

DARA MESSENGER

FOOD WASTE IN AMERICA

GRDS 400 | Mary Ann Casem | Spring 2020

CONCEPT | Ideation-1



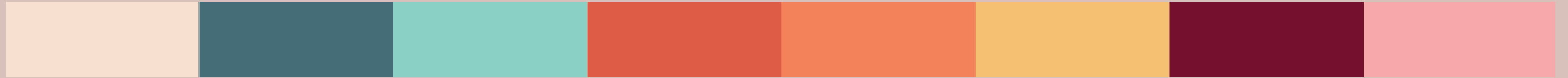
1. Healthcare in america

Based on statistics from the World Health Organization, America has one of the most inefficient medical healthcare systems in the world. On average, other wealthy countries spend \$4,700 per person. Where as the average American spends almost \$10,000 a year per person and receive less health and benefits for it.

2. Save the Bees

Bees play a massive role in the human ecosystem and are responsible for the majority of fresh food we have today. Bees are now at risk due to the use of pesticides found in commercial farming. This project would be about the important role that bees play in our ecosystem and what the world would be like without their help. Bees are the reason that plants flourish, reproduce and grow food for the world. This campaign would reinforce all of the good that the bees do for our planet. and would teach the community how to help before its too late.

CONCEPT | Ideation-3



3. Food Waste in America

America on average wastes over 72 billion pounds of food annually. We easily produce enough food for our entire population yet the landfills are filling up with wasted product and around 11% of the population is going hungry. This campaign will dive into the ways to help others by comparing the actions taken by other countries.

C=4%
M=11%
Y=15%
K=0%

C=76%
M=46%
Y=44%
K=14%

C=45%
M=0%
Y=27%
K=0%

C=7%
M=78%
Y=79%
K=1%

C=0%
M=61%
Y=68 %
K=0%

C=2%
M=26%
Y=64 %
K=0%

C=36%
M=100%
Y=62%
K=43%

C=0%
M=42%
Y=20 %
K=0%

Final Concept

For my final concept I have chosen Food waste in America. Annually, America wastes over 72 billion tons of food whether its at home or at the consumer level. That is 30-40% of the food being produced and an average waste of 219 pounds per person and over \$1,600 per person a year. America easily produces enough food to feed the entire population yet 11% of the population is going hungry. Food waste is also one of the leading causes of harmful methane gases. My project will go deep into the statistics of why this food is unnecessarily tossed away and at which stage in the process are we wasting the most. As well as hopefully teaching about ways to prioritize your food purchases or donate your unused perishables to your local charities to give back to those who need it.

For this project/campaign I plan to create a poster series that conveys the average amount of waste of a person within a given amount of time inside their own home. I also want to create a website that gives you ample information on food waste and ways to help as well as a mailer or a logo system. Additionally, I would like to add some standard grocery items and a reusable bag with our information incorporated on them with a QR code to link you to the website.

Successful Campaigns



SHOPPING WITH A PLAN HELPS YOUR WALLET.

A 4-person family loses \$1500 a year on wasted food. Saving that would basically be a raise.



Food for thought...

1/3 of all the food we buy we throw away.



The average family throws away £400 worth of food a year.

Wasted food is a major contributor to climate change. Think before you buy and only buy what you need. Don't waste your food or your money.

www.blackburn.gov.uk



A GROTESQUE APPLE

A DAY KEEPS THE DOCTOR AWAY AS WELL.

water-rich, iron-rich, nutritious, a glorious fight against food waste.



