

118TH CONGRESS
1ST SESSION

S. 2889

To authorize the Secretary of Agriculture to carry out activities to reduce food loss and waste, and for other purposes.

IN THE SENATE OF THE UNITED STATES

SEPTEMBER 21, 2023

Mr. COONS (for himself and Mr. MORAN) introduced the following bill; which was read twice and referred to the Committee on Agriculture, Nutrition, and Forestry

A BILL

To authorize the Secretary of Agriculture to carry out activities to reduce food loss and waste, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “New Opportunities for
5 Technological Innovation, Mitigation, and Education To
6 Overcome Waste Act” or the “NO TIME TO Waste Act”.

7 **SEC. 2. DEFINITIONS.**

8 In this Act:

1 (1) ADMINISTRATOR.—The term “Adminis-
2 trator” means the Administrator of the Environ-
3 mental Protection Agency.

4 (2) COMMISSIONER.—The term “Commis-
5 sioner” means the Commissioner of Food and
6 Drugs.

7 (3) FOOD.—The term “food” means any raw,
8 cooked, processed, or prepared substance, ice, bev-
9 erage, or ingredient used or intended for use in
10 whole or in part for human consumption.

11 (4) FOOD LOSS.—The term “food loss” means,
12 with respect to food, that the food does not reach a
13 consumer as a result of an issue in the production,
14 storage, processing, or distribution phase.

15 (5) FOOD RECOVERY.—The term “food recov-
16 ery” means the collection of wholesome food that
17 would otherwise go to waste and the redistribution
18 of that food to feed people.

19 (6) FOOD SPOILAGE.—The term “food spoil-
20 age” means a process or change that renders a food
21 product undesirable or unacceptable for human con-
22 sumption.

23 (7) FOOD WASTE.—The term “food waste”
24 means, with respect to food, that the food is in-
25 tended for human consumption but is unconsumed

1 by humans for any reason at the retail or consump-
2 tion phase.

3 (8) LIAISON.—The term “Liaison” means the
4 Food Loss and Waste Reduction Liaison established
5 under section 224 of the Department of Agriculture
6 Reorganization Act of 1994 (7 U.S.C. 6924).

7 (9) SECRETARY.—The term “Secretary” means
8 the Secretary of Agriculture.

9 (10) UPCYCLED FOOD PRODUCT.—The term
10 “upcycled food product” means a product that—

11 (A) is created from surplus food, unmar-
12 ketable food, or edible or inedible food byprod-
13 ucts; and

14 (B) is made with ingredients that—

15 (i) otherwise would not have gone to
16 human consumption;

17 (ii) are sourced and produced using
18 supply chains for which upstream data can
19 be verified and validated for accuracy; and

20 (iii) have a positive impact on the en-
21 vironment.

22 **SEC. 3. OFFICE OF FOOD LOSS AND WASTE.**

23 (a) ESTABLISHMENT.—The Secretary shall establish
24 in the Department of Agriculture an Office of Food Loss
25 and Waste (referred to in this section as the “Office”).

1 (b) RESPONSIBILITIES.—The Office shall be respon-
2 sible for—

3 (1) supporting the role and responsibilities of
4 the Liaison;

5 (2) comprehensive research on methods to
6 quantify on-farm food loss and supply chain food
7 loss;

8 (3) research on new technologies to reduce food
9 loss and food waste;

10 (4) quantifying the impact of food waste reduc-
11 tion policies on greenhouse gas emissions reductions;

12 (5) submitting to Congress and making publicly
13 available reports describing the progress of the
14 United States in advancing toward or achieving the
15 goal of reducing food loss and food waste by 50 per-
16 cent, compared to 2016 levels, by 2030;

17 (6) publishing reports to Congress and to the
18 public for the purpose of engaging with educational
19 campaigns relating to food loss and food waste;

20 (7) carrying out the grant program under sub-
21 section (d);

22 (8) contributing to an assessment relating to
23 how food loss and food waste affects climate change,
24 food and nutrition security, and public health;

