Innovation in Food Waste Reduction

Chris Hunt
Senior Advisor, ReFED
What is ReFED?

ReFED is a nonprofit collaboration formed in 2015 of over 40 business, nonprofit, foundation, and government leaders committed to reducing food waste in the U.S. In 2017 and beyond, ReFED is developing stakeholder-specific guides, facilitating cross-sector partnerships, and unlocking foundation, private, and government capital to support innovation.
Innovator Database: refed.com/innovators
MISFIT JUICERY

Location: Washington D.C., USA
Status: For-Profit
Year Founded: 2014
Food Recovery Hierarchy: Prevention
Categories: Food Product Creation

NATIONAL ORGANIZATION

MISFIT makes cold-pressed juice from MISFIT fruits and veggies: produce that's perfectly good to eat but would get wasted otherwise because it's the wrong size, shape, or color to be sold at retail. In doing so, we're tackling the 6 billion pounds of produce that go unharvested or unsold every year in the U.S.—largely because of aesthetic standards.

TAGS
Surplus Produce

RELATED SOLUTIONS
Value Added Processing

FOLLOW MISFIT JUICERY

CONTACT INNOVATOR
WEBSITE

SPREAD THE WORD
Analysis View: Organization Status
A GROWING SECTOR

The food waste innovation sector has seen rapid growth since 2012.

See all the ReFED Food Waste Innovators at REFED.COM/INNOVATORS
FOOD WASTE INNOVATORS

BY THE NUMBERS

The Innovator Database categorizes hundreds of innovators by location, business structure, and solution focus area.

- 34 states
- 24 countries
- 70% For-profit
- 30% Nonprofit
- 55% National focus
- 45% Local focus
- 46% Prevention
- 26% Recovery
- 27% Recycling

See all the ReFED Food Waste Innovators at REFED.COM/INNOVATORS
BUSINESS OPPORTUNITIES

Most food waste “prevention” and “recycling” innovators are for-profit and have a national focus.

PREVENTION

- 89% For-profit innovators
- 62% National Focus

RECYCLING

- 94% For-profit innovators
- 69% National Focus

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MAKE A LOCAL IMPACT

Most food waste innovators in the "recovery" category are nonprofit and have a local focus.

- 87% Nonprofit
- 13% For-profit
- 71% Local focus
- 29% National focus

See all the ReFED Food Waste Innovators at REFED.COM/INNOVATORS
TOP 5 INNOVATOR AREAS

The Food Waste Innovator Database tracks businesses and organizations working in more than a dozen categories.

<table>
<thead>
<tr>
<th>Donation</th>
<th>Food Product</th>
<th>Donation</th>
<th>Secondary</th>
<th>Composting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation</td>
<td>Creation</td>
<td>Coordination</td>
<td>Marketplaces</td>
<td></td>
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</tbody>
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Connect with ReFED

Chris Hunt  
Senior Advisor, ReFED  
chris.hunt@refed.com

Twitter: @refed_nowaste  
Facebook: facebook.com/rethinkfoodwaste  
Website: refed.com  
Innovator Database: refed.com/innovators

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