

World Wildlife Fund

Love Your Loss Written PR Plan



University of Oregon Fall 2025

JCOM 472: Public Relations Campaigns

Team Members

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Memorandum

To: Leigh Prezkop, Anne Garsztka, & Tara Dalton

From: Love Your Loss PR Campaign Team

Date: December 12, 2025

Subject: Final Project Memo

We would like to thank you for your guidance and support throughout the development of this campaign. It has been a valuable opportunity to work alongside such a mission-driven and impactful organization. We are grateful for the chance to develop a campaign that addresses the significant issue of food waste and supports WWF's ongoing efforts. We hope you enjoy reviewing this summary of our work.

Campaign Overview

Our team developed a campaign focused on increasing awareness of the Global Farm Loss Tool, with retailers identified as the primary audience and growers as a key secondary audience. The campaign emphasizes partnership-building between WWF and these stakeholders through collaborative, positive messaging. Rather than positioning the tool as a requirement, the campaign presents the GFLT as a shared opportunity that supports both sustainability goals and operational efficiency across the supply chain.

Deliverables

To support these efforts, we developed two groupings of tactics centered on digital engagement and in-person educational outreach. Deliverables include mockups of social media content, interactive online tools such as a digital guide and interactive map, proposed exposition schedules, and educational handouts for traveling outreach initiatives. Together, these materials demonstrate the range of possibilities available to WWF for increasing awareness of the Global Farm Loss Tool and strengthening relationships with target audiences.

Next Steps

We recommend that WWF begin collecting success stories from existing partnerships involving the Global Farm Loss Tool. These stories can inform future social media content and support the storytelling components of the digital guide and interactive map. Additional next steps include identifying and planning outreach opportunities at agricultural schools and industry expositions across the United States, which would help WWF develop assets and build momentum for future traveling education initiatives.

Thank you again for the opportunity to work on this project. We are grateful for the experience and appreciate the chance to contribute to an initiative with such meaningful impact. We believe this campaign has strong potential to increase awareness and adoption of the Global Farm Loss Tool, and we look forward to hearing your thoughts.

Sincerely,

Brenna Cline, Allie Geraci-Novy, Alexandra Gillette, Mardi Pfeifer, Ariel Sira-Rango

Background

Client Overview

The World Wildlife Fund (WWF) is one of the world's largest international conservation organizations. The organization operates in more than 100 countries across five core areas of focus: people, places, species, climate, and sustainability. This campaign falls under WWF's No Food Left Behind program, which was created to address the estimated ten million tons of specialty farm crops wasted annually in the United States. Through partnerships with leading American research institutions, WWF develops practical, data-driven solutions such as the Global Farm Loss Tool (GFLT), which helps growers and aggregators better understand where and why on-farm losses occur. By reducing preventable food loss at the farm level, WWF supports environmental sustainability while also strengthening the long-term economic viability of agricultural producers.

Global Farm Loss Tool Overview

The Global Farm Loss Tool (GFLT) is an online data collection tool designed to help growers measure the amount of produce left behind after harvest. Using the tool, growers collect a sample of leftover produce and categorize it into three groups: marketable items that developed successfully but were not sent out, edible items that were not distributed due to size or appearance despite being safe to consume, and spoiled items that have rotted. According to WWF, losses are highest within the edible category, highlighting a significant opportunity to reduce food waste through improved distribution and utilization of surplus produce.

The data collected through the GFLT can also be shared with buyers and aggregators, providing insight into the outcomes of a farm's harvest. For growers, the tool helps identify where and why product loss occurs. For buyers and aggregators, access to this data creates opportunities to improve operational and financial efficiency by identifying new revenue channels for surplus produce.

SWOT

Strengths <ul style="list-style-type: none">-Aligned with WWF's strong positive brand image-No direct competitors-Free to use-Ample press coverage surrounding initial launch-Ethical benefits of the tool	Weaknesses <ul style="list-style-type: none">-Limited funding-Language accommodations (only offered in English and Spanish despite being a "global" tool)-Instructions on how to use the tool-Press coverage is over one year old-Unsatisfactory usage rates of the tool to completion
Opportunities <ul style="list-style-type: none">-Peer-to-peer conversation-Whispering campaign-Amplify authentic success stories	Threats <ul style="list-style-type: none">-Successful use of the tool requires ample resources (limited for farmers, especially now)-Growers are likely to reject the top-down influence of the incentive (power dynamic)

Business Challenge

Food waste represents one of the largest hidden costs within the grocery industry. In 2023, food surplus across the U.S. supply chain was valued at \$382 billion, with \$338 billion attributed to wasted food (ReFED). U.S. grocers alone lose billions of dollars each year due to inefficiencies in inventory management, unsold produce, and disposal costs.

