

7,000

We participated in more than 62 speaking engagements throughout 2021, reaching nearly 7,000 actual attendees with our message to fight food waste.



80% of surveyed *Following the Roadmap* webinar attendees said they plan on taking action towards food waste based on what they learned.



Our ReFED-affiliated audience has grown by 61% just since May!

We Are Accountable



We do this all with a lean and committed staff of under 20 FTE so resources we earn go to what matters—making change happen.



We have built financial stability including reserves fund of 3-months' operation.



We have focused on diversity, equity and inclusion with a fellow dedicated to leading our internal process and food system advisement on building inclusiveness in the movement.

With Your Engagement, We Change the World

If we are able to work together to reach the 2030 goal of reducing food loss and waste by 50%, the results are incredible!



45M

tons of food waste diverted



75M

GHGs reduced



4T

gallons of water saved



4B

meals recovered



\$73B

in financial benefits realized



51K

jobs created

Join the movement and make a difference with us for the good of our food system and our planet!

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