1 (9) creating and distributing tools, resources,
2 and publications—

3 (A) to support efforts and measures to re-
4 duce and prevent food loss and food waste; and

5 (B) to contribute to increased education
6 relating to food loss and food waste for private
7 entities, nonprofit and community-based organi-
8 zations, and individuals;

9 (10) tracking and assessing programs across
10 Federal agencies to advance research relating to
11 food loss and food waste;

12 (11) analyzing food loss and food waste policy
13 data and establishing and disseminating model poli-
14 cies for municipal, local, State, territorial, and Trib-
15 al governments that are proven to reduce food loss
16 or food waste;

17 (12) recommending new regulations, invest-
18 ments, or policies to the Liaison and the Secretary
19 to address new identified gaps on preventing and re-
20 ducing food loss and food waste; and

21 (13) carrying out such other activities as the
22 Secretary or the Liaison determine to be appro-
23 priate.

24 (c) PARTNERSHIPS.—In carrying out the responsibil-
25 ities described in subsection (b), the Secretary, in con-

1 sultation with other Federal agencies, the Liaison, and the
2 Office, shall establish partnerships with regional partner
3 institutions to plan, conduct, and arrange for public re-
4 search, data, education, and recommendations relating to
5 food loss and food waste prevention and reduction and
6 food recovery issues locally, regionally, and nationally.

7 (d) GRANT PROGRAM.—

8 (1) IN GENERAL.—The Office shall establish a
9 grant program to support collecting data on existing
10 State and local food loss and food waste policies.

11 (2) ELIGIBILITY.—An entity eligible to receive
12 a grant under paragraph (1) is—

13 (A) a municipal, local, State, or Tribal
14 government;

15 (B) a partnership of 1 or more govern-
16 ments described in subparagraph (A) and 1 or
17 more nonprofit organizations; or

18 (C) a partnership of 2 or more—

19 (i) governments described in subpara-
20 graph (A); or

21 (ii) nonprofit organizations.

22 (3) COLLABORATION.—An entity that receives a
23 grant under paragraph (1) may collaborate with 1 or
24 more nonprofit, private, or other organizations in
25 carrying out activities using the grant funds.

1 (4) PROJECT REQUIREMENTS.—A data collec-
2 tion project carried out using a grant under para-
3 graph (1) shall—

4 (A) be carried out for not longer than 3
5 years; and

6 (B) include the provision of data collected
7 under the project to the Office.

8 (5) DATA REQUIREMENTS.—Data collected
9 under a project carried out using a grant under
10 paragraph (1) shall provide rigorous evidence of the
11 impact of food loss and food waste policies, which
12 may include—

13 (A) estimates of the quantity of the reduc-
14 tion of food loss and food waste after the imple-
15 mentation of a policy;

16 (B) where relevant, estimates of the quan-
17 tity of food loss and food waste in a similar
18 community that is not subject to the policy; and

19 (C) the economic benefits and impacts re-
20 alized from food that is recovered, upcycled, re-
21 used, or recycled.

22 (6) MATCHING REQUIREMENT.—An entity that
23 receives a grant under paragraph (1) shall provide
24 funds, in-kind contributions, or a combination of
25 both from sources other than funds provided

1 through the grant in an amount equal to not less
2 than 10 percent of the amount of the grant, which
3 may include private funding or other sources of rev-
4 enue, as determined by the Secretary.

5 (7) MODEL POLICIES.—After the Office receives
6 the data collected under the grant program under
7 this paragraph, the Office shall analyze the data and
8 establish model policies for municipal, local, State,
9 and Tribal governments that are proven to reduce
10 food waste.

11 (e) AUTHORIZATIONS OF APPROPRIATIONS.—

12 (1) IN GENERAL.—There is authorized to be
13 appropriated to the Office \$1,500,000 for each of
14 fiscal years 2024 through 2028.

15 (2) GRANT PROGRAM.—

16 (A) IN GENERAL.—There is authorized to
17 be appropriated to carry out the grant program
18 under subsection (d) \$2,000,000 for each of fis-
19 cal years 2024 through 2028.

