Wasting Less Food Together

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SAVETHEFOOD.COM

Ad Council

NRDC

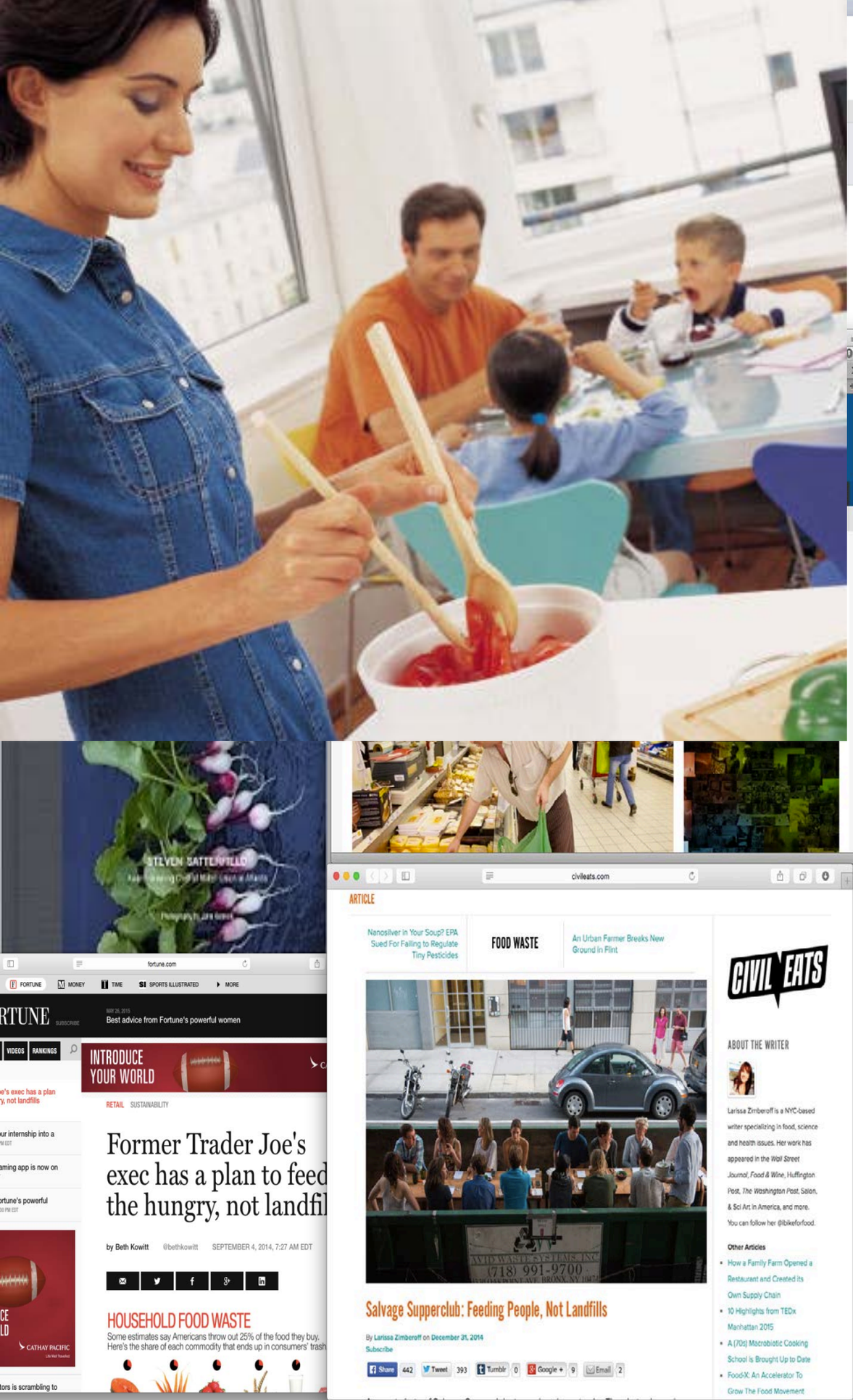
THE ISSUE

40% of food in the United States goes uneaten

$218 billion

$1500 per family of four

20 pounds per-person per-month



Even though food waste is trending up it's still a little known issue.

