



Food Waste: How can we use social enablement to combat wastage starting with several million people at a time?

AmpleHarvest.org is a small US focused nonprofit that creates information based, scalable and

sustainable  waste of food
hunger  solutions.

Our Theory of Sustainability

We Create Solutions:

1. That Are **Simple**
2. That **Scale**
3. With **Lasting Impact**

Our Theory of Change

1. **Reach** People Wanting To Solve A Problem
2. **Educate** Them About The Problem
3. **Enable** Them To Solve The Problem
4. **Get Out** Of Their Way

Two Examples



www.AmpleHarvest.org



www.FaithFightsFoodWaste.org



**Partnering With
The Gardening Community
To End
Food Waste/Hunger**

In EVERY Community In America

There Are Two Audiences....



61 Million Home & Community Gardeners



Gardeners Harvest Enough Surplus To Feed 28 Million People

54 million food insecure people







Problems to be solved:

1. **Gardeners** (hated wasting surplus harvest)
 - Believed they couldn't donate surplus
 - Couldn't find a food pantry
 - No knowledge of best day/time to donate

2. **Food pantries** (desperately wanted fresh food)
 - Never knew about surplus garden produce
 - Hard to find
 - Have limited refrigeration

Idea:

Educate and enable gardeners to donate
Enable food pantries to accept fresh food

Solution:

- Tell gardeners that they *can* donate fresh food
- Create a food pantry search engine
- Use “just in time logic” to eliminate the need for costly refrigeration/storage at pantries

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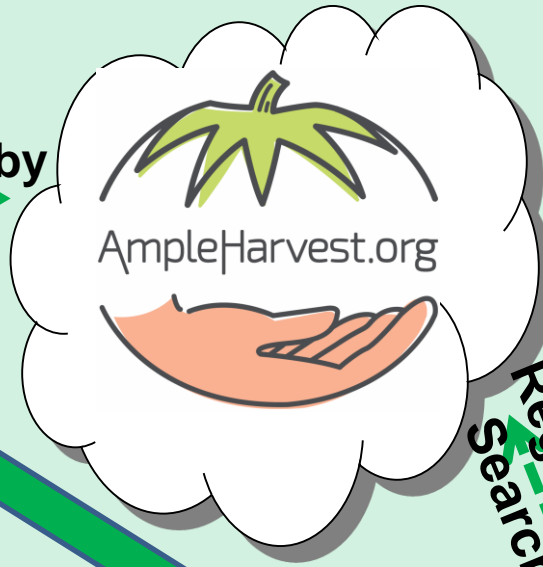
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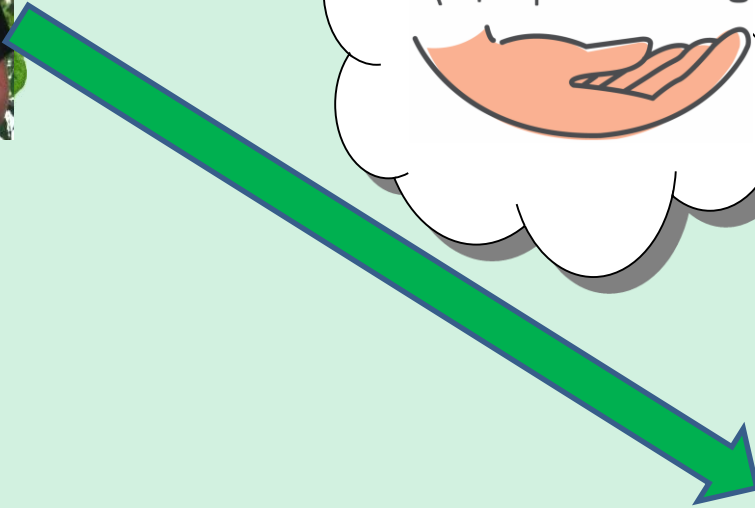
61M home growers