20 (B) ADMINISTRATIVE COSTS.—Of the
21 amount appropriated under subparagraph (A),
22 the Secretary may retain not more than 4 per-
23 cent to pay administrative costs incurred by the
24 Secretary in carrying out subsection (d).

1 **SEC. 4. IMPROVING COORDINATION TO PREVENT AND RE-**
2 **DUCE FOOD LOSS AND WASTE.**

3 (a) REGIONAL COORDINATORS.—

4 (1) IN GENERAL.—The Secretary shall establish
5 in the Department of Agriculture regional coordina-
6 tors.

7 (2) RESPONSIBILITIES.—The regional coordina-
8 tors established under paragraph (1) shall be re-
9 sponsible for—

10 (A) partnering with food producers, food
11 processors, distributors, and food recovery orga-
12 nizations and acting as regional points of con-
13 tact to facilitate real-time food recovery;

14 (B) understanding and developing the ca-
15 pacity needed for ongoing food recovery;

16 (C) providing technical support to food re-
17 covery organizations to improve the ability of
18 the food recovery organizations to pick up sur-
19 plus food, process that food, and deliver that
20 food to populations or communities; and

21 (D) engaging with Department of Agri-
22 culture regional food business centers to iden-
23 tify opportunities for synergy and alignment
24 with those centers.

1 (3) AUTHORIZATION OF APPROPRIATIONS.—

2 There is authorized to be appropriated to the Sec-
3 retary to carry out this subsection \$1,000,000.

4 (b) FOOD RECOVERY AND DISTRIBUTION INFRA-
5 STRUCTURE SUPPORT AND COORDINATION BLOCK
6 GRANTS.—

7 (1) IN GENERAL.—The Secretary, in coordina-
8 tion with the Office of Food Loss and Waste estab-
9 lished under section 3, shall establish as part of the
10 program under section 203D(d) of the Emergency
11 Food Assistance Act of 1983 (7 U.S.C. 7507(d)) a
12 program to award annual block grants to States and
13 Indian Tribes to carry out projects to develop and
14 support food recovery infrastructure and innovative
15 food distribution models.

16 (2) DISTRIBUTION.—A State shall distribute a
17 block grant received under paragraph (1) to applica-
18 ble food recovery organizations and local govern-
19 ments to address any gaps in food recovery infra-
20 structure, including—

21 (A) storage and capacity of processing in-
22 frastructure equipment and facilities;

23 (B) temperature-controlled food distribu-
24 tion infrastructure;

1 (C) technological solutions supporting food
 2 recovery, such as real-time updates to connect
 3 organizations that have surplus food with orga-
 4 nizations that distribute surplus food; and

5 (D) support of salaries, wages, and bene-
 6 fits for food recovery organizations.

7 (3) COORDINATION.—In establishing the pro-
 8 gram under paragraph (1), the Secretary shall co-
 9 ordinate with other Department of Agriculture agen-
 10 cies and programs, including—

11 (A) the Agricultural Marketing Service;

12 (B) the Emergency Food Assistance Pro-
 13 gram Reach and Resiliency Grants; and

14 (C) such other agencies and programs as
 15 the Secretary determines to be appropriate.

16 (4) AUTHORIZATION OF APPROPRIATIONS.—
 17 There is authorized to be appropriated to carry out
 18 this subsection \$2,000,000 for each of fiscal years
 19 2024 through 2028.

20 **SEC. 5. STRENGTHENING GOVERNMENT APPROACH TO**
 21 **FOOD LOSS AND WASTE.**

22 (a) INTERAGENCY COLLABORATION ON FOOD LOSS
 23 AND WASTE.—

24 (1) IN GENERAL.—The Secretary, in collabora-
 25 tion with the Administrator and the Commissioner,

1 shall collaborate to carry out the agreement relative
2 to cooperation and coordination on food loss and
3 waste signed by those officials on December 17,
4 2020.

5 (2) REPORTS.—Every year, the Secretary, act-
6 ing through the Liaison and the Office of Food Loss
7 and Waste established under section 3, in consulta-
8 tion with the Administrator and the Commissioner,
9 shall submit to Congress and make publicly available
10 a report describing the progress of the Secretary in
11 carrying out the agreement described in paragraph
12 (1).

