



VFP 2022–2023

Building a Better Food System Through Data

Food donation nonprofits often struggle to understand what they receive from donation partners and what products communities desire. If tools and processes can standardize food data on supply and demand, automatic matching becomes possible—optimizing the process for all involved.



Ben Deda
 CAPTAIN | US MARINE CORPS

Challenges

40%

of food is wasted.

42M

Americans are food insecure, resulting in a \$200 billion economic loss.

Achievements



Demonstrated that **Feeding America's donation intake** significantly outperforms the **standard US diet**, providing evidence of its **nutritional impact**.



Co-developed a **data dashboard with Feeding America and Stanford Data Science** to help food banks better evaluate **supply, demand, and nutritional value**—increasing **program efficacy** and supporting **food as medicine**.



Introduced a **common data sharing agreement concept** to ease future **cross-organization collaboration**.

Activities

1. Partnered with **Feeding America** to access **over 6M lines of donation data** from **33 food bank partners** spanning up to **10 years**.
2. Enhanced the dataset with **Healthy Eating Index (HEI) scores** and **ReFED carbon footprint impact calculations** in partnership with **Stanford Data Science for Social Good**.
3. Briefed **Feeding America leadership** on findings—the first time they could **quantify the nutritional profile** of their donations.
4. Presented results alongside **Feeding America, ReFED, and Google** at a **Google Food Lab event**, introducing the concept of a **standard data sharing agreement** to food system executives.



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