Find A Nearby
Pantry



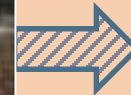
Register to be
Searchable



54M Hungry People

203 Food Banks Nationwide

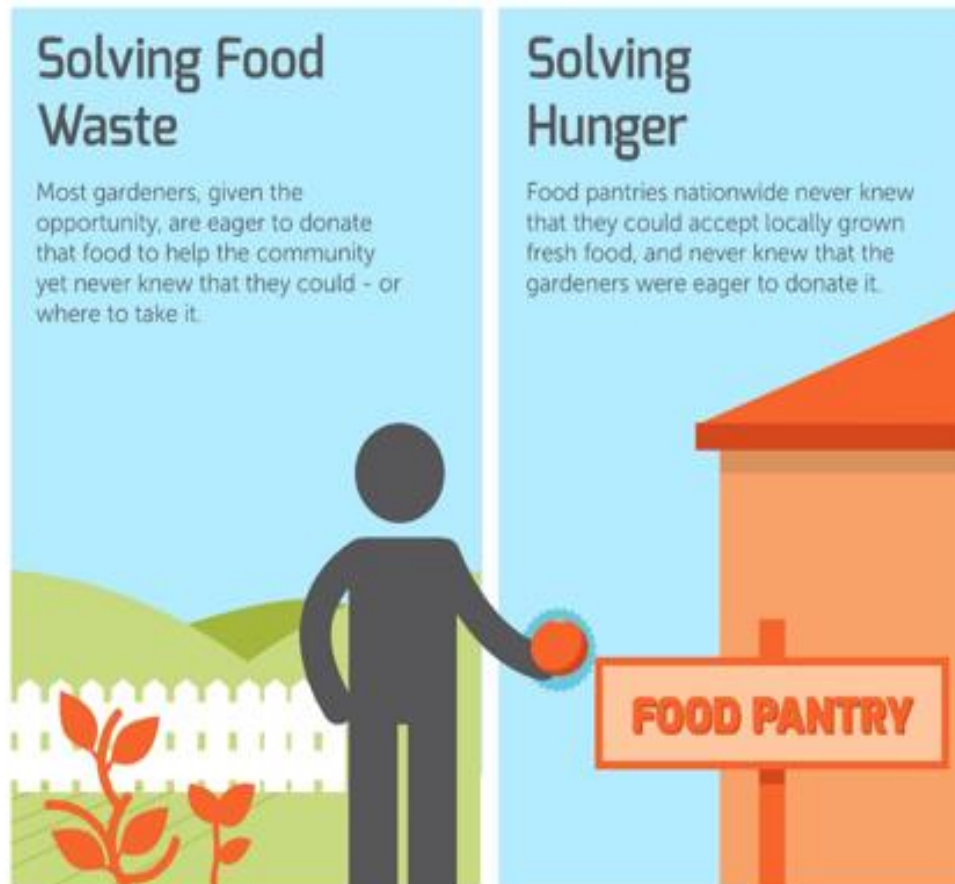
Time



Is There An AmpleHarvest.org Food Pantry Near Me?



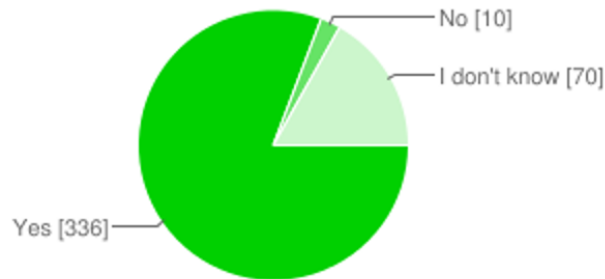
Nearly 9,000 food pantries, in 4,200 communities across all 50 states



Socially Distant Solution

Simple	“Uberizes” Local Food System
Efficient	No Logistics Just In Time Logic
Scales	Works Anywhere Sustained
Critical Needs	Food Waste / Hunger Diet Related Diseases Environment / Climate Change

6. If you knew that a local food pantry or soup kitchen would accept your excess garden bounty, would you donate it?



**4 out of every 5
gardeners eager to
share their bounty**



What Do Gardeners Waste Annually?

Extending the Survey Results
AmpleHarvest.org Survey

11 billion pounds of fresh food

\$18 billion value

Enough to feed 28M Americans

\$58 billion cost to nations health

Scaling	Value
Number of home market gardens in the USA	41.9 m
% willing and able to donate	49.4%
Average possible donation/year	277.3 lbs
Addressable donations	5,739 lbs m
Pounds annually distributed by Ample Harvest	17.0 lbs m
% penetration of addressable market	0.3%
Value of 1 pound of food	\$1.60
Meat and poultry equivalent (lbs)	415 pounds
Potential annual value (by value of food)	\$9,183 \$m
Food produced with the same resources	829,471 #
Annual cost of a hungry person	\$4,175
Potential annual value (by value of improved health)	\$57,738 \$m

Amount of excess food in America's home and community gardens that can be donated.

