

Why AmpleHarvest.org

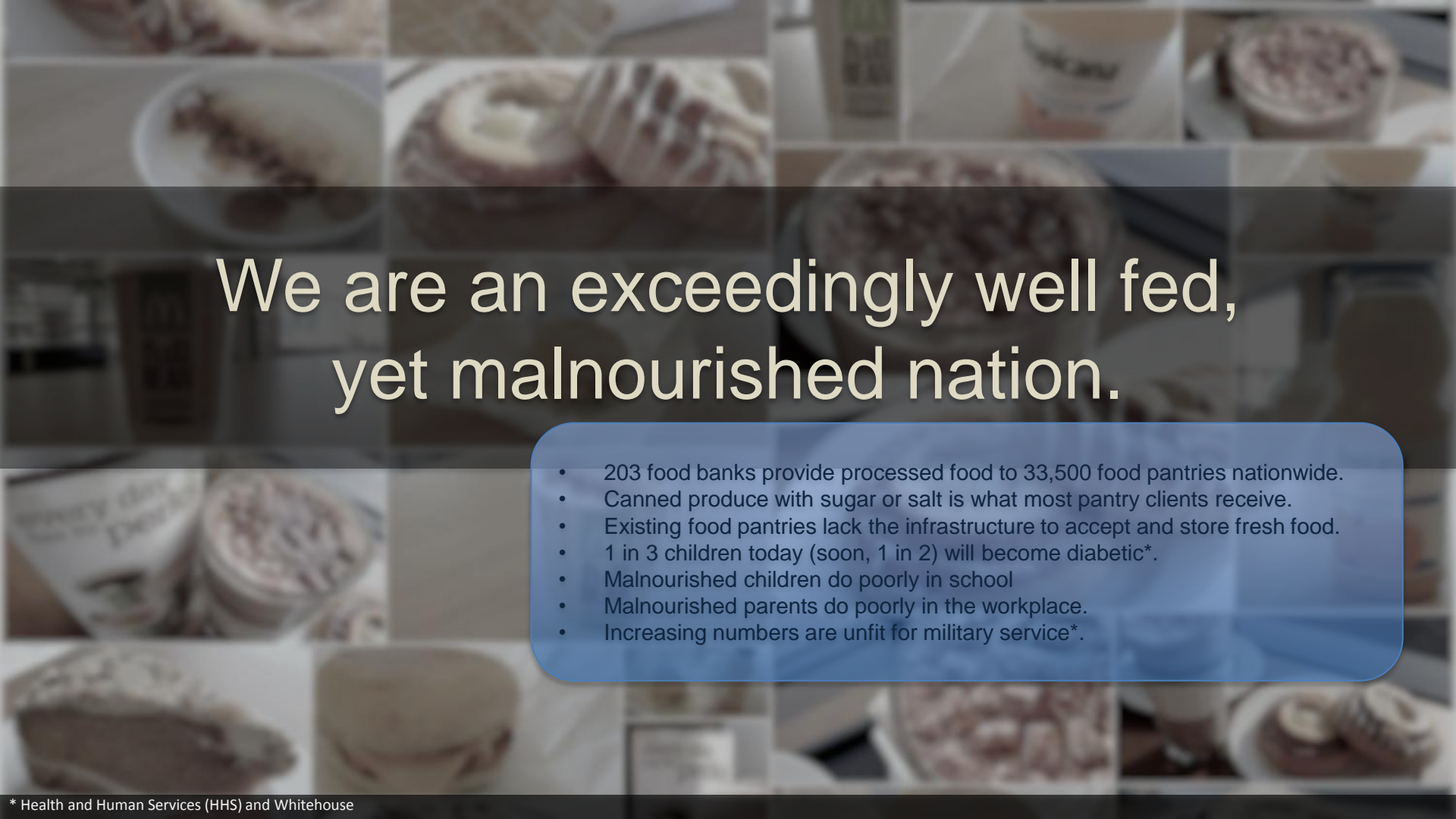
Gary Oppenheimer • March 25, 2013

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"No food left behind"

AmpleHarvest.orgSM

"Sharing your garden bounty with Neighbors in Need"



We are an exceedingly well fed, yet malnourished nation.

- 203 food banks provide processed food to 33,500 food pantries nationwide.
- Canned produce with sugar or salt is what most pantry clients receive.
- Existing food pantries lack the infrastructure to accept and store fresh food.
- 1 in 3 children today (soon, 1 in 2) will become diabetic*.
- Malnourished children do poorly in school
- Malnourished parents do poorly in the workplace.
- Increasing numbers are unfit for military service*.

Donated Food



Food Conduit



Food Pantry



Canned food is accepted by food banks because pantries can store them without refrigeration.

Fresh food is rejected by food banks due to lack of refrigeration. We ship calories, not nutrition.

Today

A photograph of two women in a lush garden. The woman on the left is wearing a wide-brimmed straw hat with a blue band and a dark blue jacket. The woman on the right is wearing a light-colored patterned shirt and light-colored pants. They are both looking down at a plant in the garden. The background is filled with green foliage and a white picket fence.

40% of our food is never consumed.

- An estimated 100B lbs. of food is lost yearly to waste
- 40M gardeners grow too much and dispose of their harvest

Donated Food



Food Conduit



AmpleHarvest.org™
"Sharing your garden bounty with Neighbors in Need"

Food Pantry



1

Growers: Working to educate, encourage and enable millions of growers (farmers too!) to donate excess garden produce using traditional and social media, faith community and direct outreach.

2

Technology: Function as a "Google" and clearing house for US Food Pantries. Connect growers with pantries, track success stories, and link to social media to generate awareness.

3

Pantries: One time registration to AmpleHarvest.org. Schedules drop-off with growers mindful of pick-up schedules. Brings fresh food to the communities that need it most. No logistics work by AmpleHarvest.org.

Proposal



AmpleHarvest.org is the Google of food. By directly connecting home gardeners with food pantries, we enable massive scalability of food distribution at a fraction of the operations cost thereby addressing the challenge of bringing nutrition to those who need it most.

5,817 pantries registered to-date.
So what's next?





AmpleHarvest.org needs to scale

There are 33,500 food pantries and 40M growers in the United States. To reach them, we need to scale our own operations.

AmpleHarvest.org needs to outreach

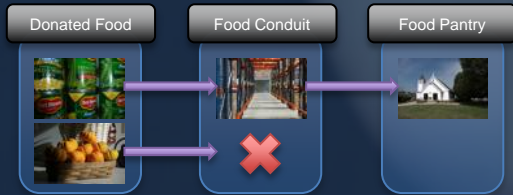
Reaching those 40M gardeners is going to require building content to reach them. Videos, posters, and other traditional media will require budget.

AmpleHarvest.org needs technology

The heart of AmpleHarvest.org is technology. Connecting gardeners with pantries will require a modern web site suitable for connecting everyone and tracking their success.

There is clear need

- 33,500 food pantries
- 203 food banks
- Nearly 0 fresh fruit/vegetables
- Yet 40% of our crop is waste
- That is 1 lbs/person, per day



There is clear support

- Recognized on CNN
- Repeat topic at TED
- Topic for Whitehouse conference on food in the US
- Google Grant recipient



Help us clear the path



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