13 (3) INTERAGENCY ENGAGEMENT.—Pursuant to
14 paragraph (1), the Secretary, the Administrator, and
15 the Commissioner shall engage with the heads of
16 other Federal departments and agencies, including
17 the Secretary of Defense, the Secretary of Edu-
18 cation, the Secretary of Transportation, the Sec-
19 retary of Homeland Security, the Administrator of
20 General Services, and such other Federal depart-
21 ments and agencies as the Secretary, the Adminis-
22 trator, and the Commissioner determine to be appro-
23 priate, to expand work on food loss and food waste.

24 (4) CONSULTATION.—

1 (A) IN GENERAL.—The Secretary shall
2 consult with, and receive advice from, rep-
3 resentatives described in subparagraph (B) re-
4 lating to—

5 (i) programming and policy issues re-
6 lating to understanding existing and future
7 challenges relating to food loss and food
8 waste;

9 (ii) acquiring the latest data relating
10 to food loss and food waste;

11 (iii) the latest innovative solutions re-
12 lating to food loss and food waste from
13 leading experts; and

14 (iv) sharing and developing procure-
15 ment best practices that will assist the
16 heads of Federal departments and agencies
17 described in paragraph (3) in—

18 (I) preventing food loss and
19 waste;

20 (II) reducing food loss and food
21 waste;

22 (III) leading by example in ad-
23 dressing issues relating to food loss
24 and food waste; and

1 (IV) engaging contractors in re-
2 ducing food loss and food waste in the
3 operations of the contractors.

4 (B) REPRESENTATIVES.—The representa-
5 tives referred to in subparagraph (A) are rep-
6 resentatives of—

7 (i) the private sector;

8 (ii) agricultural producers;

9 (iii) food industry members, such as
10 food safety trainers, food aggregators and
11 processors, food safety professionals, retail-
12 ers, and food service entities;

13 (iv) nonprofit organizations;

14 (v) food recovery organizations of
15 varying sizes; and

16 (vi) any other sector, as determined
17 by the Secretary.

18 (C) REPRESENTATION OF SMALLER PRO-
19 DUCERS AND FOOD INSECURE COMMUNITIES.—
20 In consulting and receiving advice under sub-
21 paragraph (A), the Secretary shall ensure par-
22 ticipation by smaller producers and organiza-
23 tions from communities most impacted by food
24 and nutrition insecurity and food loss and food
25 waste issues.

1 (D) FORMS OF CONSULTATION.—The Sec-
2 retary may consult and receive advice under
3 subparagraph (A) through—

4 (i) a meeting through which input is
5 sought, such as a workshop, town hall
6 meeting, or listening session;

7 (ii) a meeting described in clause (i)
8 with an existing group formed by rep-
9 resentatives described in subparagraph
10 (B); and

11 (iii) such other means as the Sec-
12 retary determines to be appropriate.

13 (E) INTERAGENCY MEETINGS.—The Sec-
14 retary shall host quarterly meetings with the
15 Administrator, the Commissioner, and the
16 heads of other Federal agencies for the purpose
17 of sharing communications relating to consulta-
18 tion and advice received under subparagraph
19 (A) with those officials regularly.

20 (F) FACCA EXEMPTION.—Chapter 10 of
21 title 5, United States Code (commonly referred
22 to as the “Federal Advisory Committee Act”),
23 shall not apply to any group formed for pur-
24 poses of consultation or providing advice under
25 this paragraph.

1 (5) CONTINUATION OF EFFECT.—Nothing in
2 the subsection shall be affected by the expiration of
3 the agreement described in paragraph (1).

4 (6) AUTHORIZATION OF APPROPRIATIONS.—
5 There is authorized to be appropriated to the Sec-
6 retary to carry out this subsection \$1,000,000 for
7 each of fiscal years 2024 through 2028.