Annual values scaled to the USA

- \$9bn worth of food available for contribution

- \$58bn value for the community if all surpluses are contributed

Almost 14 million hungry Americans

Pre Covid-19 Data





Theory of Change

Create Impact That Is Sustained



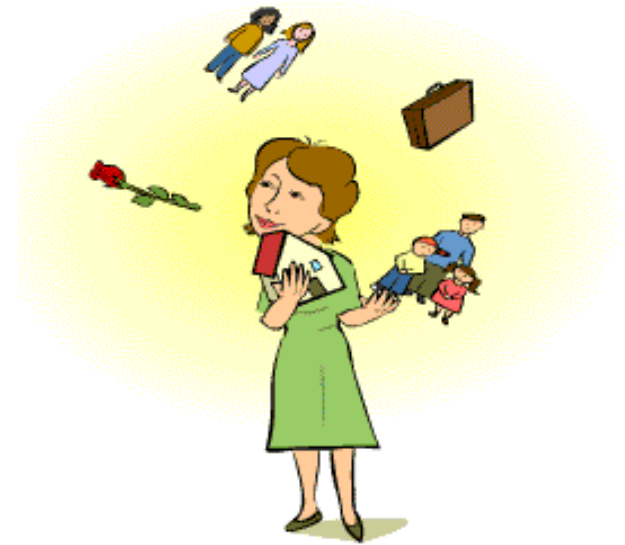
Impact of Donations to AmpleHarvest.org					
	\$	100	<<Enter Donated Amount here		
Year Number	1	2	5	10	20
Impact of a one time donation over 20 years					
PRODUCE DONATIONS					
Total lbs of produce donated - not wasted (each year)	206	278	684	3,065	61,625
Total lbs of produce donated - not wasted (cumulative)		484	1,190	5,335	107,273
Total value of produce donated	\$ 496	\$ 670	\$ 1,647	\$ 7,386	\$ 148,517
NUTRITION					
Servings of produce donated - not wasted (each year)	823	1,111	2,734	12,260	246,501
Servings of produce donated (cumulative)		1,934	8,194	44,936	948,436

Try it yourself at www.AmpleHarvest.org/impact



Partnering With The Faith Community To End Food Waste







Problem to be solved:

- Existing scriptural guidance on ending food waste overlooked in all faiths

Idea:

Enable clergy to talk about food waste from a faith perspective

Solution:

- Educate clergy about the issue of food waste.
- Provide faith specific boilerplate sermons on food waste
- Provide “calls to action” for them to share with their congregation

Idea:

Enable clergy to talk about food waste from a faith perspective

Solution:

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Buddhist



Christian



Hindu



Jewish



Muslim




Secular



Unitarian-Universalists



Acting on Faith to
End Food Waste  Therefore Hunger
Secular

Sample Sermon

Hunger and climate change.

Morality dictates that no one should be hungry and that we are supposed to help those who are. At the same time, we want to leave this planet in the best condition possible for future generations.

This weekend, these two concerns come together.

We know that people in our country, and around the world, go hungry. That there are hungry families in our country, in our community, and quite possibly, even at this meeting. Around the world, over 800 million people suffer from hunger each day and 21,000 people die daily from hunger (one person every four seconds) – despite the fact that it is well documented that there is more than enough food produced – healthy food, mind you – to feed everyone in the world.

How is it that, in a world so blessed with abundant food, so many can't count on this most basic blessing?

I call it food waste, although a better term would be wasted food. I'm not talking about rotting tomatoes or moldy bread – food that has to be thrown out because it's not fit to eat.

I'm talking about food that you and I would be delighted to eat, but for some reason, never gets to us ... or anyone else either.

- Fruits and vegetables that are shaped in a way that grocery stores think are ugly.
- Food that goes bad because it doesn't get refrigerated quickly enough.
- Leftovers that are perfectly good to eat but that get thrown out.
- Food from restaurants with servings that are huge, and we forget to take what's left home.

Think about the times that you have seen the clerk at the store throwing away perfectly good food because the next shipment just arrived. Think about the farmer who grew carrots that were as not perfectly straight as the store wanted them so they were left on the ground. Think about the restaurant that serves you portions so huge that you could never finish them. Think about the gardener who grew so many tomatoes that they wanted to give some away... but no one wanted them and the food pantry

FaithFightsFoodWaste.org



- 1. Learn more about food waste. Includes background info, links to helpful sites and videos.*
- 2. Download your sermon - yours to revise as needed.*
- 3. Select your calls to action - choose what will work in your community.*
- 4. Optionally download material for your religious school and your newsletter*
- 5. On Food Waste Weekend, give your sermon.*