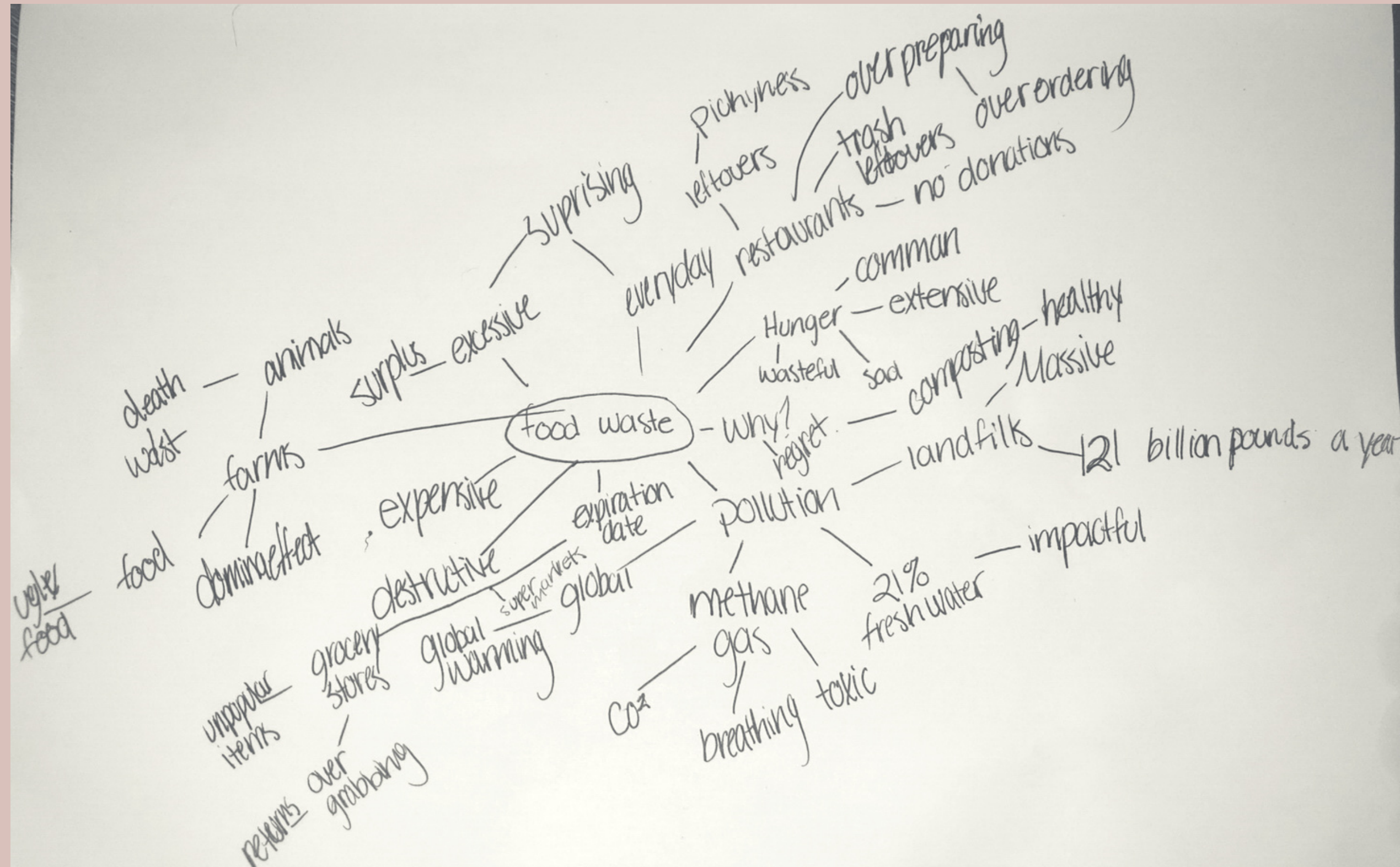
INGLORIOUS fruits & vegetables

by **Intermarché**



Word List & Map

- Wasteful
- Excessive
- Expensive
- Plentiful
- Deceiving
- Surprising
- Surplus
- Meaningless
- Domino effect
- Global effect
- Impactful
- Destructive





Research

- The Average american wastes:
 - 240 pounds of food a year
 - 6,180 pounds of food in their lifetime
 - that is an average of four items a week per person
 - that is an average of \$53.81 a week.
 - The entire year averages to \$2,798 of waste per person
- Food loss for retail and consumers costs over \$161 Billion.
- Food waste consumes 21% of all fresh water.
- Up to 40% of all food is never consumed.
- 1 out of 8 (11%) people struggle with hunger.
- Agreement to cut food waste by 2030 down 50%.

