



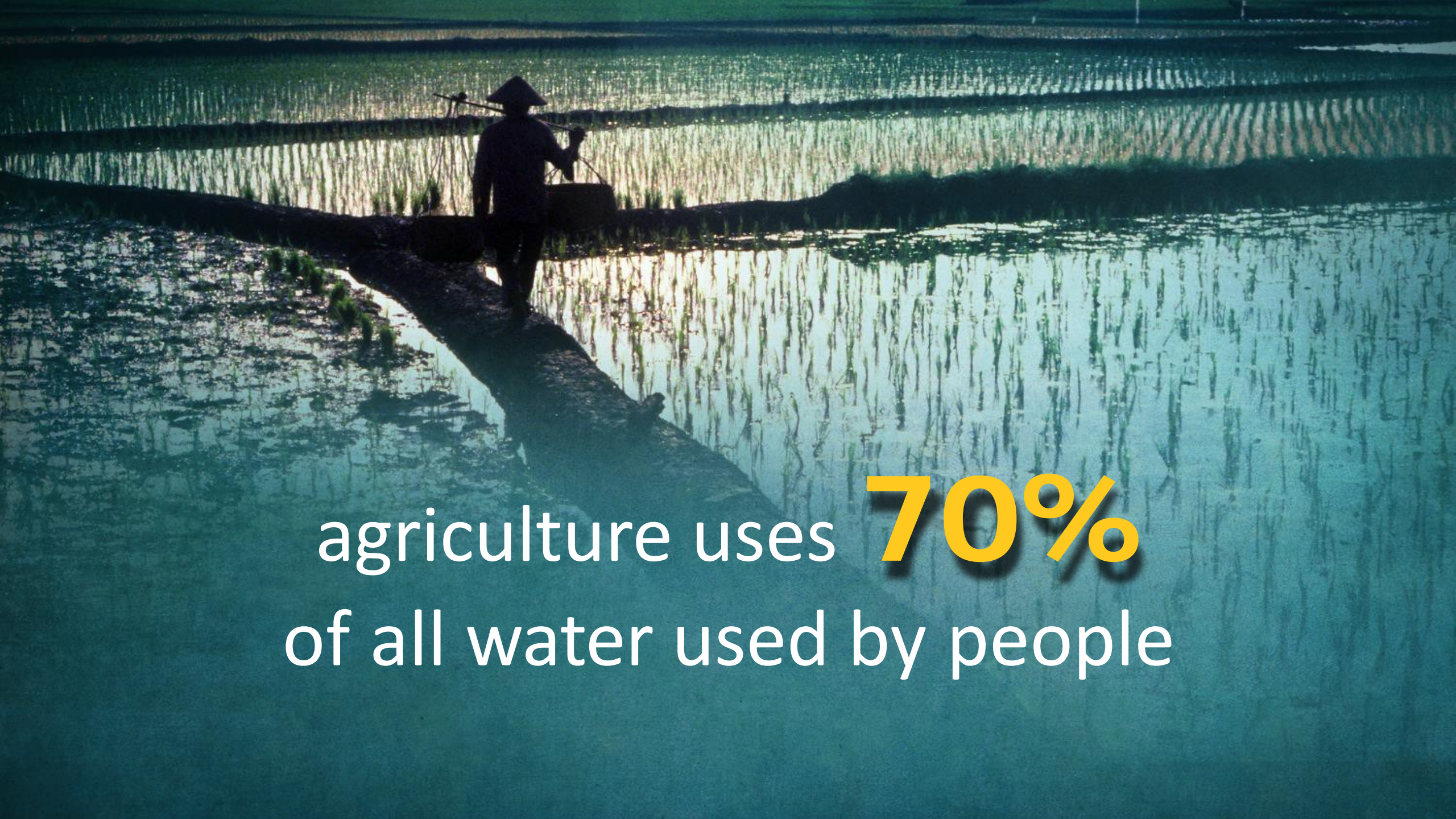
end waste
@petedpearson



agriculture




is the biggest threat to ALL life on Earth

A person wearing a traditional conical hat is walking away from the viewer on a narrow, muddy path that cuts through a vast, flooded rice field. The water is calm, reflecting the golden light of the setting or rising sun, creating a shimmering effect across the entire scene. The person is carrying a basket on their back and holding a long pole. The overall atmosphere is peaceful and rural.

agriculture uses **70%**
of all water used by people

A photograph of an orangutan walking away from the camera on a dirt road. The road is flanked by sparse, dry vegetation and debris, suggesting a deforested or degraded environment. The sky is overcast and grey. The overall tone is somber and highlights the impact of human activities on wildlife.

