



New York Institute of Food Technologists (NYIFT)

CNJIFT Dinner Meetings























Gary Oppenheimer

AmpleHarvest.org Founder/Executive Director -CNN Hero / World Food Prize Nominee-

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"No Food Left Behind"



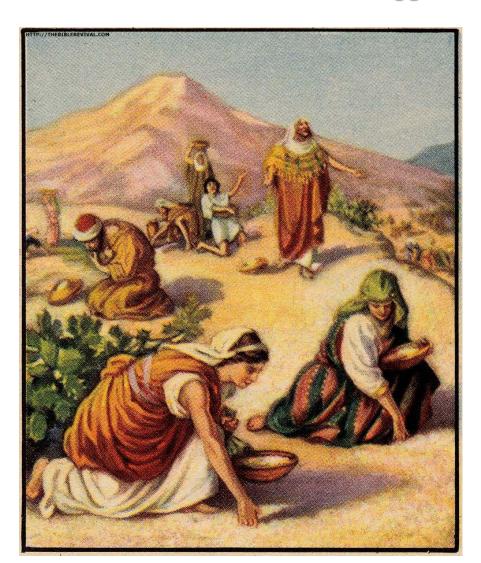






Exodus 16: "...and it became infested with maggots and stank...

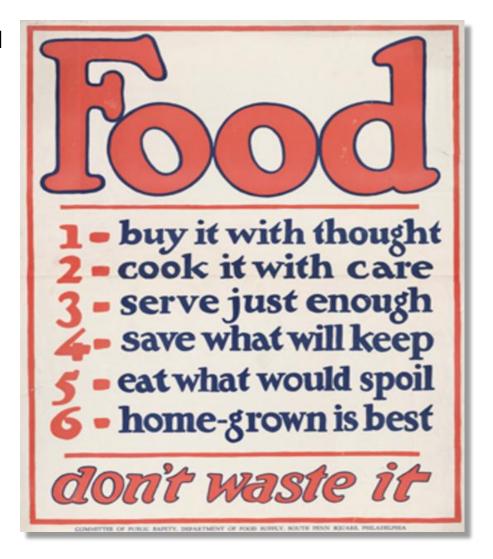
Biblical Times





1918 – "Don't Waste it"

World War I





1942 Army manual: America wastes more food than any other country eats. It is [still] true.

World War II

INSTRUCTION FOR AMERICAN SERVICEMEN BRITAIN 1942 Reproduced from the original typescript War Department, Washington D.C.

off about lukewarm beer, or cold boiled potatoes, or the way English cigarettes taste.

If British civilians look dowdy and badly dressed, it is not because they do not like good clothes or know how to wear them. All clothing is rationed and the British know that they help war production by wearing an old suit or dress until it cannot be patched any longer. Old clothes are "good form."

One thing to be careful about—if you are invited into a British home and the host exhorts you to "eat up there's plenty on the table," go easy. It may be the family's rations for a whole week spread out to show their hospitality.

WASTE MEANS LIVES. It is always said that Americans throw more food into their garbage cans than any other country eats. It is true. We have always been a "producer" nation. Most British food is imported even in peacetimes, and for the last two years the British have been taught not to waste the things that their ships bring in from abroad. British seamen die getting those convoys through. The British have been taught this so thoroughly that they now know that gasoline and food represent the lives of merchant sailors. And when you burn gasoline needlessly, it will seem to them as if you are wasting the