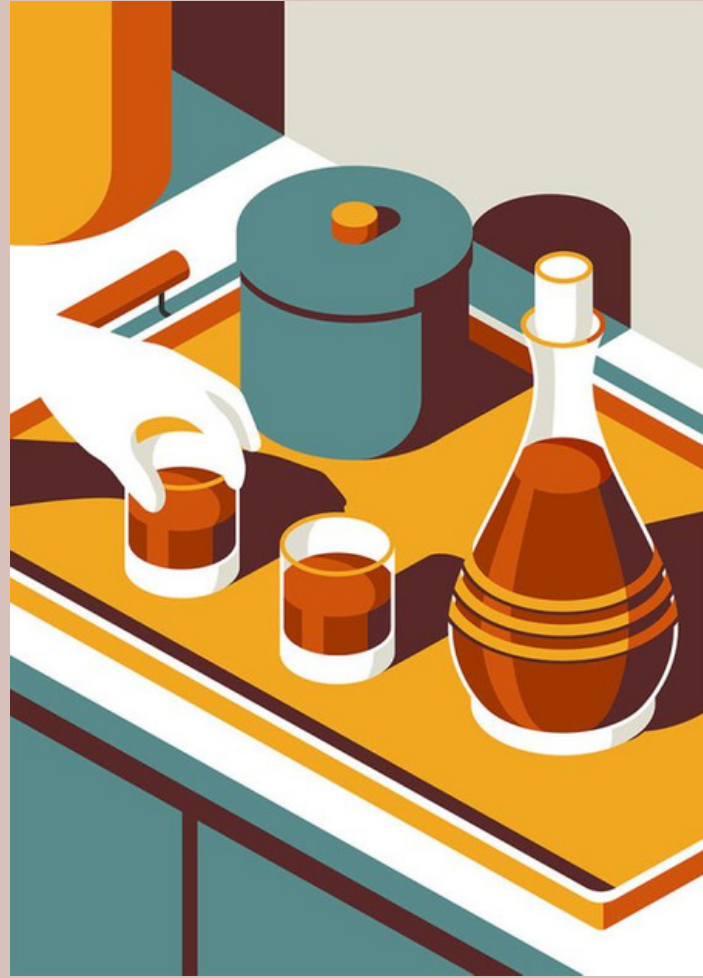
Impact

Food waste has a negative global impact and America is one of the greatest offenders. It is the reason people are still going hungry, It wastes 1/5th of the annual national budget and it also is one of the largest provider of methane gas emissions. Together we call all help to lower our food waste.

Vision Board



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www.pippashaw.com



Food Waste in America

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Food Waste in America

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Type exploration

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rot.	<i>Rot.</i>	rotten.
rot.	<i>Rot.</i>	<i>rotten.</i>
rot.	Rot.	rotten.

Final Logo

rotten.

C=76%
M=46%
Y=44%
K=14%

rotten.

rotten.

rotten.

Logo Sizing

Staging Area

The strawberry on its side is an appropriate measurement for any objects near the logo.

Minimum size requirements.



Logo- knockout



The Mark & Logotype



rotten.

For the mark I used a bruised and slowly rotting strawberry. This is easily recognizable as well as one of the leading produce that ends up in the landfill due too a short shelf-life.

Using the typeface MADE Bruno.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890&!**