8 (b) FEDERAL CONTRACTORS.—Section 4 of the Fed-
9 eral Food Donation Act of 2008 (42 U.S.C. 1792) is
10 amended—

11 (1) in subsection (a)—

12 (A) in the matter preceding paragraph (1),
13 by striking “180 days” and all that follows
14 through “the Federal” and inserting “180 days
15 after the date of enactment of the New Oppor-
16 tunities for Technological Innovation, Mitiga-
17 tion, and Education To Overcome Waste Act,
18 the Federal”;

19 (B) in paragraph (1)—

20 (i) by striking “encourages” and in-
21 serting “requires”; and

22 (ii) by striking “and” after the semi-
23 colon;

24 (C) in paragraph (2), by striking the pe-
25 riod at the end and inserting “; and”; and

1 (D) by adding at the end the following:

2 “(3) requires the contractor to submit to the
3 applicable executive agency a report describing—

4 “(A) efforts and actions to prevent and re-
5 duce food loss and food waste (as those terms
6 are defined in section 2 of the New Opportuni-
7 ties for Technological Innovation, Mitigation,
8 and Education To Overcome Waste Act);

9 “(B) food waste (as so defined) through
10 activities carried out under the contract; and

11 “(C) food donated as described in para-
12 graph (1).”; and

13 (2) by adding at the end the following:

14 “(c) REPORTS TO CONGRESS.—Every 2 years, each
15 executive agency shall submit to Congress reports describ-
16 ing the matters reported to the executive agency under
17 subsection (a)(3).”.

18 (c) STRENGTHENING FOOD LOSS AND WASTE RE-
19 SEARCH AT THE DEPARTMENT OF AGRICULTURE.—

20 (1) CRITICAL AGRICULTURE RESEARCH AND
21 EXTENSION.—In awarding grants under the critical
22 agriculture research and extension crosscutting pro-
23 gram area priority established by the Secretary
24 under subsection (b) of the Competitive, Special, and
25 Facilities Research Grant Act (7 U.S.C. 3157(b)),

1 the Secretary shall give priority to grants to address
2 food loss and food waste.

3 (2) INTER-DISCIPLINARY ENGAGEMENT IN ANI-
4 MAL SYSTEMS.—In awarding grants under the inter-
5 disciplinary engagement in animal systems cross-
6 cutting program area priority established by the Sec-
7 retary under subsection (b) of the Competitive, Spe-
8 cial, and Facilities Research Grant Act (7 U.S.C.
9 3157(b)), the Secretary shall give priority to grants
10 to address food loss and food waste.

11 (3) ANIMAL NUTRITION, GROWTH, AND LACTA-
12 TION.—In awarding grants under the animal nutri-
13 tion, growth, and lactation emphasis area program
14 established by the Secretary under subsection (b) of
15 the Competitive, Special, and Facilities Research
16 Grant Act (7 U.S.C. 3157(b)), the Secretary shall
17 give priority to grants—

18 (A) to reduce losses due to production ineff-
19 ciencies, including on-farm milk loss; and

20 (B) to use wholesome uneaten food and
21 food processing byproducts from the human
22 food system as feed ingredients.

1 **SEC. 6. COMPOSTING AND FOOD WASTE REDUCTION PRO-**
2 **GRAM.**

3 Section 222(d)(2) of the Department of Agriculture
4 Reorganization Act of 1994 (7 U.S.C. 6923(d)(2)) is
5 amended—

6 (1) in subparagraph (A), by striking “local or
7 municipal governments” and inserting “State, local,
8 municipal, or Tribal governments”;

9 (2) in subparagraph (C), by adding at the end
10 the following:

11 “(iv) GUIDANCE.—The Secretary shall
12 publish guidance for applying for pilot
13 projects under this paragraph for appli-
14 cants that lack resources to obtain tech-
15 nical assistance in preparing an application
16 to assist those applicants in preparing an
17 application, particularly to carry out a
18 pilot project for the reduction of food loss
19 and food waste (as those terms are defined
20 in section 2 of the New Opportunities for
21 Technological Innovation, Mitigation, and
22 Education To Overcome Waste Act)
23 through means other than composting.