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Documented Wasted Food

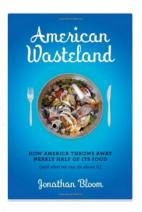






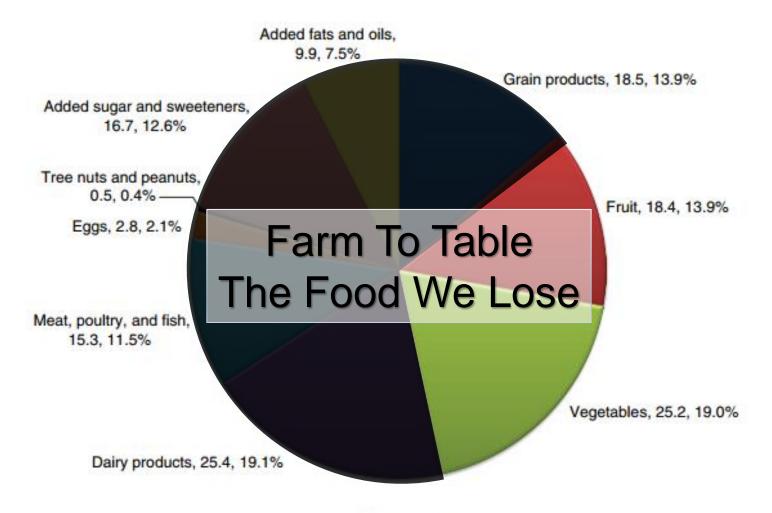


ReFED



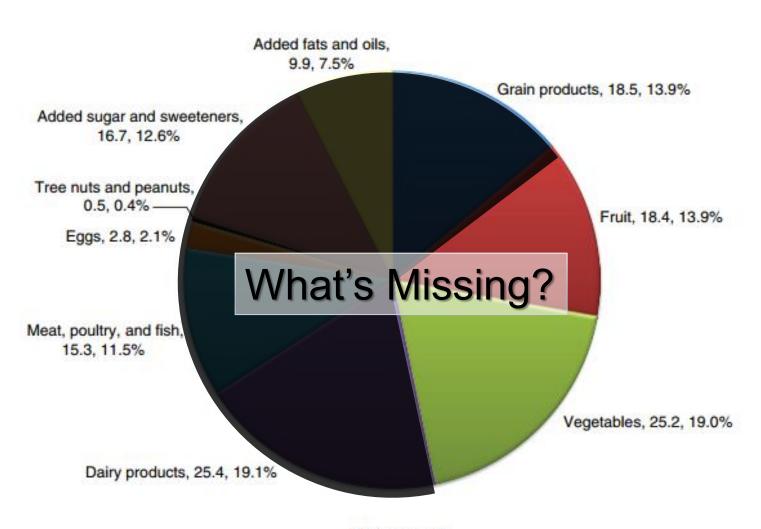






AmpleHarvest.org

Undocumented Wasted Food



Billion pounds





9 million urban households grow food

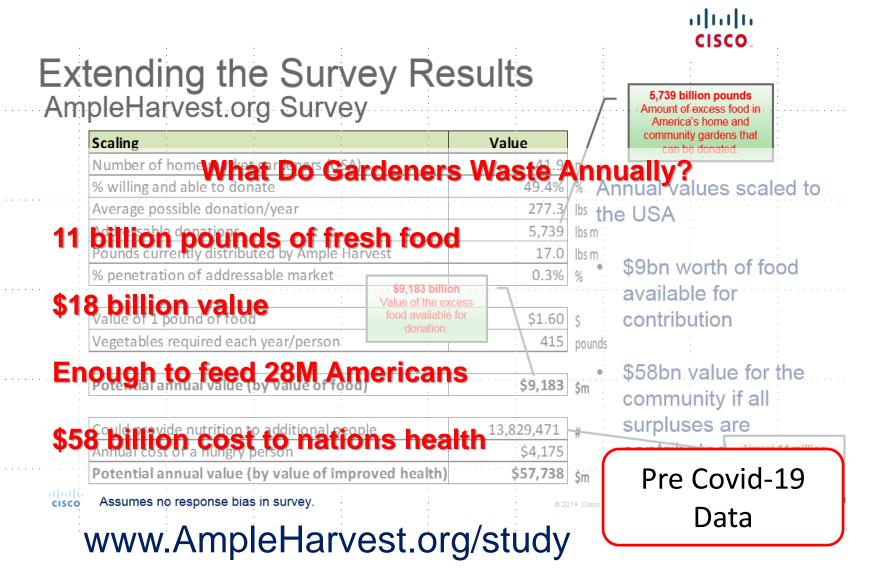
c. 270 lbs. surplus annually



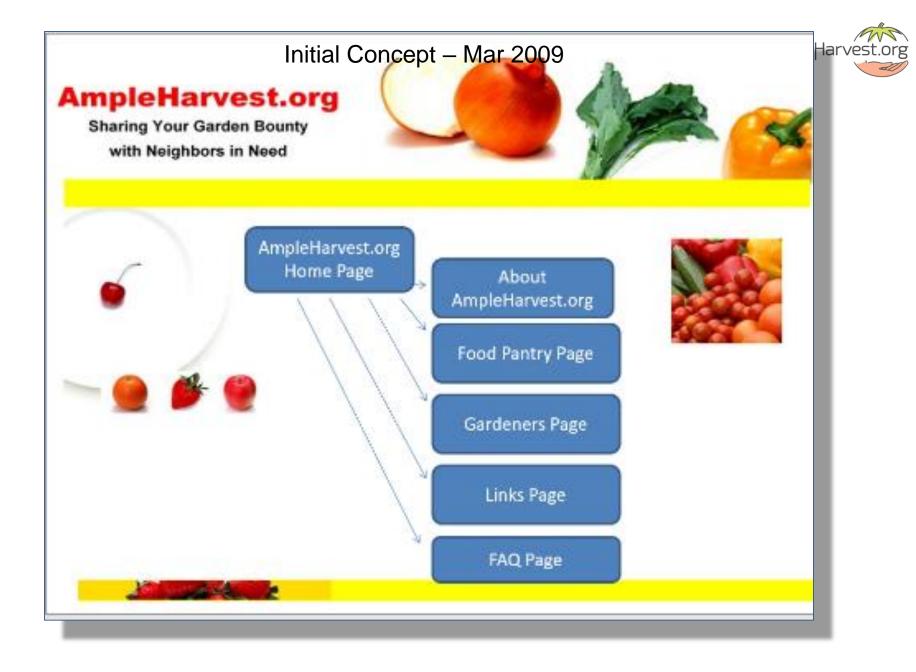














AmpleHarvest.org

your help.

AmpleHorvest org needs

VSA.

-

Initial Concept - Mar 2009



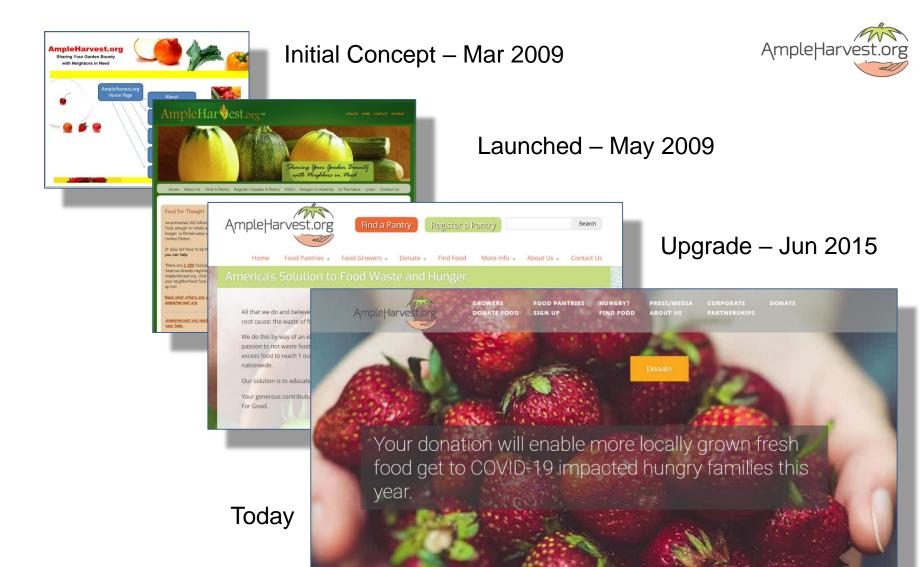


backyard gardens than they

can possibly

food pantry.







Meet AmpleHarvest.org

AmpleHarvest.org is an 11 year old US focused

nonprofit that creates information based, scalable and

sustainable waste of food solutions.

We find new ways to solve the waste of food.



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



Our Theory of Change

AmpleHarvest.org addresses hunger and food

waste as misinformation problems.

"It's not about the food"

www.AmpleHarvest.org/theoryofchange



Two Examples





www.AmpleHarvest.org

www.FaithFightsFoodWaste.org







In EVERY Community In America

There Are Two Audiences....