MADE Bruno

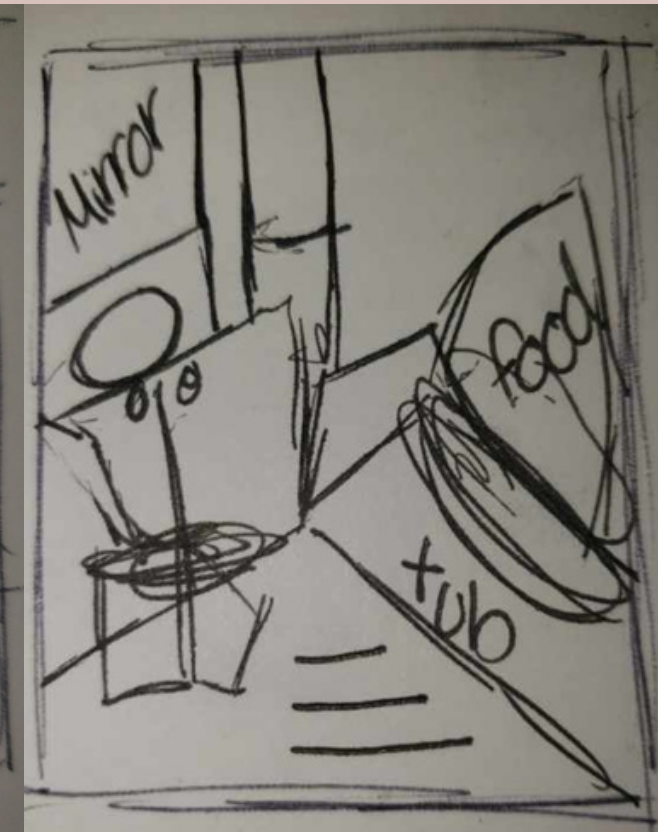
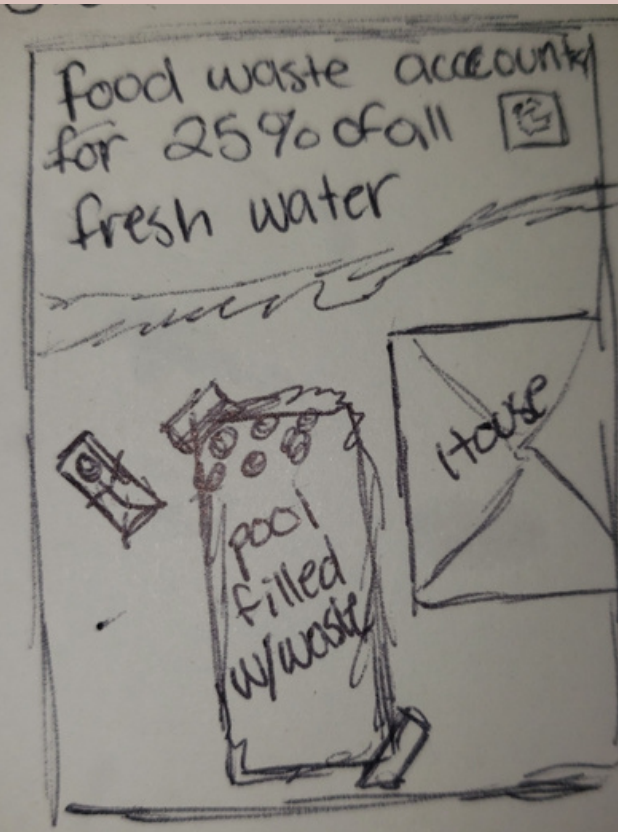
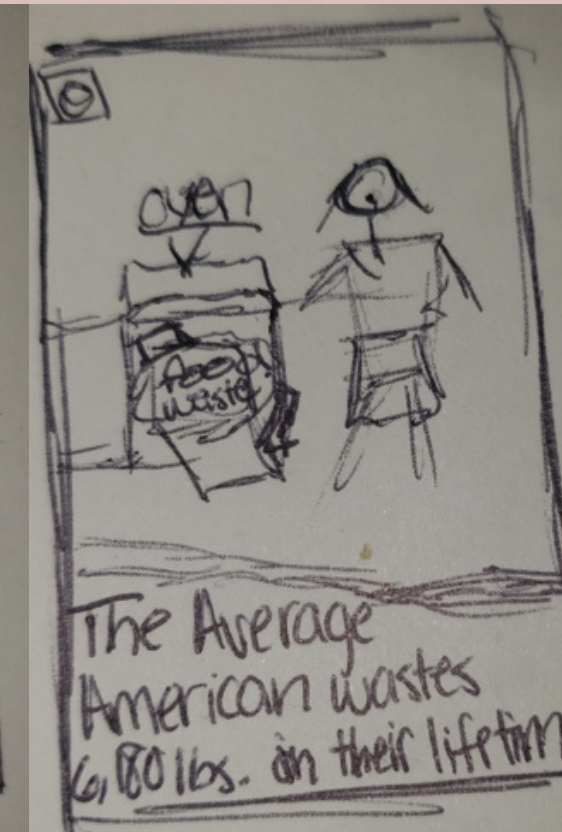
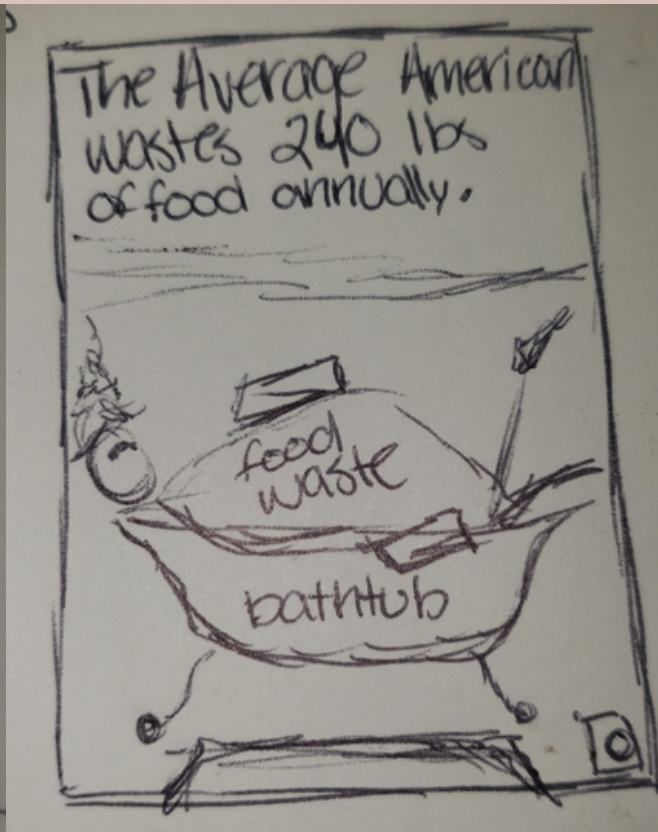
Unacceptable Uses

It is prohibited that you use any kind of effects to the logo, distort it in any way, add another color, place it in an obtuse way, create an outline of the logo and/or change the symbol in any way.