As shown in Exhibit 1 (see Appendix 1), prevention-based strategies involving produce and retail stakeholders represent the greatest financial opportunity for retailers ([ReFED](#)). These strategies include optimizing harvest practices and refining product management. However, these strategies depend on reliable data from earlier stages of the supply chain to be effective.

Despite the scale of this issue, many retailers remain unaware of emerging data-driven tools designed to track and reduce food waste at the farm level. As noted by The Consumer Goods Forum, limited awareness and access to on-farm food loss data weaken industry efforts to build more efficient and resilient supply chains ([Consumer Goods Forum, 2024](#)). As a result, WWF's challenge is not the effectiveness of the Global Farm Loss Tool, but rather awareness and understanding. Grocers and retailers must first know that this tool exists, how it works, and the financial and environmental benefits it offers before they can take action.

Communication Challenge

A primary communication challenge for the Global Farm Loss Tool (GFLT) is ensuring that growers perceive the tool as a collaborative partnership rather than a directive driven by retailers. Farmers value relationships that are personal and cooperative, and effective communication “empowers farmers with the right message at the right time through the right channel,” fostering trust rather than hierarchy ([Bushel Powered, 2024](#)). Positioning the GFLT as a shared tool to reduce waste and improve efficiency helps reinforce this partnership.

Limited time and digital literacy also pose barriers. Many farmers work long hours and may view new technology as confusing or time-consuming. Research notes that “insufficient technical training” and “unequal access to connectivity” delay the adoption of digital tools ([Wiley, 2021](#)). Communication should therefore emphasize simplicity, time savings, and clear value.

Data consistency presents an additional challenge, as growers use a wide range of record-keeping systems, making standardized data collection more difficult. The wide variation in farming systems often limits the adoption of new technologies ([Wild Apricot Journal, 2016](#)). Both growers and retailers also require a clearer understanding of the GFLT's benefits. Without this clarity, the tool risks being perceived as another operational requirement rather than a shared opportunity. Transparent, partnership-based communication that highlights mutual benefits such as reduced waste, improved efficiency, and stronger supply chain relationships will be critical to building trust and long-term engagement.

Research

Primary Research

Our team conducted interviews with professionals working in produce, retail, and sustainability roles to better understand attitudes toward food loss and perceptions of the GFLT.

A produce manager discussed the emotional and relational dynamics involved when growers have excess produce, stating: “Growers come to me with extra produce and I feel bad saying no. Sometimes I take it even though we don’t need it.” This reflects how personal relationships impact decision-making and highlights the pressure growers feel when they experience surplus.

A sustainability manager emphasized the sensitivity surrounding food loss, explaining: “Food loss is a sensitive subject. Our messaging focuses on increasing profit and highlighting the financial benefits for them.”

Both interviews reinforced that communication around food loss must be non-judgmental and framed positively. These insights also align with our SWOT analysis, which identified the need to avoid messaging that feels top-down or places blame on growers. Instead, messaging should emphasize the tool’s value in saving money, increasing efficiency, and strengthening grower-retailer relationships.

Secondary Research

Food Loss and the Industry Context

The USDA defines “food loss” as the “edible amount of postharvest food that is available for human consumption but is not consumed for any reason” (USDA). Food waste remains a major issue in the United States. In 2010, between 30% and 40% of the U.S. food supply was wasted, which equals 133 billion pounds and \$161 billion in losses ([USDA](#)).

Several nonprofit organizations, including the World Wildlife Fund, Feeding America, ReFED, and the Food Waste Reduction Alliance, work with growers, retailers, and consumers to address this issue. In 2015, the USDA and the EPA announced a national goal to reduce food waste in the United States by 50% by 2030 ([USDA](#)). This collaborative approach mirrors the purpose of the GFLT, which is intended to help measure and reduce on-farm waste.

Communication Challenges in Agriculture

Research shows that communication between farmers and retailers works best when it emphasizes equality and collaboration. Farmers respond positively when communicators use a personalized approach and provide support so farmers feel empowered with “...the right message at the right time through the right channel”([Bushel Powered, 2024](#)).

Other research highlights logistical barriers growers face when adopting new tools, including limited digital training and varied access to connectivity ([Wiley, 2021](#)). Because growers use a wide range of record-keeping systems, creating consistency in data collection can also be difficult.

These findings align with our SWOT research, which identifies low incentives, time constraints, and confusion around the GFLT's process as barriers to adoption.

Retailer Needs and Business Pressures

Food waste also places a significant burden on retailers. ReFED's 2023 analysis reports \$382 billion in surplus food generated across the supply chain, with \$338 billion tied specifically to waste. Retailers value prevention-focused solutions (Exhibit 1), but many are unaware that tools like the GFLT exist. Our research found that this lack of awareness contributes to low usage rates of the tool.