62 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)
 - Misinformation
 - Were told they couldn't donate surplus
 - Missing Information
 - Were unable to find a food pantry
 - No knowledge of best day/time to donate
- 2. Food pantries (desperately wanted fresh food)
 - Misinformation
 - Thought they couldn't accept fresh food
 - Thought they needed costly 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



ldea:

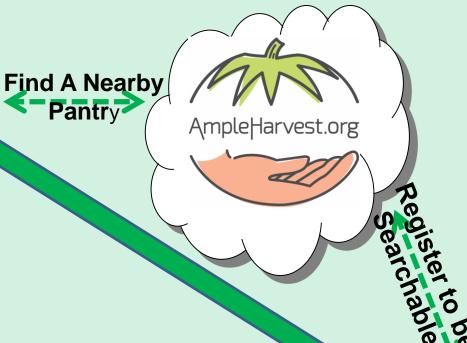
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62M home growers







54M Hungry People



203 Food Banks Nationwide











Is There An AmpleHarvest.org Food Pantry Near Me?



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



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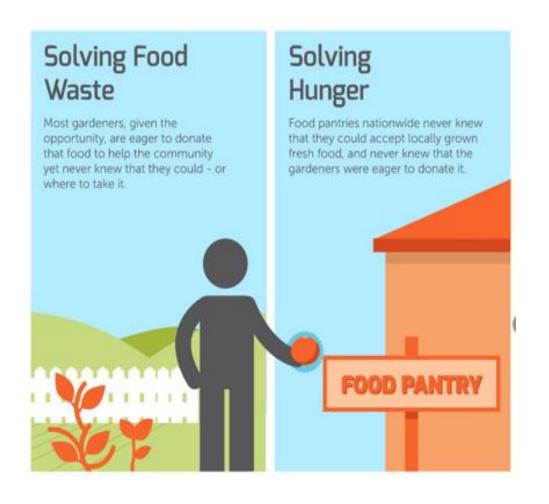


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Socially Distant Solution



Simple "Uberizes" Local Food System

Efficient No Logistics

Just In Time Logic

Scales Works Anywhere

Sustained

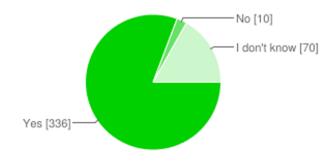
Critical Needs Food Waste / Hunger

Diet Related Diseases

Environment / Climate Change



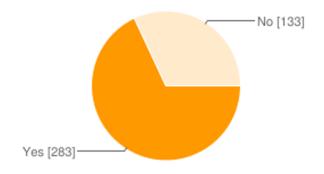
6. If you knew that a local food pantry or soup kitchen would accept your excess garden bounty, would you donate it?



4 out of every 5 gardeners eager to share their bounty

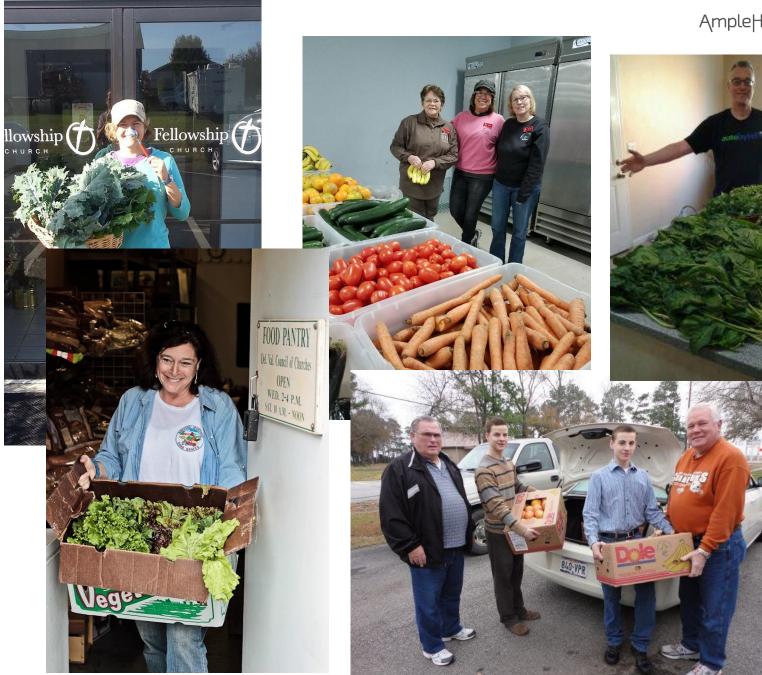


11. If you knew that a local pantry or soup kitchen welcomed your excess food, would you grow more explicitly to donate it?