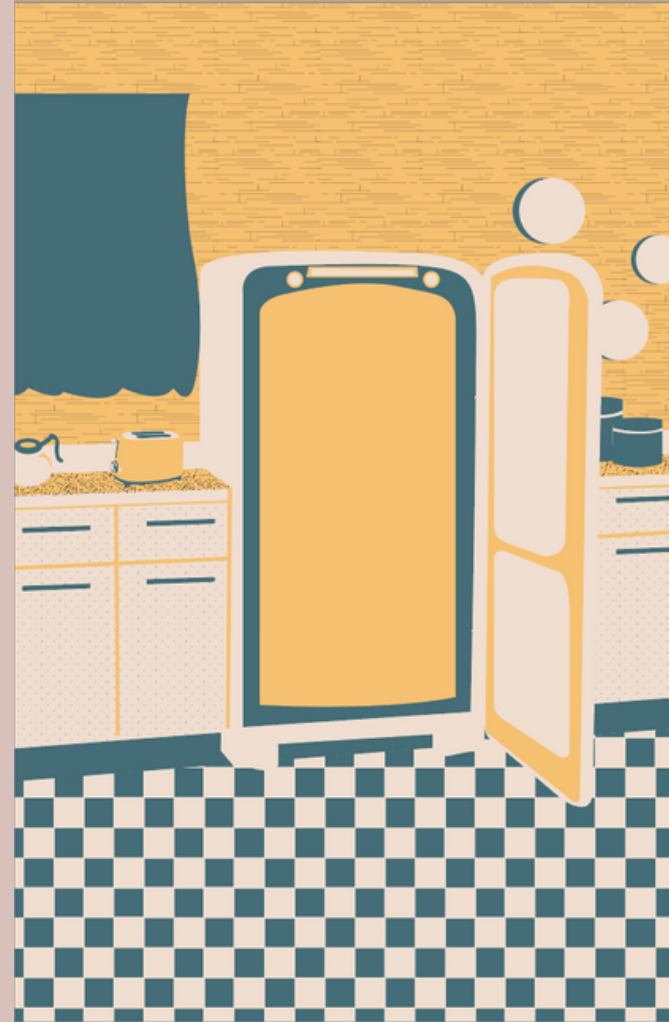
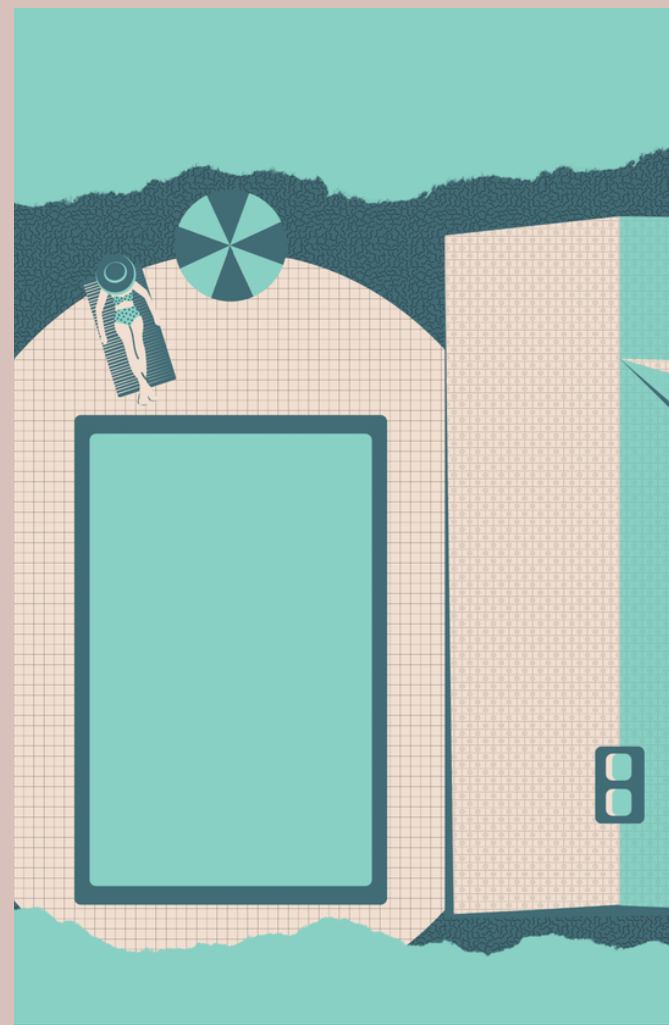
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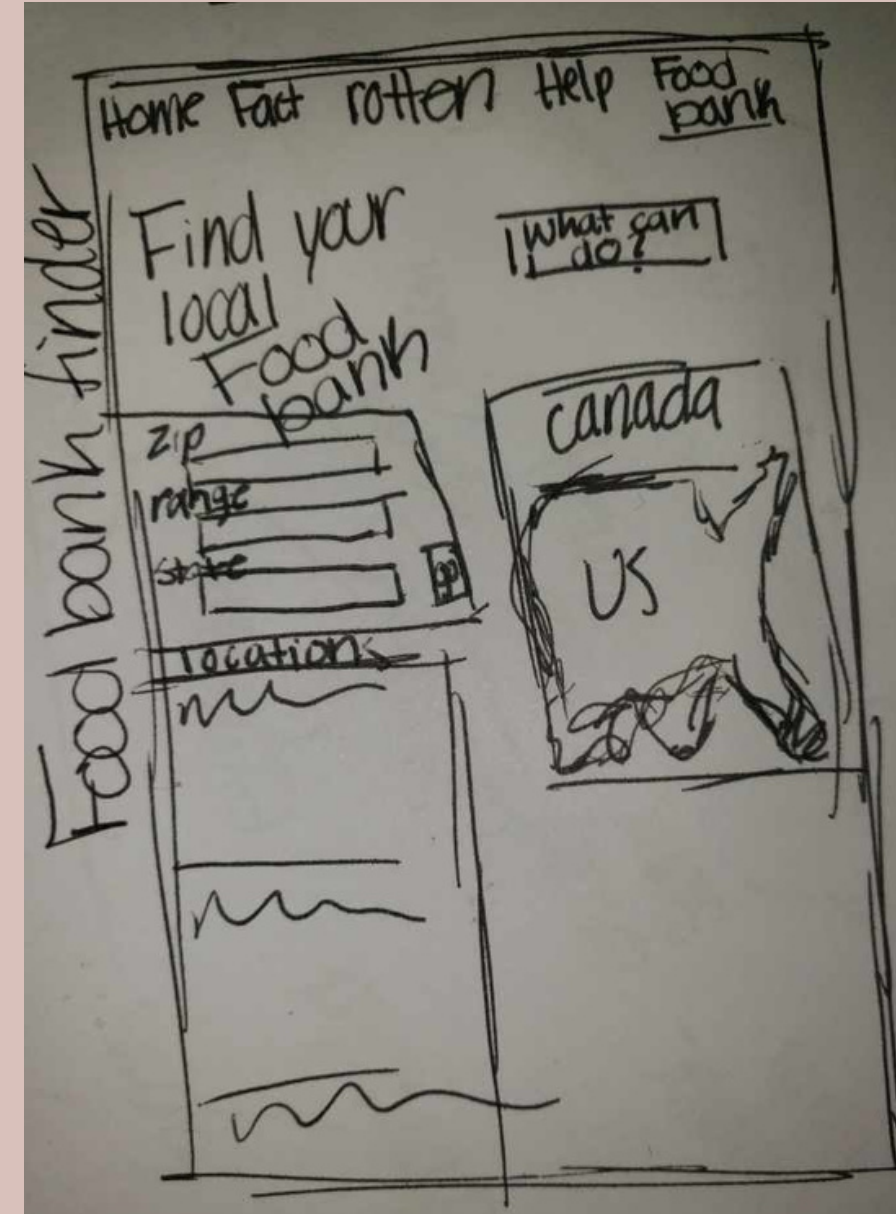
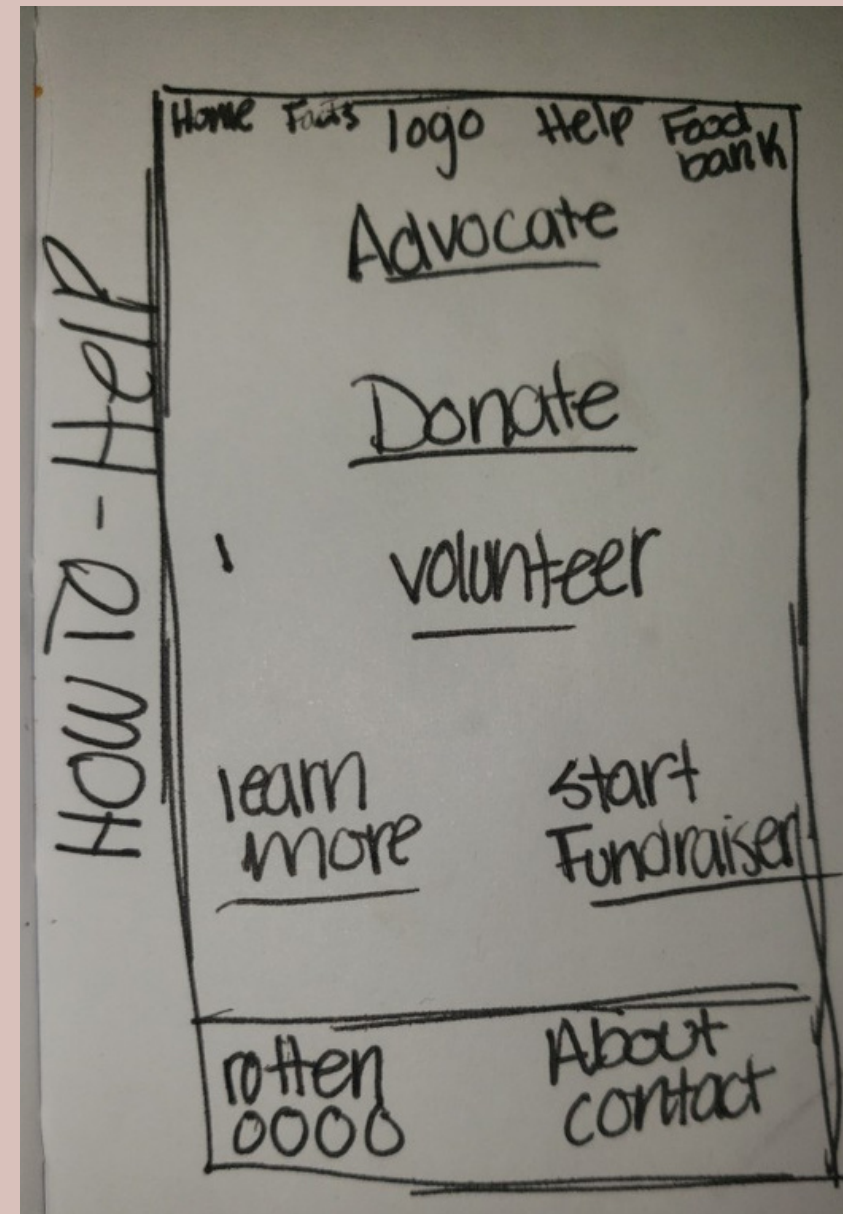
