

Convening Food Retail and Brand Manufacturers to Reduce Wasted Food 50% by 2030



Between 25 and 40% of all food grown or imported into the United States for consumption is never eaten. This means enormous amounts of food — and the resources used to produce it — go to waste every day at a high cost to businesses, consumers, and the environment.

Addressing the problem and impacts of wasted food is taking on increased urgency, both nationally and internationally. The United Nations called for a 50 percent reduction in per capita global food waste by 2030, a goal which the U.S. federal government also adopted.

Partner jurisdictions in the Pacific Coast Collaborative-- Washington, Oregon, California, British Columbia, Oakland, Portland, San Francisco, Seattle, and Vancouver (BC)--are committing to a regional goal to reduce per-capita wasted food 50% by 2030. To be successful, we need broader engagement and leadership from industry across the supply chain in addition to policy actions at the local, state and provincial level. We are calling on food retailers and brand manufacturers to join us, adopt a 50% reduction goal, and collaborate to identify effective, industry-wide actions to reduce wasted food.

JOIN US!

PCC partners invite leaders from the food product and retail industries to collaborate and convene with West Coast jurisdictions to:

1. Commit to reducing wasted food 50% by 2030;
2. Jointly create interim benchmarks to 2030 that address a full suite of options to measure, act and report on reducing wasted food across the supply chain; and
3. Develop tools to support industry in meeting this goal and ensure meaningful measurement and waste prevention practices by food retailers and their suppliers.

Through regional collaboration, we have an opportunity to maximize resources and address an environmental, hunger, and climate change crisis by reducing wasted food and increasing food recovery.

ABOUT THE PACIFIC COAST COLLABORATIVE

The Pacific Coast of North America represents the world's fifth largest economy, a thriving region of 55 million people with a combined GDP of \$3 trillion. Through the Pacific Coast Collaborative (PCC), British Columbia, Washington, Oregon, California, and the cities of Vancouver, Seattle, Portland, San Francisco, and Oakland have committed to reduce carbon emissions by focusing on preventing and recovering wasted food.

Members of the PCC are working together to build the low carbon economy of the future.