68% of gardeners would grow more to donate if they knew they could











Theory of Change

Create Impact That Is Sustained



Impact of Donations to AmpleHarvest.org	\$	100	BUSINESS SCI				
Year Numb	er	1		2	5	10	20
Impact of a one	time	donati	on c	over 2	0 years		
Total lbs of produce donated - not wasted (each year)	T	206		278	684	3,065	61,625
Total lbs of produce donated - not wasted (cumulative)		200		484	1,19		107,27
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





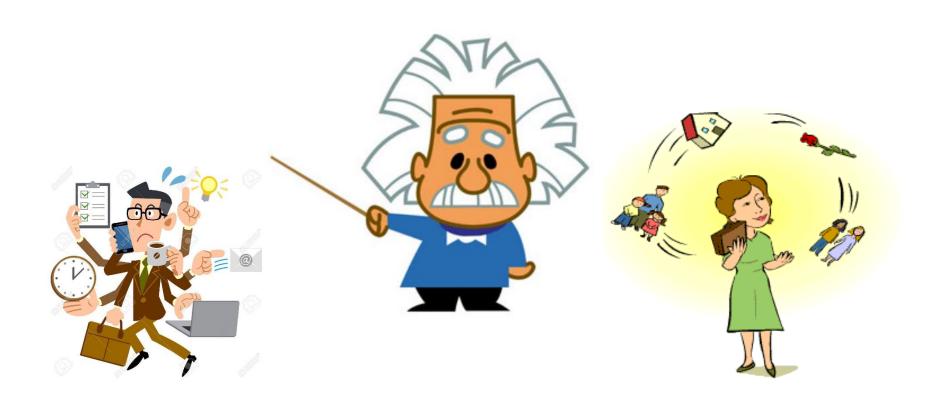


Partnering With The Faith Community To End Food Waste



















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



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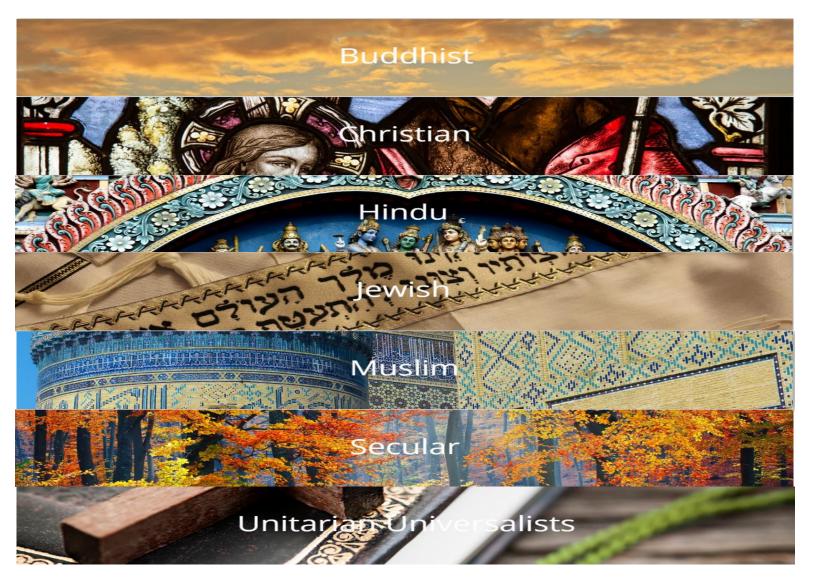
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Acting on Faith to

End Food Waste And 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 rommunity, 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









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- 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.













