

🔍 See Food Differently: A photo lasts forever. Food waste doesn't have to.



**Insight:** Consumers don't know when their food has **actually gone bad**, but the risk of getting sick from spoiled foods pressures them to **throw it out**.

Perceptual barrier

Annually, this behaviour contributes to 2.38M tonnes of avoidable household food waste in Canada

## Brand Connection: Understanding Leads to Action

Second Harvest empowers households to **easily understand** food waste and take **actions** to reduce it.  
Google Lens empowers users to **easily understand** what they see and **act** upon that information.



## Big Idea:

Google Lens *Food Filter* allows users to image search their food to confirm it's safe to eat.

### Gain

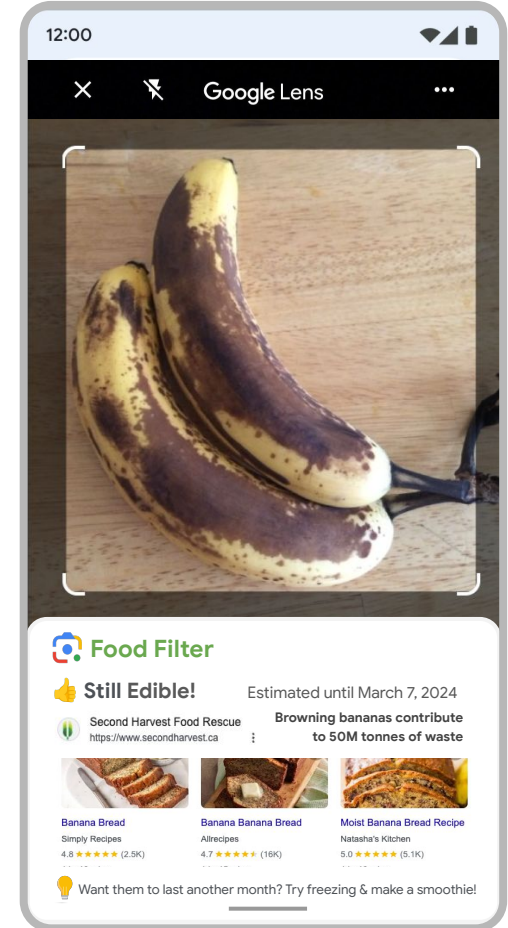
Users take photo of cosmetically imperfect food (or best-before-date label) and upload it to *Food Filter*. Results will state if food is good to eat and for how long, alongside other suggestions (i.e. storage tips, recipes). Users can also scan fridges and *Food Filter* will identify items and meal ideas.

### Explain

*Food Filter* results will feature facts from Second Harvest research, educating consumers on the larger food waste issue. This pop-up will prompt users to take further action (donate, volunteer, reach out to local government, etc.).

### Sustain

Searches will be linked to user's G-Suite account. Users can track their food consumption habits and commonly expired products. They'll receive notifications when their food item is expected to expire. Users can opt-in to share data with Second Harvest and aid food waste research.



## Idea

### Google Lens New Feature: “Food Filter”

See Food Differently: *A photo lasts forever. Food waste doesn't have to.*

## Business Objectives

**Google Lens** allows users to search what they see - with reverse image search and AI capabilities, users can take a photo and receive useful information. Current features include translating text, identifying plants/animals, discovering products, etc. *Food Filter* increases product adoption by introducing Google Lens to a wider audience.

As a global Thought Leader on food redistribution, Second Harvest conducts data-driven research to educate consumers and businesses on food waste. They aim to increase food waste awareness and empower consumers to take action.

## KPIs

- **Product Adoption:** +20B Google Lens *Food Filter* searches (Y1)
- **Repeat Feature Usage:** 30M active monthly users
- **Data Opt-In:** 20% of users opting-in to provide Second Harvest food waste data to inform future research

## Brand Connection

### *Understanding Leads to Action*

Second Harvest empowers households to **easily understand** food waste and take **actions** to reduce it. Google Lens empowers users to **easily understand** what they see and **act** upon that information.

## Target

### *Time-Crunched & Tech-Savvy Working Professionals* (Ages: 20-40)

- Lives in urban areas, new to living away from home.
- Comfortable with technology and looking for faster, more efficient ways of doing tasks.
- Stressed about rising food costs and pressured to cook at home.
- Guilty about food they waste, but don't understand the true extent of food waste.

## Insight

<b>Human Truth:</b> Consumers expect cosmetically perfect produce and rely on best-before-dates to determine what's safe to eat.	<b>Food Waste Truth:</b> 21% of household food waste is preventable, as produce with cosmetic imperfections or food past best-before-dates are often still safe to eat.
<b>Insight:</b> Consumers don't know when their food has <i>actually</i> gone bad, but the risk of getting sick from spoiled food pressures them to throw it out. Annually, this behaviour contributes to 2.38M tonnes of avoidable household food waste in Canada.	
<b>Brand Truth:</b> Google is the first place consumers look to when they need reliable information. Google Lens takes this a step further by removing human judgment and analyzing exactly what consumers are seeing through a photo.	

## Benefit

*Food Filter* gives users confidence that their food is safe to eat, allowing them to save money, save food, and feel good doing so.

## Reasons To Believe

- **Leverages Existing Behaviours:** When consumers have questions, they turn to Google for answers. *Food Filter* makes it quick and easy to get information by taking a photo.
- **Market Scalability:** While we are suggesting a B2C approach for the initial feature launch, there are halo effects to B2B users as well. Restaurant owners, chefs, grocery store managers could all benefit to minimize food waste.
- **Network Effects:** More users and photos searched = more data for Google Lens algorithm to generate accurate results and suggestions = more data for Second Harvest to research.

## Get/Who/To/By

**GET** tech-savvy working professionals, **WHO** waste food they perceive to be spoiled, **TO** give their food a second chance **BY** using Google Lens *Food Filter* to accurately assess their food.