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food & markets

VISION

Support more sustainable food systems to conserve nature and feed people.

PRIORITIES

1. Increase food availability while conserving biodiversity and key habitats such as forests, grasslands, and soil biomes, by supporting conversion-free commodity supply chains, increasing productivity (e.g., land and genetics), and increasing efficiency of input use (e.g., output per unit of land, water, feed, fertilizer, etc.).
2. Reduce food loss and waste, starting with the hospitality sector, on farms, in schools, and at retail, and scaling those solutions across the food and agriculture sectors (see below).

SIGNATURE PROJECT: Preventing Food Waste

Where and how we produce food, along with climate change, will determine whether we will be able to maintain our world's biodiversity and ecosystems. While food production already impacts the planet's environment more than any human activity, available food needs to roughly double by 2050 to meet net demand—but we cannot afford to double the amount of resources used to produce that food. Since food waste represents one in three calories produced, reducing food loss and waste is a critical strategy to meet future demand for food while reducing pressure on the habitats, wildlife, soil, water, and climate.

Creating a more sustainable global food system must be precompetitive, with private sector players working together to reduce key impacts while ensuring sufficient food in a wealthier, warmer world. WWF's food waste program grew out of our Markets Institute, which we launched in 2015 to increase the speed and scale of market-based approaches by creating awareness, consensus, and tools towards sustainable global food production and consumption.

WWF is now engaging stakeholders across the hospitality industry, on farms, at retail, and in schools to identify food waste solutions that can scale. Among our recent experiences, WWF completed demonstration projects with 10 hotel properties that reduced their food waste over just four months. We are also: working with peach, potato, tomato, and leafy green farmers to measure and manage the loss of crops in the field, and identify simple interventions that maximize food delivery to new markets and donation facilities; engaging major retailers to identify opportunities for preventing food waste, recover more food for human consumption, and encourage transparency; launching five pilots in Africa to reduce post-harvest loss and food waste on the continent; and more.