The Consumer Goods Forum (Consumer Goods Forum, 2024) outlined that inconsistent data from growers is a major challenge for retailers seeking to reduce shrinkage and improve inventory planning. McKinsey ([McKinsey & Company 2022](#)) also noted that the majority of supply-chain emissions occur upstream, reinforcing the need for tools that provide insight into farm-level processes.

However, to integrate these tools into their sustainability strategies, retailers need clearer understanding of what the GFLT does and how to use it effectively.

Target Publics

Primary Target Audience

The primary target audience for this campaign is major U.S. food retailers participating in collaborative food waste reduction initiatives, including coalitions such as 10x20x30, the U.S. Food Waste Pact, and the Pacific Coast Food Waste Commitment. These companies are actively engaged in large-scale sustainability and procurement efforts and rely on accurate upstream data to meet organizational goals. According to the Pacific Coast Food Waste Commitment, participating retailers reduced unsold food by 25% between 2019 and 2022 ([PCFWC, 2023](#)). Retailers in these initiatives have demonstrated commitment to collaboration and accountability and are positioned to benefit directly from tools that support improved data-sharing, efficiency, and waste reduction.

These organizations face challenges related to the lack of standardized on-farm data, which limits their ability to refine inventory management, reduce shrink, and meet sustainability metrics (Consumer Goods Forum, 2024). The Global Farm Loss Tool offers a solution by measuring on-farm food loss and enabling greater transparency across the supply chain. This audience values accurate, actionable data and is motivated by financial opportunity, efficiency improvements, and progress toward sustainability commitments.

Secondary Target Audience

The secondary audience consists of growers and farm operators supplying fresh produce. Growers provide the field-level knowledge and data necessary for the GFLT to function effectively. Many growers face practical barriers, such as limited time, varied digital literacy, and inconsistent record-keeping systems, which can complicate the adoption of new tools (Wiley, 2021). Interviews revealed that messaging around food loss must be handled with sensitivity: “Food loss is a sensitive subject...” so our messaging focuses on increasing profit and highlighting the financial benefits for growers and retailers.

Growers value communication that is respectful, collaborative, and focused on practical benefits. They are more likely to adopt the tool when it is framed positively, as a way of saving money and improving efficiency rather than emphasizing shortcomings. Because adoption at the grower level provides the authenticity and real-world validation retailers depend on, growers are essential to the success of the campaign.

Influential Stakeholders

In addition to the primary and secondary audiences, several broader stakeholder groups influence tool adoption and message amplification. These include:

- Aggregators and distributors, who rely on reliable and standardized data to optimize sourcing and inventory decisions.
- Industry associations and trade groups, such as national grocer organizations, which play a key role in educating retailers and shaping industry norms.
- Food loss initiatives, including 10x20x30 and the U.S. Food Waste Pact, which align stakeholders around shared data and sustainability targets.

These stakeholders contribute to shaping communication channels, providing credibility, and mobilizing support across the supply chain. Their engagement will be instrumental in driving both top-down adoption among retailers and bottom-up validation from growers, ensuring the Global Farm Loss Tool is understood as a shared, collaborative resource.

Love Your Loss Public Relations Campaign

Executive Summary

This public relations plan outlines a strategic communication approach to increase awareness and adoption of the World Wildlife Fund's Global Farm Loss Tool (GFLT). Grounded in background analysis and primary and secondary research, the plan addresses communication barriers that limit adoption of the tool among retailers and growers. The GFLT is a free, publicly accessible resource designed to help agricultural stakeholders better understand where and why food loss occurs at the farm level and identify opportunities to reduce preventable waste.

Research findings indicate that while food loss represents a significant financial and sustainability challenge across the supply chain, communication around the issue is highly sensitive. Primary research revealed that growers experience emotional pressure when surplus occurs and that messaging is most effective when framed around financial value rather than blame. Secondary research further emphasized that limited awareness of farm-level data tools, time constraints, and inconsistent data systems hinder adoption. Together, these insights highlight the need for communication that is collaborative, non-judgmental, and clearly tied to operational and economic benefits.

Despite these challenges, the Global Farm Loss Tool is well positioned for growth. The tool aligns closely with corporate sustainability goals, addresses a clear industry need, and faces little direct competition. This plan leverages these strengths through targeted, partnership-based communication strategies aimed at retailers, with growers as a key secondary audience. By emphasizing shared responsibility, efficiency, and measurable value, the campaign seeks to build trust, increase awareness, and encourage broader adoption of the Global Farm Loss Tool across the food supply chain.

Goal Statement

For the Global Farm Loss Tool to be the widely adopted tool among growers, aggregators, and retailers.

Objectives

1. To increase awareness of the Global Farm Loss Tool, resulting in 20 companies making contact with the WWF about the GFLT by the end of June 2027.
2. To increase awareness of WWF Global Farm Loss Tool, resulting in five organizations signing up for the tool by the end of June 2027.