Most believe they don't waste food.

Bound up in good intentions.

Inspiration and Information:

A wake up call to disrupt their habits.

And a call to action to create new habits.

Save The Food TV Ad

BEST IF USED.
40% OF FOOD IN AMERICA IS WASTED
COOK IT, STORE IT, SHARE IT.
SAVETHEFOOD.COM
Ad Council
NRDC

A FAMILY OF FOUR SPENDS $1500 A YEAR ON FOOD THEY DON'T EAT

COOK IT, STORE IT, SHARE IT.

SAVETHEFOOD.COM

Ad Council

NRDC

BEST IF USED.
TRASHING ONE EGG WASTES
55 GALLONS OF WATER
COOK IT, STORE IT, SHARE IT.
SAVETHEFOOD.COM
Ad Council
NRDC

LAST YEAR, 70 BILLION POUNDS OF FOOD ROTTED IN U.S. LANDFILLS
SAVE THE FOOD
55% OF EDIBLE RESTAURANT LEFTOVERS END UP IN THE TRASH
$1.3 BILLION PER YEAR IS SPENT ON SENDING FOOD TO LANDFILLS
SAVE THE FOOD
THIS MONTH YOU'LL TOSS 24 POUNDS OF FOOD IN THE TRASH
$1.3 BILLION PER YEAR IS SPENT ON SENDING FOOD TO LANDFILLS
THIS MONTH YOU'LL TOSS 24 POUNDS OF FOOD IN THE TRASH
SAVE THE FOOD
55% OF EDIBLE RESTAURANT LEFTOVERS
FOOD IS THE NUMBER ONE PRODUCT BEING TOSSED INTO AMERICA'S LANDFILLS

CAUTION
DO NOT PLAY IN, ON OR AROUND OR OCCUPY THIS CONTAINER FOR ANY PURPOSE.
CAUTION
STAND CLEAR WHEN CONTAINER IS BEING LIFTED
55% OF EDIBLE RESTAURANT LEFTOVERS END UP IN HERE.
SAVETHEFOOD.COM

Garbage Truck
$1.3 BILLION PER YEAR IS SPENT ON
SENDING FOOD WASTE TO LANDFILLS.
SAVETHEFOOD.COM

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- Potential partners: trade groups, grocery, restaurants, foodservice, states/ municipalities, schools, colleges, faith groups, etc.
- Free collateral
- Webinar

Beyond Beauty:

