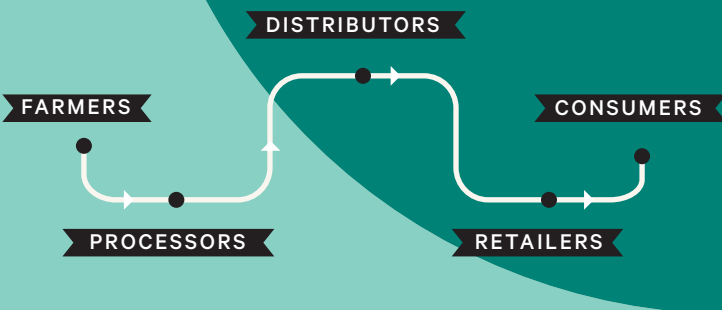


Imagine if 1/3 of goods never made it to customers

This is a reality of our food supply. We lose one-third of the food produced globally.

1.3 billion tons of food wasted could feed 1.6 billion people.

Food loss and waste happens all along the pathway to the plate.



IMPACTS ON PEOPLE, PLANET, PROFITS



People

Up to 50% of some crops don't make it to market in Sub-Saharan Africa. When global businesses do not account for this loss, it impacts smallholder farmers.



Planet

The water wasted on uneaten food is more than what has been lost during two years of California's drought. Food waste emits more greenhouse gas than the EU.

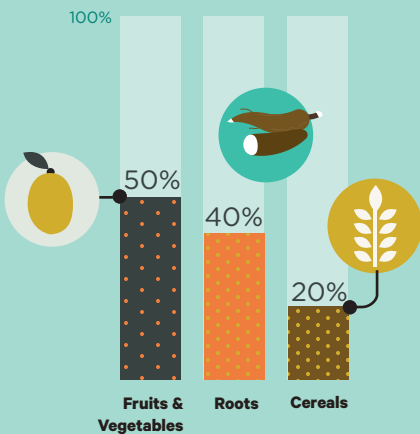


Profits

Food losses cost the global economy \$990 billion - more than the combined 2015 profits of the Fortune 500.

A CLOSER LOOK AT AFRICA

Food loss and waste is a global problem but farmers and companies in Africa stand to benefit significantly from solutions.



40% of staple foods in Sub-Saharan Africa are lost before they can even hit the market.




Existing technology and training used in developed countries can help maximize yield.




470 million smallholder farms stand to see increased income by preventing crop loss.

We can solve this

Only a systemic approach can yield transformational change.




Ensure smallholder farmers can access technology and training to maximize yield and prevent loss during harvest, post-harvest, packaging, processing, and distribution.




Change behavior and attitudes so that wasting food is unacceptable, and increase accountability for minimizing loss and waste.



Create alternatives to oversaturated local markets by building partnerships between smallholder farmers and multinational companies.



Encourage private investment that helps farmers access existing solutions that are proven to maximize yield and move more food to market.



Involve small and medium businesses, strengthen local commitments, and build partnerships within Africa that are mutually beneficial.

YieldWise is The Rockefeller Foundation's \$130 million initiative that will work with private, public, and nonprofit actors involved in the food supply system to cut their food loss and waste by half. From how smallholder farmers harvest and get crops to market, to corporate losses across supply chains, all the way to consumer waste, we seek to create an efficient food system with minimal loss.

A productive food system with minimal loss is our goal - and one that is well within reach.



www.rockefellerfoundation.org/YieldWise
#YieldWise