Strategy

Our strategy for this campaign is to use collaborative, audience-focused messaging to demonstrate how the Global Farm Loss Tool creates shared value for growers, aggregators, and retailers. By positioning the GFLT as a practical resource rather than an added burden, the campaign supports the goal of making it the most widely adopted food loss measurement tool across the supply chain.

The campaign takes a combined bottom-up and top-down approach to effectively reach each audience. From the bottom up, the strategy elevates real stories from growers and aggregators who have used the tool and experienced tangible benefits such as reduced food loss, improved efficiency, and stronger relationships with retail partners. These firsthand perspectives build credibility and help the tool feel accessible to potential users.

From the top down, the strategy leverages retailer influence to create momentum for adoption. When retailers demonstrate support for the GFLT, they help normalize its use across the supply chain, encouraging aggregators and growers to participate.

Together, this strategy builds awareness, trust, and perceived value at every level of the supply chain, creating the conditions necessary for long-term adoption of the Global Farm Loss Tool.

Key Messages

To drive widespread adoption, we developed messaging tailored to the specific needs and motivations of each target audience. For retailers, messaging emphasizes how the Global Farm Loss Tool can strengthen retailer-grower relationships, provide meaningful opportunities for corporate social responsibility, and deliver actionable insights into food loss that support more informed and profitable purchasing decisions. By highlighting both operational and sustainability benefits, the GFLT is positioned as a strategic resource retailers can confidently champion across their supply chains.

For growers, messaging focuses on practicality, ease of use, and direct on-farm benefits. The GFLT is framed as simple to implement and supported by WWF partners, making onboarding more approachable. Messaging also highlights how the tool helps farms better understand loss patterns, improve efficiency, and maximize usable product. Finally, the GFLT is positioned as a way for growers to strengthen sustainability efforts in ways that align with retailer priorities. Together, these messages present the tool as accessible, valuable, and relevant to growers' everyday decision-making.

Together, this messaging strategy supports campaign goals by building trust across the supply chain and positioning the Global Farm Loss Tool as a practical, shared solution for reducing food loss.

Digital Media Tactics

1. Multimedia Awareness Push

For this tactic, we recommend WWF focus on using its owned social media platforms, including Facebook, Instagram, X, and LinkedIn. The goal is to humanize the Global Farm Loss Tool by putting real faces to the stories behind it. This includes creating short testimonial-style content and success stories featuring individuals across the supply chain who have used the tool, with formats tailored to each platform. Tagging partners will encourage resharing and help expand reach. Each post will include a clear call to action directing audiences to the Global Farm Loss Tool website, and performance will be tracked to assess engagement and inform ongoing optimization.

The primary outcome of this tactic is to increase visibility and awareness of the GFLT among key audiences across the supply chain. By consistently posting about the tool on social media, WWF can reach potential adopters while generating interest in how the tool works and how it supports both retailers and farmers. This approach is designed to drive traffic to the GFLT website and position the tool as a practical, accessible resource.

To specifically reach our primary target audience, retailers, WWF should prioritize LinkedIn as the key platform for this tactic. LinkedIn allows WWF to directly reach professionals within large retail organizations, particularly individuals working in sustainability, ESG, CSR, or supply chain roles. These audiences are already engaged in conversations around sustainability initiatives and operational efficiency, making LinkedIn the most strategic channel for retailer-focused messaging.

Messaging on LinkedIn will follow a problem-and-solution framework, positioning the Global Farm Loss Tool as a win-win solution. Content will frame food loss as an operational and reputational challenge for retailers, while demonstrating how the Global Farm Loss Tool helps reduce inefficiencies, support sustainability commitments, and strengthen relationships with farmers. By framing the tool as a solution that benefits both retailers and farmers, WWF can appeal to retailers already seeking sustainability-driven innovations.

All social posts will direct audiences to the Global Farm Loss Tool website by including the link in account bios and using language such as “to learn more, visit the Global Farm Loss Tool website link in our bio.”

The following WWF social media accounts are recommended for implementing this tactic, based on their reach, relevance to food sustainability, and ability to engage supply chain and retail audiences.

WWF Social Media Accounts

Instagram

[@wwf](#) (WWF International account) has 2.6 million followers.

[@world_wildlife](#) (WWF-US account) has 3.8 million followers.

[@wwf_food](#) (Food Sustainability account) has only 3,560 followers but it's applicable to our topic.

Instagram's "Collab Posts" feature can be used to share content across relevant WWF accounts to increase reach and consistency.

Facebook

[@wwf](#) (WWF International account) has 3.4 million followers.

[@world_wildlife](#) (WWF-US account) has 2.8 million followers.

X (Twitter)

[@wwf](#) (WWF International account) has 3.4 million followers.

[@world_wildlife](#) (WWF-US account) has 1.2 million followers.

LinkedIn

[@World_Wildlife_Fund](#) (WWF-US account) has 428K followers.