The Opportunities and Challenges of Cosmetically Imperfect Produce

Funded by USDA Specialty Crop Program

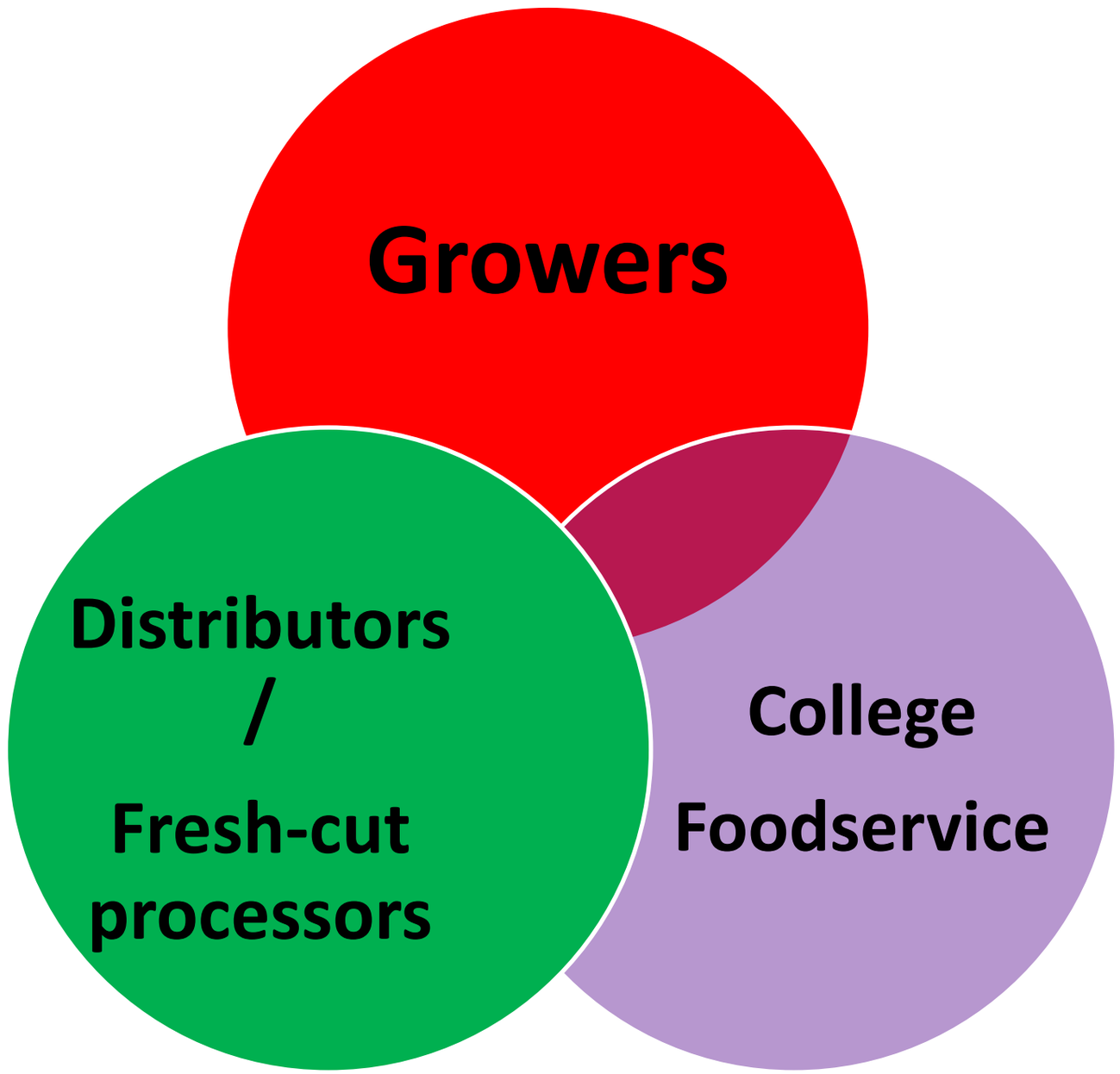
Tomorrow's Table

food systems for a vibrant future

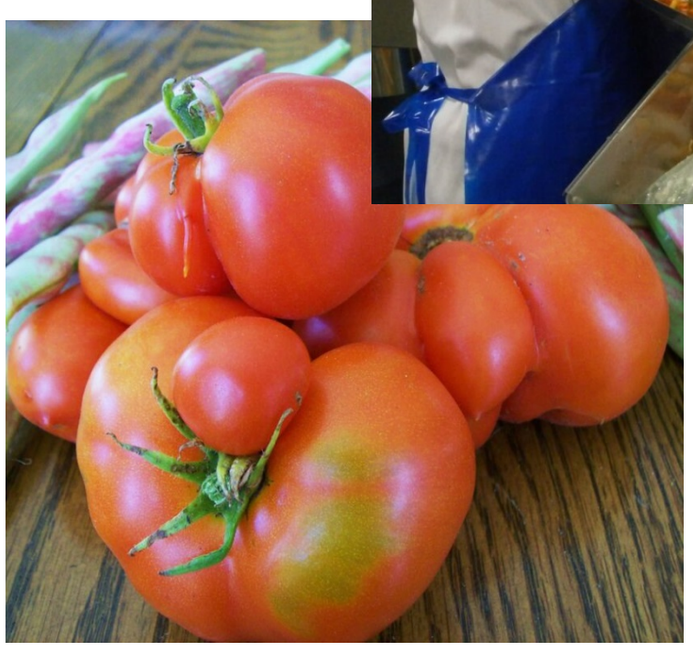
real food challenge

Core Question:

Is there a sweet spot for all players?