FaithFightsFoodWaste.org



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Buddhist Priests

For Faith Leaders

Christian

For People of Faith

Priests/Ministers/Pastors

Hindu Pundits

FOR FAITH LEADERS

Jewish Rabbis

For People of Faith

Muslim Imams

I Am Buddhist

Spiritual – Secular Leaders

I Am Christian

Unitarian-Universalist Minister

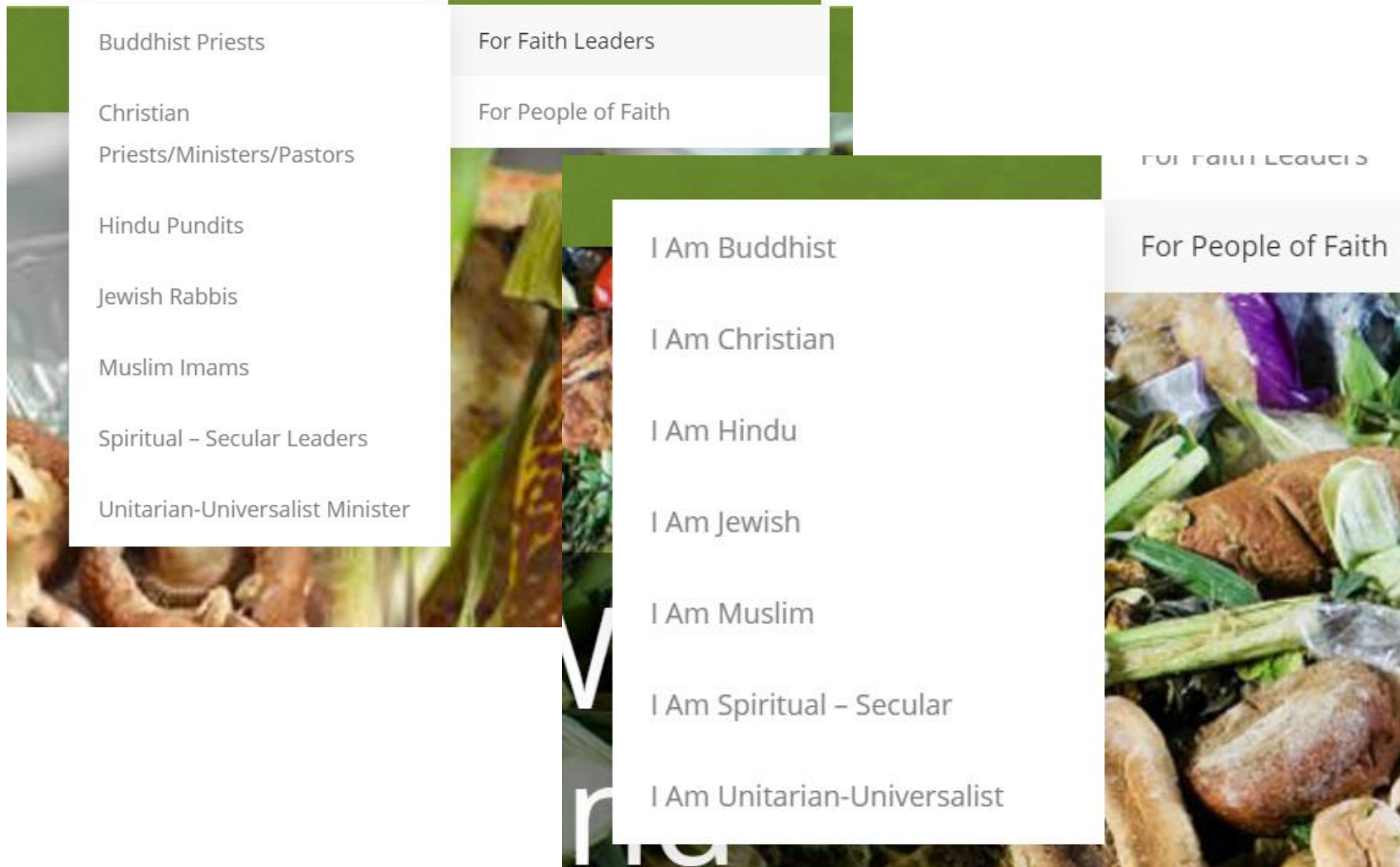
I Am Hindu

I Am Jewish

I Am Muslim

I Am Spiritual – Secular

I Am Unitarian-Universalist



Our Theory of Impact:



You Can't Do It Alone



www.AmpleHarvest.org/rethink

Your Turn - Lets Talk