We included a mockup of what a potential social media post could look like.

2. Collective Impact Map

WWF will create an interactive digital map that serves as a visual dashboard highlighting retailers, aggregators, and growers currently using the Global Farm Loss Tool (see mockups section). Each location pin will open to a short success story featuring a case study, quote, or data point that demonstrates how the tool has supported food waste reduction, improved operational insight, or strengthened collaboration across the supply chain.

The map emphasizes peer-to-peer storytelling by showcasing real users and tangible outcomes, reinforcing the GFLT as an accessible, collaborative resource rather than a top-down requirement. By highlighting shared benefits such as improved efficiency, greater visibility into on-farm loss, and stronger grower–retailer relationships, the map helps normalize participation and build trust among potential users.

To increase visibility and credibility, WWF will promote the Collective Impact Map through partnerships with industry trade associations including the Retail Industry Leaders Association (RILA), the Food Marketing Institute (FMI), and the National Grocers Association (NGA). Promotion will occur

through association newsletters, webinars, and industry events, positioning the map as a living resource that reflects collective progress and industry-wide engagement.

The map will include a clear call-to-action encouraging organizations not yet featured to contact WWF to learn how they can participate and be added through use of the Global Farm Loss Tool. By making adoption visible and measurable, this tactic supports the campaign goal of increasing awareness and encourages companies to express interest in engaging with WWF and the GFLT.

3. Taste Not Waste Digital Guide

WWF will develop a farmer-led digital guide, *Taste Not Waste*, highlighting crops most commonly left behind during harvest and featuring growers' own recipes and preparation techniques. Each entry will showcase a farmer's firsthand experience with on-farm food loss alongside a simple technique or recipe and a brief profile. The guide will also include a short explanation of how measuring loss with tools like the Global Farm Loss Tool (GFLT) supports harvest planning, decision-making, and communication with buyers.

By amplifying grower wisdom, the guide positions farmers as experts and collaborators while demonstrating WWF's commitment to listening to and learning from them. Retailers, aggregators, and industry partners gain deeper insight into the crops most frequently left behind and the real challenges farmers face at the harvest stage. The guide will be promoted through industry-facing channels, including trade association newsletters, webinars, member communications, and conference programming. Distribution through organizations such as RILA (Retail Industry Leaders Association), FMI (Food Marketing Institute), and NGA (National Grocers Association) ensures the guide reaches retailers, aggregators, and supply-chain decision-makers within the professional spaces they rely on for trusted guidance and best practices.

To extend reach and maintain engagement, WWF will pair the digital guide with a multi-tiered influencer activation that includes sustainability-focused creators, farmers, and retail-adjacent content creators whose audiences span food system professionals and engaged consumers. These partners will share farmer stories, demonstrate featured recipes, and model practical approaches to reducing food loss on farms, in retail environments, and at home. Influencers will receive a featured recipe, farm background, talking points, and a trackable link to the guide, enabling WWF to highlight the most engaging content through campaign updates or future editions. In addition to these creators, WWF may explore partnerships with farmers and retail professionals who share educational content within industry networks, further expanding peer-to-peer credibility for the Global Farm Loss Tool.

Potential influencer partners include:

- **Hannah Neeleman (@ballerinafarm)**: Homesteader and farmer-influencer sharing farm-to-table cooking and lifestyle content.
- **Alexis Nikole Nelson (@blackforager)**: Forager, cook, and sustainability educator.

- **Lisa Bass (@farmhouseonboone)**: Content creator focused on farm-to-table living and sustainable cooking.
- **Stephanie Peña (@stephaniepena___)**: Retail and grocery-focused content creator whose work highlights food purchasing, shopping behavior, and sustainability within the retail environment.
- **Max La Manna (@maxlamanna)**: Chef and zero-waste advocate who specializes in transforming food that would otherwise be wasted into accessible meals.
- **Anne-Marie Bonneau (@zerowastechef)**: Zero-waste cooking educator with a highly engaged sustainability-focused audience.

This tactic strengthens grower relationships by elevating their voices and validating their experiences, supporting the bottom-up trust essential for tool adoption. It also increases retailer interest by offering a human-centered understanding of on-farm food loss, making the purpose and value of the GFLT more tangible. Through industry partnerships and influencer amplification, the *Taste Not Waste* digital guide expands credibility and visibility for the GFLT across the supply chain.

By centering real farm-level stories, this tactic supports the campaign goal of raising awareness of the Global Farm Loss Tool while cultivating stronger relationships between WWF and retailers. By making farm-level food loss more visible and relatable, the guide encourages engagement with WWF and helps position the GFLT as an accessible, data-driven solution for organizations considering adoption.