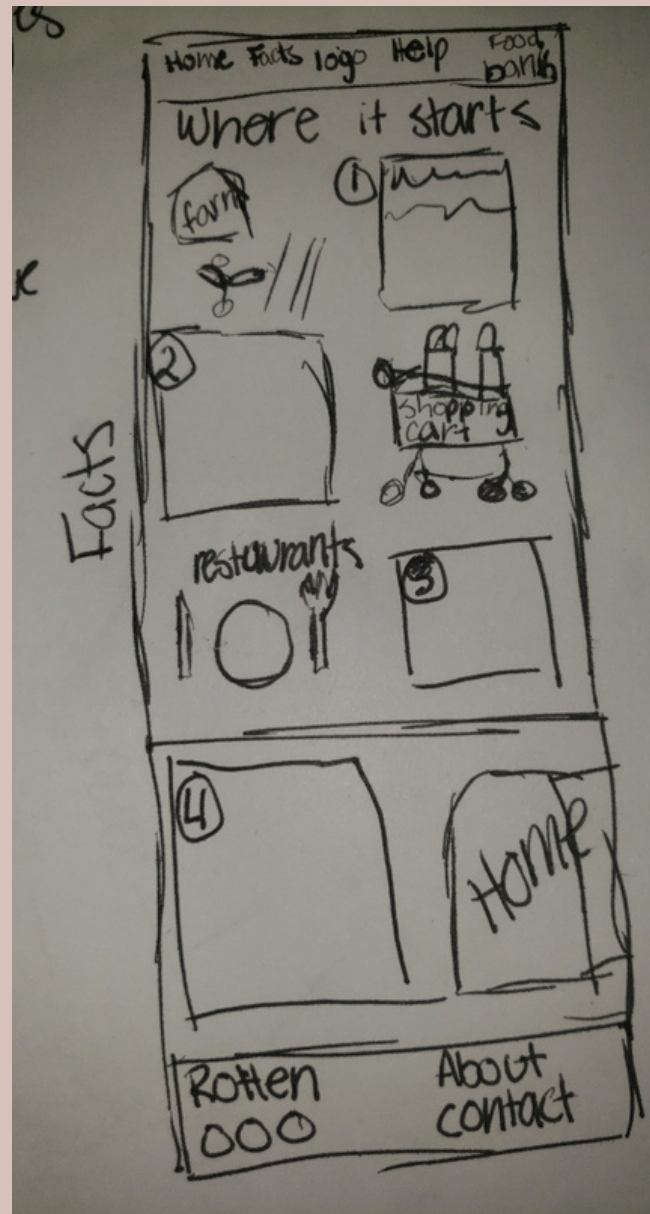
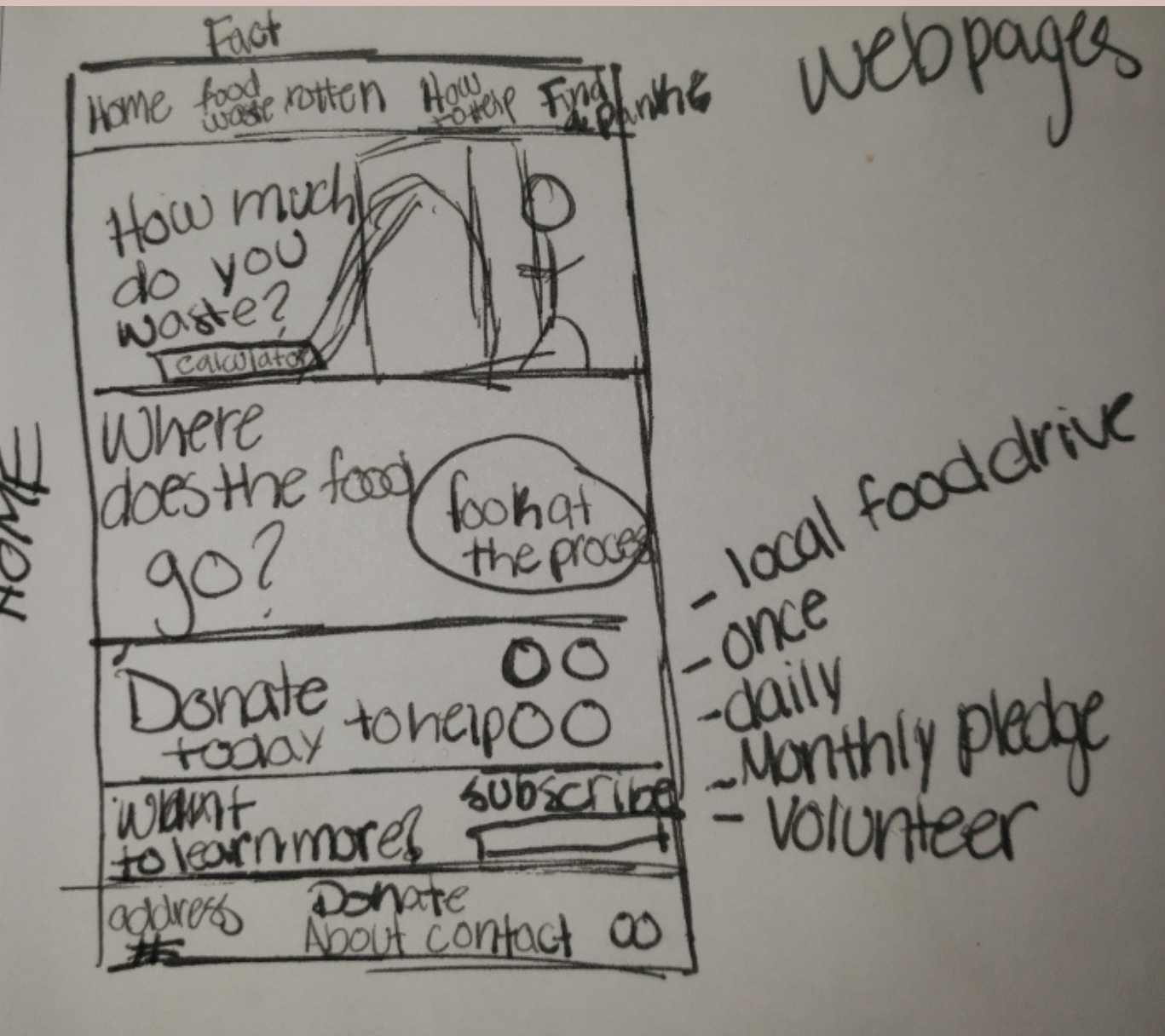
Deliverable 2- sketches



Poster edits



Website sketches



Citations.

- <https://food52.com/blog/24591-food-waste-statistics-2019>
- <https://www.feedingamerica.org/>
- <https://foodprint.org/issues/the-problem-of-food-waste/>
- <https://www.rescuingleftovercuisine.org/challenge>
- <https://www.usda.gov/foodwaste/faqs>
- <https://www.rts.com/resources/guides/food-waste-america/>

rotten.

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Dara Messenger | GRDS 400 | Prof. Mary Casem | Project 1