24 “(v) PERIOD FOR SUBMISSION OF AP-
25 PPLICATIONS.—The Secretary shall accept
26 submissions of applications for pilot

1 projects under this paragraph for a dura-
 2 tion sufficient to ensure that smaller and
 3 rural communities are able to submit ap-
 4 plications, as determined by the Sec-
 5 retary.”; and

6 (3) in subparagraph (D), by inserting “(which
 7 may include private funding or other sources of rev-
 8 enue, as determined by the Secretary)” after “funds
 9 provided through the grant”.

10 **SEC. 7. PROMOTING THE FORMATION OF PUBLIC-PRIVATE**
 11 **PARTNERSHIPS ON FOOD LOSS AND WASTE.**

12 (a) **IN GENERAL.**—The Secretary, acting through the
 13 Office of Food Loss and Waste established under section
 14 3, in collaboration with the Administrator, shall establish
 15 a program to award grants to eligible governments de-
 16 scribed in subsection (b) to incentivize the establishment
 17 of public-private partnerships that commit to reducing
 18 food loss and food waste in accordance with the goal of
 19 the Secretary and the Administrator to reduce food loss
 20 and food waste by 50 percent by 2030.

21 (b) **ELIGIBLE GOVERNMENTS.**—A entity eligible to
 22 receive a grant under subsection (a) is a State, municipal,
 23 local, or Tribal government.

24 (c) **PARTNERSHIPS.**—An eligible government de-
 25 scribed in subsection (b) that receives a grant under sub-

1 section (a) shall use the grant to establish a partnership
2 with the following entities:

3 (1) 1 or more nonprofit organizations.

4 (2) 1 or more private entities from any of the
5 following sectors:

6 (A) Grocery and specialty food.

7 (B) Hospitality.

8 (C) Restaurants.

9 (D) Supercenters.

10 (E) Hospitals.

11 (F) Nursing homes.

12 (G) Adult care facilities.

13 (H) Any other sector that the Secretary
14 determines to be appropriate.

15 (d) REQUIREMENTS.—A partnership established
16 under subsection (c) shall—

17 (1) commit to reducing food loss and food waste
18 in accordance with the goal described in subsection
19 (a);

20 (2) provide—

21 (A) a framework for cooperative action re-
22 lating to food loss and food waste;

23 (B) a forum for leadership and the sharing
24 of information on best practices relating to food
25 loss and food waste; and

1 (C) a list of the highest priorities on issues
2 relating to food loss and food waste;

3 (3) establish a methodology for measurement of
4 reductions in food loss and food waste, with the sup-
5 port of a technical team of individuals from 1 or
6 more organizations in the partnership;

7 (4) collect data and prepare reports for the pur-
8 poses of—

9 (A) establishing a baseline of food loss and
10 food waste appropriate for the scope of the col-
11 laboration for which the grant was awarded;

12 (B) monitoring progress in reducing food
13 loss and food waste;

14 (C) identifying particular areas relating to
15 food loss and food waste that need attention;
16 and

17 (D) highlighting successes in reducing food
18 loss and food waste that can be replicated;

19 (5) establish 1 or more working groups to facili-
20 tate dialogue and dissemination of insights and best
21 practices relating to food loss and food waste; and

22 (6) make publicly available an annual report de-
23 scribing the activities of the partnership.

24 (e) MATCHING REQUIREMENT.—An eligible govern-
25 ment described in subsection (b) that receives a grant

1 under subsection (a) shall provide funds, in-kind contribu-
 2 tions, or a combination of both from sources other than
 3 funds provided through the grant in an amount equal to
 4 not less than 50 percent of the amount of the grant, which
 5 may include private funding or other sources of revenue,
 6 as determined by the Secretary.

7 (f) COORDINATION.—A partnership established under
 8 subsection (c) shall coordinate with regional coordinators
 9 established under section 4(a), as the partnership deter-
 10 mines to be appropriate.

11 (g) AUTHORIZATION OF APPROPRIATIONS.—There is
 12 authorized to be appropriated to carry out this section
 13 \$2,000,000 for each of fiscal years 2024 through 2028.