Traveling Education Tactics

4. WWF Takes on Expo West

We recommend that WWF participate in Natural Products Expo West in Anaheim, California. Due to the extensive application process and preparation required, this tactic is best positioned for implementation at the 2027 conference. While official dates have not yet been published, Expo West has historically taken place during the first week of March. Based on this pattern, the 2027 event is expected to occur from Tuesday, March 2 through Friday, March 5, 2027.

Natural Products Expo West is a leading trade show designed to connect natural and organic product brands with retailers, including retailer buyers responsible for sourcing and purchasing decisions. Described by *Forbes* as the “Super Bowl” of natural products, the event presents a valuable opportunity for WWF to engage face to face with its primary audience. Past attendees include major retailers such as Whole Foods, Aldi, and Walmart, all of which are signatories of the U.S. Food Waste Pact. Expo West would allow WWF to educate retailers about the Global Farm Loss Tool and its potential to support corporate social responsibility initiatives while also improving operational efficiency. Through tabling in the exposition halls, WWF can leverage one-on-one interactions to establish and strengthen relationships with retail stakeholders.

Expo West also offers a Buyer-Only Hour, which provides early access to retailers before general tabling begins. This dedicated time allows for more in-depth conversations about the benefits of the Global Farm Loss Tool and creates space for meaningful dialogue without the pressures of a crowded exhibition environment.

In addition, Expo West has designated the first day of the exposition as Climate Day, with a focus on accelerating climate action and strengthening food system resilience. Through keynote speakers and interactive programming, attendees are encouraged to connect with industry leaders and explore innovations and partnerships that drive environmental and social impact. WWF would be well positioned to participate in this sustainability-focused programming, particularly through keynote involvement. Because Expo West discourages speakers from using presentations as sales pitches, this setting aligns with WWF's positive, partnership-based messaging. By emphasizing the shared responsibility to address food waste, WWF can highlight how the Global Farm Loss Tool offers an accessible and effective way to contribute to meaningful change.

As reflected in the campaign budget, participation in Expo West represents one of the more resource-intensive tactics. However, research suggests that the event offers high potential return on investment. *Forbes* reported that Chomps, a natural snack brand, secured partnerships at Expo West that were projected to generate more than \$2 million in revenue. This example demonstrates the event's capacity to foster high-impact partnerships.

Overall, Expo West aligns closely with the campaign's goals and provides a strategic opportunity to cultivate productive relationships between WWF and retailers, ultimately supporting increased awareness and adoption of the Global Farm Loss Tool.

To support this tactic, the team developed a hypothetical schedule mockup that could be promoted through social media or shared directly with retailers to highlight specific opportunities for engagement with WWF during the conference. In addition, an example of Chobani's booth from a previous Expo West was included to illustrate the energy and scale of the event. While this booth represents a high-end execution, it demonstrates the level of engagement possible. At WWF's booth, the table setup would feature products created in collaboration with WWF, labeled with a "Made in Partnership with WWF" tag to reinforce credibility and partnership.

5. Youth Education Tour

To support long-term awareness and familiarity with the Global Farm Loss Tool (GFLT), WWF can implement a Youth Education Tour focused on engaging students aged 16–22 who are preparing for careers in agriculture, food systems, sustainability, and related fields. This tactic aligns with WWF's established history of working with youth and educating the next generation on critical environmental and food system challenges. By introducing the GFLT early in students' educational journeys, WWF can support long-term pipeline development by helping future agricultural professionals view food loss

measurement as a standard practice rather than a corrective action later in their careers. WWF can pilot the Youth Education Tour at three strategically selected schools before considering broader expansion.

The Youth Education Tour will include visits to select universities with strong agricultural and food systems programs, as well as participation in the national Future Farmers of America (FFA) convention. Tour locations were selected based on their national recognition in agricultural education, proximity to major U.S. farming regions, and emphasis on applied, data-driven learning. Universities such as Cornell University, Purdue University, the University of Florida, Texas A&M University, the University of California, Davis, and California Polytechnic University at San Luis Obispo represent a mix of research-intensive and hands-on agricultural institutions that prepare students for careers across the food supply chain.

In addition to formal coursework and FFA programming, WWF may engage agriculture-focused student organizations such as Alpha Gamma Rho, a professional agricultural fraternity that emphasizes leadership and professional development, providing an additional peer-led setting for introducing the Global Farm Loss Tool. Prioritizing participation in the national FFA convention, which is typically held in late October, allows WWF to reach youth from across the country through a single, centralized event, reducing travel costs while maximizing educational reach.

During campus visits and conference programming, WWF will deliver informational presentations introducing the Global Farm Loss Tool, its purpose, and its role in helping growers and aggregators better understand and address on-farm food loss. These presentations will prioritize education and awareness rather than immediate adoption, allowing students to engage with the tool in a low-pressure learning environment. Presentations may take place through agriculture-related courses, sustainability-focused lectures, FFA or student organization meetings, and related academic or youth programming.