Our Approach



- **Survey F&V farmers** who grow for the fresh market in Minnesota

One-on-one farm interviews

Produce / fresh-cut distributors

Foodservice partnerships:

  - Bon Appetit at 3 private colleges
  - Aramark and Sodexo at two Univ of Minnesota campuses

“Cosmetically imperfect”

- Fruits and vegetables grown for the fresh market that are fresh, undamaged and suitable for human consumption, but too cosmetically imperfect to meet minimum industry-accepted standards for cosmetic appearance (e.g. too large, too small, misshapen, miscolored, superficial scarring, etc.)

- Excluded product that isn’t fresh, damaged or has food safety problems

Farm Research Questions

- Types and rates of cosmetic imperfection in MN
- Causes
- Current uses
- Grower interest and concerns about expanding markets for imperfects
- Crops with the best prospects as imperfects
- The interplay with “#1” product
- Bringing CI to market efficiently

Photo: bing.com familyvolley.blogspot.com

Rates of Imperfection in MN

Photo: flikr-bill mcchesney

- Generally 5 – 20%
- 30% or more in “bad years”
- **Highest:** apples, tomatoes, peppers, potatoes, carrots, parsnips, cauliflower, cantaloupe
- Sizing, shape, scarring
- Often not tracked
- Under-estimated?

Current Uses of CI

- Roughly 75% is plowed under, composted or used as animal feed
- 10-20% sold
- Lack of access to processing markets

Photo: 11301668286_cfc077de23_o

Grower Interest

- 30% very interested
- 52% moderately interested
- 14% already have enough markets for imperfects
- 5% not interested in selling imperfects

Data Source: Beyond Beauty Report No. 1, May 2015, Berkenkamp and Nennich

Photo: flikr-market manager

Barriers to market

- Lack of an attractive market: 66% (moderate or major barrier)
- Cost of labor: 56%
- Too busy at harvest time: 52%
- Lack of labor: 41%

Data Source: Beyond Beauty Report No. 1, May 2015, Berkenkamp and Nennich. Photo: flikr

Interplay with #1 in foodservice markets

- Maintaining price and volume for #1 is paramount
- Supplement income with imperfects without negative impacts on #1
- Build NEW markets
- Cannibalization where imperfects can substitute for #1??? Broaden specs?
- Gross rev. vs. net profit

Photo: Ron Clark, Imperfect Produce

Imperfects beneficial to locally oriented growers if:

- locally grown and/or organic imperfects become **more price competitive**
- **new buyers** (e.g. low-income shoppers)
- **savvy marketing efforts** make a virtue of imperfection
- **an expanded definition of "#1 product" in FS** might enabling growers to sell more of what they grow, raising the perceived value of product that differs only by appearance, **and reducing pressure to over-produce** to meet existing demand for traditional #1 product
- larger commercial buyers begin **competing for imperfects**

Potential Efficiencies

Flexible, responsive buyers

Reduced **sorting** requirements

Reducing **packaging** requirements

Minimizing **storage** time on-farm

Adding to **deliveries** of #1 product

Likely constraints:

Supply: Limited and hard to predict

Foodservice: Labor? Corporate policies

Distribution and fresh-cut: Customer acceptance and SKUs

Photo: Russ Davis Wholesale

Needs:

- Quantitative and qualitative input from growers and other supply chain players (surveys and interviews)
- More data about supply of imperfects and surplus #1 (MN, NY and CA)
- Methodology for use nationally
- Economic assessment of supply / demand / price / cannabilization
- Could California crack this?