14 **SEC. 8. FOOD LOSS AND WASTE EDUCATION AND AWARE-**
 15 **NESS CAMPAIGN.**

16 (a) IN GENERAL.—The Secretary, in consultation
 17 with the Administrator, shall initiate a national food waste
 18 education and public awareness campaign (referred to in
 19 this section as the “campaign”) through—

20 (1) the Liaison; and

21 (2) the Office of Food Loss and Waste estab-
 22 lished under section 3.

23 (b) REQUIREMENTS.—The campaign shall, at a min-
 24 imum—

1 (1) illustrate how much food goes to waste in
2 the United States and households across the United
3 States;

4 (2) highlight methods for preserving and stor-
5 ing foods;

6 (3) provide consumers tips to identify whether
7 food is still safe and edible, regardless of any
8 “BEST If Used By” or the “USE By” date on the
9 label or food packaging indicating quality and
10 freshness;

11 (4) teach consumers the differences between
12 food freshness and food safety;

13 (5) teach consumers how to compost food
14 scraps;

15 (6) develop educational materials usable by sev-
16 eral different channels, including for specific indus-
17 try sectors (including retail, food service, and con-
18 sumer packaged goods), local governments, schools,
19 community and faith-based organizations, and other
20 appropriate channels;

21 (7) educate consumers on food products made
22 with food waste, including upcycled food products, or
23 that use innovative technology to prevent food loss
24 and food waste;

25 (8) include interactive elements; and

1 (9) inform about intersectional issues of food
2 loss and food waste, including public health, food in-
3 security, and climate change.

4 (c) PRIORITIES.—In carrying out the campaign, the
5 Secretary shall prioritize—

6 (1) initial research to determine a means to
7 segment populations to target;

8 (2) identify, using the means determined under
9 paragraph (1), population segments to target;

10 (3) understanding how to best target those
11 identified population segments; and

12 (4) determining which strategies are most effec-
13 tive in changing consumer behaviors.

14 (d) DUAL FRAMEWORK CAMPAIGN.—

15 (1) IN GENERAL.—The Secretary shall carry
16 out the campaign through—

17 (A) community engagement, which allows
18 information to be delivered through locally
19 trusted sources, with locally tailored solutions
20 and partners (such as for donation or compost
21 options); and

22 (B) national messaging appropriate for
23 raising awareness of—

24 (i) nationally applicable issues (such
25 as the meaning of “best by” date labels,

1 tips for meal planning, or businesses that
2 manufacture products using ingredients
3 that would otherwise go to waste, including
4 upcycled food products); and

5 (ii) such other issues as the Secretary
6 determines to be appropriate.

7 (2) PILOT PROJECTS.—

8 (A) IN GENERAL.—The Secretary shall—

9 (i) for the purpose of testing methods
10 and materials for carrying out the cam-
11 paign through community engagement
12 under paragraph (1)(A), carry out pilot
13 projects in communities selected by the
14 Secretary; and

15 (ii) assess the results of those pilot
16 projects, including through waste audits or
17 other quantitative measurements.

18 (B) REQUIREMENTS.—In carrying out
19 pilot projects under subparagraph (A), the Sec-
20 retary shall—

21 (i) ensure equity and diversity of rep-
22 resentation;

23 (ii) incorporate elements of behavioral
24 science to inform which aspects of the
25 campaign will be effective; and

1 (iii) in coordination with State, local,
2 or municipal governments, inform con-
3 sumers in a community of solutions, food
4 products, or initiatives that are available to
5 help prevent or reduce food waste.

6 (e) WASTE AUDITS.—The Secretary shall conduct
7 audits to gather data relating to the impact of the cam-
8 paign in communities targeted by the campaign for the
9 purpose of informing future efforts under the campaign,
10 including by comparing outcomes in communities targeted
11 by the campaign to outcomes in communities not targeted
12 by the campaign.

13 (f) AUTHORIZATION OF APPROPRIATIONS.—There is
14 authorized to be appropriated to carry out this section
15 \$2,000,000 for each of fiscal years 2024 through 2028.

○