For nearly 30 years, the Iowa Waste Reduction Center (IWRC) has been working directly with Iowa businesses to reduce the overall amount of waste disposed into landfills. A 2010 Iowa Department of Natural Resources study revealed that food accounts for 13.3% of landfilled waste, so the IWRC has developed programming to combat this problem. Pilot projects have been conducted in communities across the state, working with organizations from the industrial, commercial and institutional sectors. These projects have shown a significant impact in the communities where they have been implemented, and were developed in a manner to be easily replicated.

The IWRC is proposing to create a National Food Waste Reduction Center to direct the implementation of comprehensive strategies to decrease food waste, divert it from the country's landfills, and re-purpose excess food as a resource rather than a waste.

The National Food Waste Reduction Center will research, create and implement tools and resources to address the food waste problem. The assistance, tools and efforts will target all generators of food waste including homeowners, businesses, institutions, and commercial operations. To effectively decrease the generation of food waste being directed to the country's landfills, diversion must be implemented at the local level. These local food waste reduction efforts must be encouraged, coordinated and documented.

One of the primary roles of the National Food Waste Reduction Center will be to work with state and local organizations to meet local objectives and goals in reducing food waste and document reduction efforts. This coordination and assistance will assist in achieving measurable reduction in the country’s food waste generation.