Following each presentation, educators and advisors will receive digital toolkits that include presentation slides, sample data sets, and discussion prompts, enabling continued instruction on the GFLT after WWF's visit. Students will also receive informational handouts to support individual learning and discussion. For institutions interested in deeper engagement, WWF may explore extended visits that include guest lectures, tool demonstrations, or hands-on case activities centered on measuring and understanding food loss at the farm level.

Overall, the Youth Education Tour positions the GFLT as a forward-looking, educational resource that supports WWF's mission of building resilient food systems through early engagement. By reaching future farmers, agricultural professionals, and sustainability leaders at a formative stage, this tactic helps foster long-term familiarity with food loss measurement and reinforces the campaign's goal of increasing awareness and understanding of the Global Farm Loss Tool across the agricultural supply chain.

Timeline

Phase 1: Planning & Development

July – September 2026

July

- Identify grower contributors for the *Taste Not Waste* digital guide
- Submit applications for Expo West
- Select interactive map platform
- Develop Youth Education Tour framework and priority locations
- Develop social media content calendar

August

- Begin pitch deck development and draft Expo West activation materials
- Identify 6 – 10 initial case study partners
- Gather quotes, impact data, photos, and case studies
- Launch Youth Education Tour planning
- Capture content for social media and digital assets

September

- Order early expo materials, including QR codes, banners, and signage
- Build interactive map framework
- Begin initial Youth Education Tour campus visits
- Finalize initial social media and video assets

Phase 2: Finalization & Pre-Launch

October – December 2026

Ongoing: Social media content supporting campaign tactics, partner highlights, and educational messaging related to the Global Farm Loss Tool.

October

- Conduct photography and finalize digital guide layout concepts
- Finalize Expo West activation materials
- Integrate the first round of case study content into the interactive map
- Participate in the National FFA Convention (late October)

November

- Prepare materials and finalize expo logistics
- Conduct internal testing of the interactive map and resolve bugs

- Add remaining content and partner stories to the map

December

- Finalize interactive map and digital guide
- Book travel for Expo West and school visits
- Create communications kit for the interactive map (newsletter language and Expo West event messaging)

Phase 3: Launch & Activation

January – March 2027

Ongoing: Social media content supporting campaign tactics, partner highlights, and educational messaging related to the Global Farm Loss Tool.

January

- Publish the digital guide digitally
- Soft launch the interactive map to featured partners for validation

February

- Prepare map launch visual assets, including posters and social media graphics
- Officially launch the interactive map on WWF's website

March

- Promote the interactive map through association newsletters
- Feature digital guide contributors on social media
- Travel to Expo West and visit schools
- Showcase the digital guide and interactive map at Expo West

Phase 4: Evaluation & Reporting

April – June 2027

Ongoing: Social media content supporting campaign tactics, partner highlights, and educational messaging related to the Global Farm Loss Tool.

April

- Collect post-Expo West feedback through a short follow-up survey
- Begin tracking interactive map views, clicks, and partner inquiries

May

- Measure website engagement
- Analyze and report on the first two months of map engagement
- Report on the Expo West experience

June

- Complete the Youth Education Tour
- Finalize and publish the Global Farm Loss Tool Impact Report

Budget

Campaign Period: July 2026 – June 2027

Digital Media Tactics – \$3,469.88

Collective Impact Map	\$175 per year for website platform and hosting	\$200 (one-time) for web design and development
<i>Taste Not Waste</i> Digital Guide Creation	\$24.99 per month for website hosting (\$299.88 per year)	\$500 (one-time) for graphic design \$300 (one-time) for content development (grower profiles and recipes)
Taste Not Waste Digital Guide Activations	\$400 per influencer (one-time) × 4 influencers = \$1,600	
Multimedia Awareness Push	\$10 per month for Canva Pro (\$120 per year)	\$22.92 per month for Adobe Premiere Pro (\$275 per year)

Traveling Education Tactics – \$3,895 – \$4,395

Expo West	\$95 (one-time) application fee	\$200 per night × 3 nights × 2 staff = \$1,200 (one-time)	\$1,500 (estimated, one-time) for Expo West activation materials and event participation
Youth Education Tour	\$100 (one-time) for printed handouts	\$500–\$1,000 (campaign total) for hospitality and engagement costs (3 schools)	\$500 (one-time) for development of presentation and facilitation materials used across all Youth Education Tour visits

Estimated Total Cost: \$7,364.88 – \$7,864.88

Evaluation

To evaluate the effectiveness of this campaign, WWF will track progress using key performance indicators tied directly to campaign goals.

To measure whether 20 companies express interest in the Global Farm Loss Tool, WWF will track partnership inquiries and expressions of interest through follow-up calls and email correspondence. These touchpoints will provide a clear count of organizations that have demonstrated interest in collaborating with WWF around the GFLT.

