

# UPCYCLED<sup>TM</sup> FOOD ASSOCIATION

## THE UPCYCLED INDUSTRY

August 2022

# REPORT







The Upcycled Food Association and its members envision a global food system where all food is equally valued along the entire supply chain and is elevated to its highest and best use.

We envision a consumer environment where everyone can effortlessly contribute to positive change through their purchasing behavior because they have improved access to waste-reducing brands and products.

## WHAT IS UPCYCLED FOOD?

According to definitions by UFA, WWF, NRDC and Harvard Law School, upcycled foods use ingredients that otherwise would not have gone to human consumption, are procured and produced using verifiable supply chains, and have a positive impact on the environment.

## WHY ARE UPCYCLED PRODUCTS IMPORTANT?

35% of all foods in the United States went unsold or uneaten and left a greenhouse gas footprint equivalent to 4% of total U.H. gas emissions. <sup>1</sup>

## OUR CURRENT STATS:

- 224 Members
- 42 certified brands
- 173 certified products
- 63 certified ingredients



## UPCYCLING EXAMPLES:

- Dried surplus foods from farms
- Byproducts from food manufacturing
- So-called "ugly" fruits + veggies dried into powder
- Underutilized parts of food (e.g. citrus peels, avocado seeds, spent grain and eggshells)

Click to view the full list of available products:  
[upcycledfood.org/upcycled-certified-products](http://upcycledfood.org/upcycled-certified-products)

# UPCYCLED INDUSTRY TRENDS



9 → 224

Growth of number of UFA members from 2019 to 2022<sup>2</sup>

128%

Growth in searches and mentions for upcycled products between 2020-2021<sup>5</sup>

236

Number of Upcycled Certified™ products and ingredients as of 7/31/2022

*The Compound Annual Growth Rate (CAGR) of upcycled ingredients increased from 5.6% in 2021 to 6.4% in 2022.<sup>6</sup>*

1046%

Growth of sales of Upcycled Certified™ products between 2021 and 2022<sup>4</sup>

**\$769 million**

invested in UFA Members since the beginning of 2021<sup>7</sup>

*In the July 5, 2022 edition of Food Business News, upcycled was featured alongside Organic and NonGMO as a core certification.<sup>8</sup>*

**UPCYCLED CERTIFIED™ EXPANDED INTO CANADA!**

82% of Canadian respondents answered 'YES' when asked if they would buy more upcycled food if it were easily available where they buy their groceries.<sup>9</sup>





# ENVIRONMENTAL IMPACT



**840 MILLION LBS.**

of food waste is prevented  
annually by the Upcycled  
Certified™ program<sup>10</sup>

**\$116.4 BILLION**

forecasted size of the food waste  
management industry in 2032, up  
from \$62.6B in 2022<sup>11</sup>



*In partnership with ReFED, the Food Waste Funder Circle was launched to empower capital providers to close the food waste funding gap.<sup>12</sup>*

**100+** capital providers are in the Food Waste Funder Circle

*This year, Upcycled Food Association was awarded a grant from ReFED's Catalytic Grant Fund. This fund is designed to de-risk and scale high-impact solutions to food waste.<sup>13</sup>*

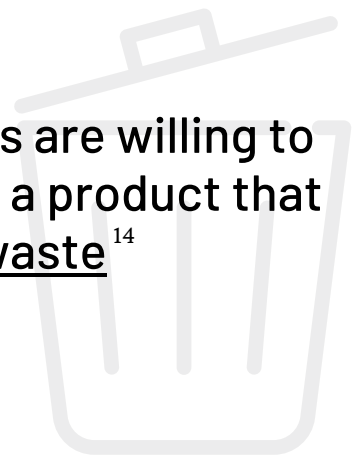


**62%**

of consumers are willing to pay more for a product that  fights food waste<sup>14</sup>

**70%**

of consumers have greater intention to buy a product that is Upcycled Certified™<sup>15</sup>





# WE'RE GETTING BIG ATTENTION!



## 4 OUT OF 18

NEXTY Award winners at the 2022 Expo West event are Upcycled Food Association members<sup>16</sup>

## TREND LISTS

Upcycled products and ingredients have made it to the following trend lists between 2021 and 2022:

- Kroger
- Forbes
- CBS News
- Martha Stewart
- The Food Network
- Whole Foods
- The Grocer
- Allure
- Yahoo Finance
- Financial Times
- Food Business News
- Innova Market Insights
- and many more!