Christian

Priests/Ministers/Pastors

Hindu Pundits

Jewish Rabbis

Muslim Imams

Spiritual - Secular Leaders

Unitarian-Universalist Minister

For Faith Leaders

For People of Faith

I Am Buddhist

I Am Christian

I Am Hindu

I Am Jewish

I Am Muslim

I Am Spiritual – Secular

I Am Unitarian-Universalist

FUI FAILII LEAUELS

For People of Faith





Our Theory of Impact:



You Can't Do It Alone

















www.AmpleHarvest.org/familyfarmer

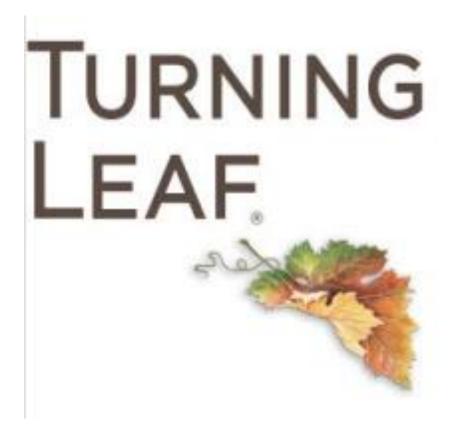
RAL Truck Insurance Company (North Carolina)











www.AmpleHarvest.org/CSR







Moving? Set aside your unopened, non-perishable food items



Our crew will pack up your food and deliver it to the local food pantry



From there, your donations will be sorted and delivered to local families in need.







About AmpleHarvest.org

Where to buy Tasty Bite®

THE TASTY BITE® FRESH FOOD DONATION PROGRAM.

Being a good seed is all about paying it forward. See, we give you a free packet of organic green bean seeds so that you can grow them and then give them. This year, we're giving away 35,000 organic green bean seeds online, while supplies last. But the goodness doesn't stop there, because we're giving away a one year supply of Tasty Bite* to one lucky winner that posts pics or videos showing their progress using #GOODSEED.

ORDER YOUR FREE SEEDS

www.AmpleHarvest.org/the-good-seed





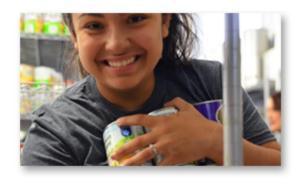




www.AmpleHarvest.org/holiday







Reducing Food Waste

Ampleharvest.org

In early 2017, we partnered with DISH customers to eliminate fresh food waste by connecting gardeners to their local food banks through AmpleHarvest.org. DISH Cares donated \$1 for every customer who enrolled in DISH's AutoPay feature, raising \$28,204 toward the cause.

www.AmpleHarvest.org/dishcares



AMPLEHARVEST.ORG HELPING FARMERS MARKETS ELIMINATE HUNGER IN THEIR COMMUNITY

Download a flier for your Farmers Market here

Surplus produce can be donated to a local food pantry

Many farmers markets have unsold food at the end of the day.

At the same time, tens of millions of Americans struggling to feed their families can't get fresh produce from the local food pantry.

It doesn't have to be this way.

AmpleHarvest.org diminishes hunger in America by helping farmers markets to share their excess product with neighborhood food pantries.



"Farmers Markets Helping Food Pantries Help Themselves"

www.AmpleHarvest.org/farmersmarket





THE UNSOLD SURPLUS FOOD FROM THIS ESTABLISHMENT FEEDS <u>PEOPLE</u>, NOT <u>LANDFILLS</u>.



A PROGRAM OF FOOD RECOVERY NETWORK





DONATE FOOD



Important notes:

www.AmpleHarvest.org/donate-food









www.AmpleHarvest.org/211







www.AmpleHarvest.org/donate-food



CNJIFT Dinner Meetings

- AmpleHarvest.org <u>home page</u>
- AmpleHarvest.org: A Quick Look For Prospective Partners/Supporters
- <u>Defining The Difference</u> (learning what AmpleHarvest.org isn't, and what it is)
 - Faith Fights Food Waste (food waste sermons for clergy and people of faith)

TEDx Talk (2012 talk, including Michelle Obama)

TEDx Talk – Why Food Drives Contribute to Hunger in America

Impact Calculator (impact of donated funds over 20 year period)

Theory of Change (ending food waste with an information solution)

Theory of Sustainability (solving problems with root cause solutions)

- NY Institute of Food Technologists presentation (.pdf)
- 2020 Annual Report (.pdf)
- <u>Feedback videos</u> (videos from food pantries across America)

www.AmpleHarvest.org/IFT



Together



Thank