To evaluate whether five organizations sign up for the Global Farm Loss Tool, WWF will monitor tool registrations using website analytics and customer relationship management (CRM) data. This measurement will indicate how many organizations move from initial interest to formal participation.

To assess overall awareness and engagement, WWF will track website traffic, interactive map views and clicks, and engagement with GFLT-related content across WWF-owned digital channels. Together, these metrics will help determine the reach and visibility of the Global Farm Loss Tool and evaluate the effectiveness of campaign messaging in increasing awareness.

Appendices

Appendix 1: Research Report Figures



Exhibit 1. Prevention-based food waste strategies represent the greatest financial opportunity for retailers. Source: ReFED, 2023.

Appendix 2: Mockup Images

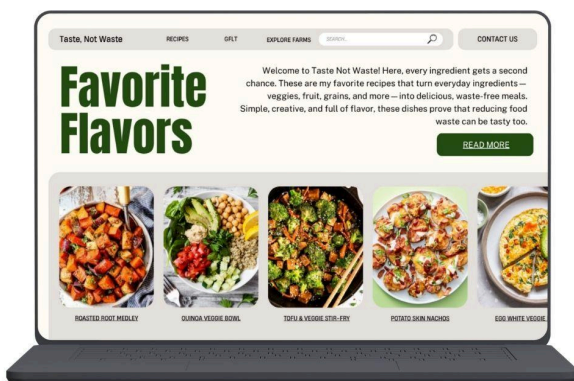
Multimedia Awareness Push: Potential Social Media Posts



Collective Impact Map (view video [here](#))



Taste Not Waste Digital Guide



Expo West: Hypothetical Schedule

WHERE TO FIND WWF AT EXPO WEST 2027

WED	CLIMATE DAY PRESENTATION	LEARN HOW YOU CAN DRIVE MEANINGFUL ENVIRONMENTAL IMPACT
THU & FRI	BUYER ONLY HOUR	BUYERS CAN HAVE EARLY ACCESS TO OUR BOOTH
THU, FRI & SAT	EXHIBIT HALLS	COME FIND US TO LEARN HOW YOUR ORGANIZATION CAN TACKLE FOOD WASTE
THU & FRI	EVENING ON THE PLAZA	LET'S SOCIALIZE AFTER THE TRADESHOW WITH LIVE MUSIC
MORE INFO: HTTPS://WWW.EXPOWEST.COM/EN/HOME.HTML		

Expo West: Example of Chobani's Booth From a Previous Year of Expo West



Expo West: Products Created in Collaboration with WWF



Youth Education Tour: Brochure



Get to know the Global Farm Loss Tool

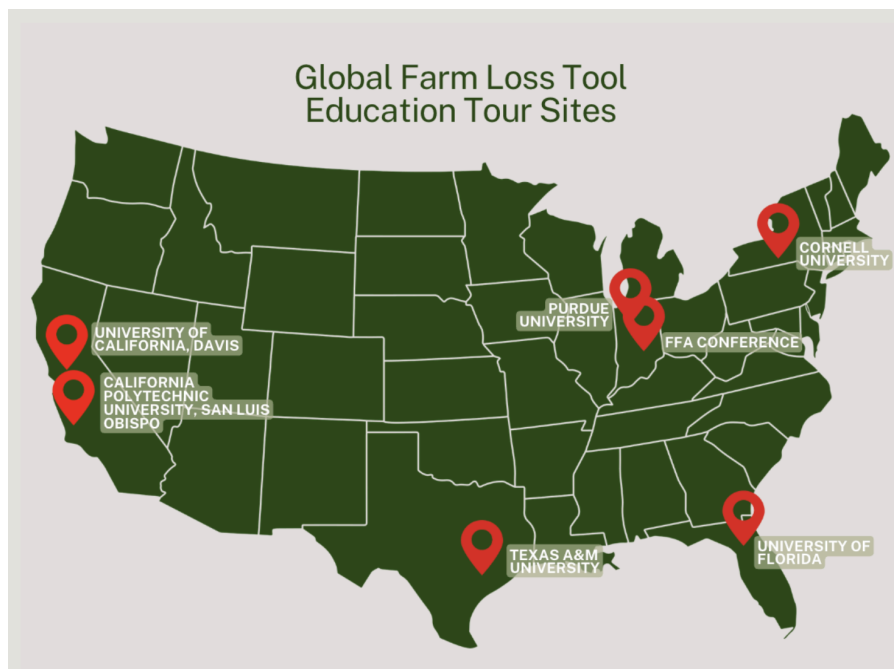
**AN ONLINE PRODUCT
INTENDED FOR GROWERS
TO MEASURE WHAT
FOOD IS LEFT BEHIND
AFTER HARVEST.**

**Finds where harvest
waste happens and
helps growers manage
it.**



WORLD WILDLIFE FUND

Youth Education Tour: Tour Sites



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