70% of terrestrial biodiversity loss is due to food production



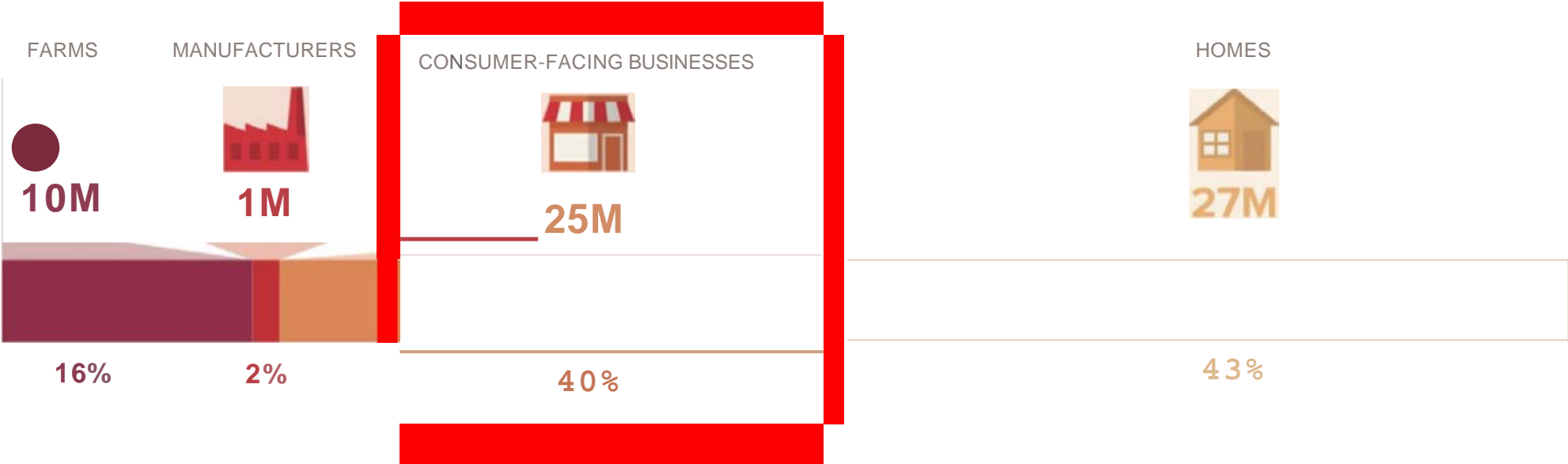
40-47%

of US seafood is

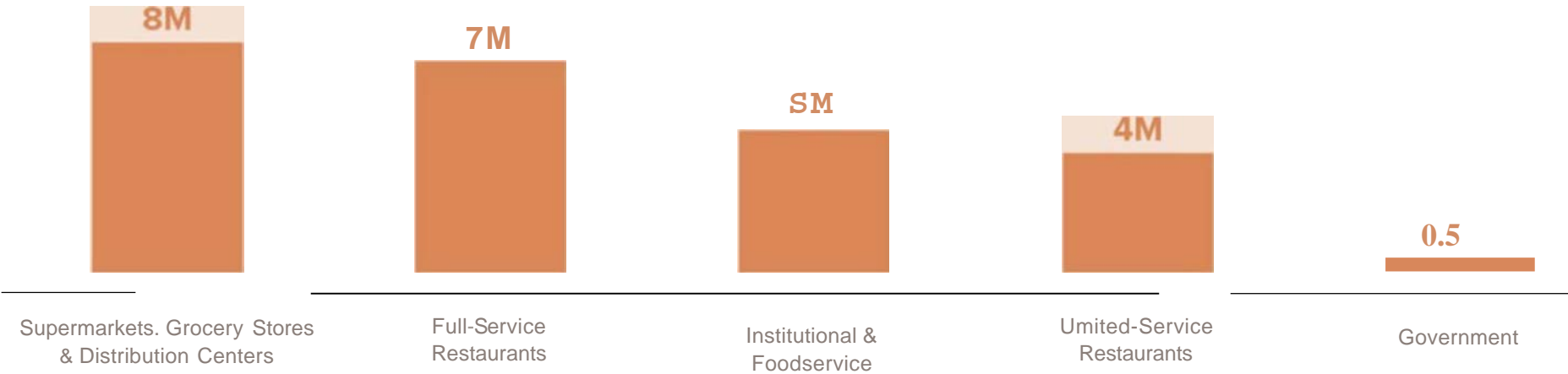
loss/wasted

50-60% wasted at
consumer level

FOOD WASTED BY WEIGHT- 63 MILLION TONS



CONSUMER-FACING BUSINESSES INCLUDE



A photograph of a fish market counter. In the foreground, several large fish, including salmon and sea bream, are laid out on a bed of crushed ice. Price tags are visible, with one clearly showing 'DORADE BIO' and 'GILTHEAD BREAM'. In the background, more fish are displayed in trays, some wrapped in plastic, with additional price tags. The scene is brightly lit, typical of a retail food environment.

PREVENTION

must be our ambition

INSTITUTIONALIZE

food waste reduction



Ending Food Waste in the Hotel Industry

- Multiple-year agreement between WWF & Hilton
- Pilot projects with the American Hotel and Lodging Association (AHLA)
- Focused on employee engagement and awareness
- Test customer facing messaging



HILTON
WORLDWIDE



Maximizing Farm Resources

- Researchers at UC Davis and the Global Cold Chain Alliance conducting in-field measurement of loss
- Initial analysis: Peaches, Potatoes, Tomatoes, and Leafy Greens
- Locations: California, Florida, Arizona, Idaho, and Georgia



School Education Program

- WWF Pilot Project w/EREF
- Introduce educational program linking food waste to wildlife conservation
- Get schools measuring and spread awareness!

