

SOCIAL INNOVATION FOR IMPACT

with Global Knowledge Initiative

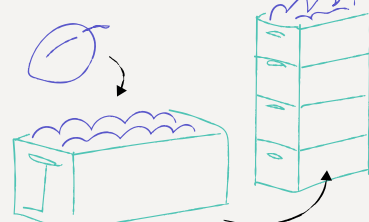
Here's the Problem:

1/3

OF ALL FOOD THAT IS PRODUCED GOES TO WASTE.

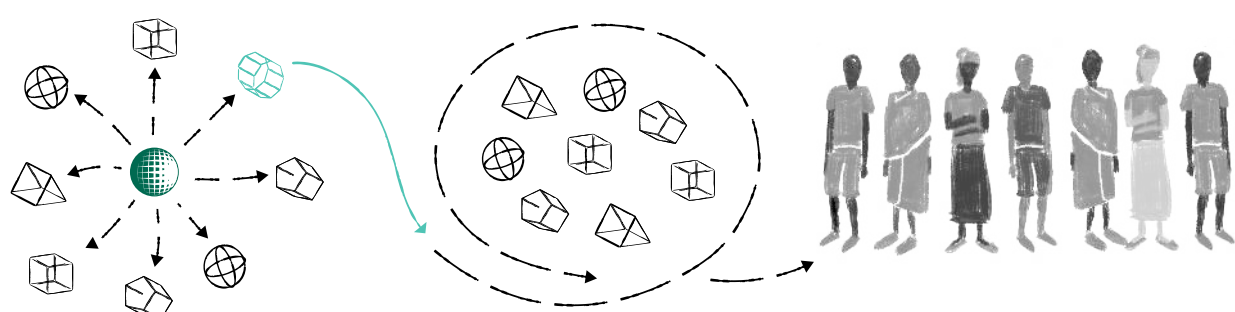
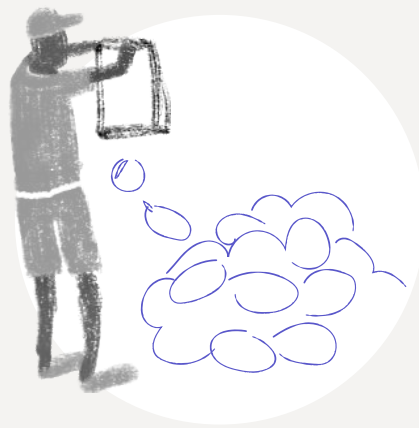


At the same time, **1 out of every 7** people on Earth are malnourished. Solving this problem could save **millions of lives** and **billions of dollars**.



Some promising solutions already exist, like good farming practices or better storage crates that keep food from spoiling.

But because solutions often only tackle one part of the problem, **changes are small and short-lived**. Buyers are still losing money, and farmers are still stuck with piles of unsold crops.



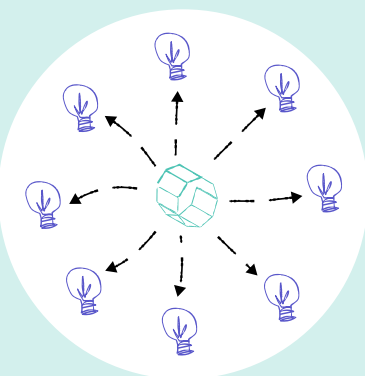
The Rockefeller Foundation saw an opportunity to help close this gap, and approached us at **GKI** to use our **Social Innovation Lab** approach to identify critical challenges and brainstorm new solutions to this problem.

So Here's What We Did

We looked across agricultural systems at how people grow and transport food and thought about why current solutions aren't catching on.



We looked everywhere for ideas from leaders in agriculture, business and academia to leverage the strengths and resources of different sectors.

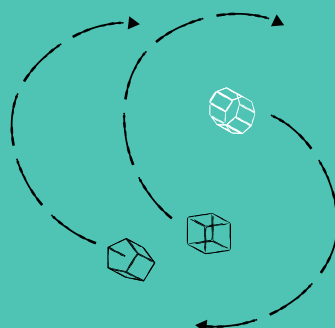


We brought together representatives from government, food NGOs and global brands like Coca-Cola to brainstorm how they could innovate together.



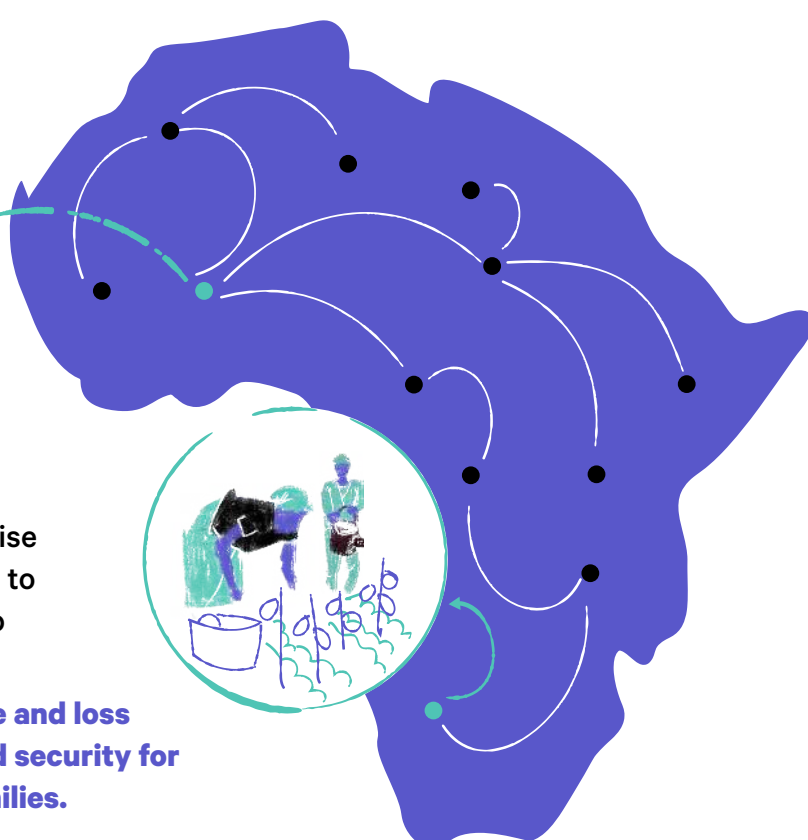
This process produced ideas for **big-picture changes** to **affect many different parts** of the food system at once—to change the system and farmers' lives.

Our Social Innovation Lab helped Rockefeller see how they could make a real difference in the food system by taking a risk—and investing in change all across the value chain



So Rockefeller formed the YieldWise initiative to further invest in ways to diversify farmers' buyers and help them sell more of their crops.

YieldWise will reduce food waste and loss and improve livelihoods and food security for millions of farmers and their families.



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, Rockefeller seeks to create an efficient food system with minimal loss.

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

THE ROCKEFELLER FOUNDATION

www.rockefellerfoundation.org/YieldWise

#YieldWise