## FIND UPCYCLED PRODUCT DISPLAYS IN:

- Whole Foods
- Kroger
- Mom's Organic Market



# DATA SOURCES

1. "Fighting Climate Change by Investing in Food Waste Reduction - ReFED." ReFED, 2021. Accessed 12 July 2022.
2. Upcycled Food Association NOVI AMS
3. Upcycled Food Association
4. SPINS Q1 2022 Upcycled Certified Report.
5. "Upcycled Food is the Coolest Trend You've Probably Never Heard Of." Daphne Ewing-Chow, Forbes 2021. <https://www.forbes.com/sites/daphneewingchow/2021/05/31/upcycled-food-is-the-coolest-trend-you-probably-never-heard-of/?sh=5165f8c82f0a>. Accessed 14 July 2022.
6. "Intensifying Awareness and Usage in Cosmetic Industry will strengthen the Demand of Upcycled Ingredients, States Fact.MR". Globe Newswire by notified, 2022. <https://www.globenewswire.com/en/news-release/2022/06/24/2468914/0/en/Intensifying-Awareness-and-Usage-in-Cosmetic-Industry-will-strengthen-the-Demand-of-Upcycled-Ingredients-States-Fact-MR.html>. Accessed 13 July 2022.
7. "\$7.94 billion has been invested in food waste solutions over the last 10 years, including \$379 million invested YTD." Capital Tracker. [https://insights-engine.refed.org/capital-tracker/overtime?dateFrom=2012-01-01&dateTo=2022-08-09&overtime.view=solution\\_group](https://insights-engine.refed.org/capital-tracker/overtime?dateFrom=2012-01-01&dateTo=2022-08-09&overtime.view=solution_group). Accessed 8 August 22.
8. Gelski, Jeff. "Certifications Proliferating on Product Labels." *Food Business Network*, 2022. pp. 38.
9. "The Food Renaissance: Why Upcycling Offers Untapped Opportunities for Food and Beverage Companies". Anthesis Provision. <https://4616043.fs1.hubspotusercontent-na1.net/hubfs/4616043/Food%20Renaissance%20Webinar%20-%20REPLAY.mp4>. Accessed 11 July 2022.
10. "Upcycled innovation accelerating". Jeff Gelski, Food Business Network, 2022. <https://www.foodbusinessnews.net/articles/21477-upcycled-certification-steam-ahead-in-first-year-since-launch>. Accessed 11 July 2022.
11. "Food Waste Management Market Overview". Future Market Insights. <https://www.futuremarketinsights.com/reports/food-waste-management-market>. Accessed 9 August 2022.
12. "ReFED and Upcycled Food Association Launch Food Waste Funder Circle to Empower Capital Providers to Close the Food Waste Funding Gap." Waste 360. <https://www.waste360.com/food-waste/refed-and-upcycled-food-association-launch-food-waste-funder-circle-empower-capital>. Accessed 11 July 2022.
13. "ReFED and Closed Loop Partners Announce \$100M Funding Platform to Scale Food Waste Solutions with Funding from Google and The Betsy and Jesse Fink Family Foundation." Cision PR Newswire, 01 June 2022. <https://www.prnewswire.com/news-releases/refed-and-closed-loop-partners-announce-100m-funding-platform-to-scale-food-waste-solutions-with-funding-from-google-and-the-betsy-and-jesse-fink-family-foundation-301557922.html>. Accessed 11 July 2022.
14. "Upcycled food launches leap as concerns around waste grow: report." Food Dive, Chris Casey, 2022. Accessed 12 July 2022.
15. "Sustainability Today: Upcycled Food and Beverages." Hartman Group, 2021.
16. "2022 Winners". Nexty Awards, 2022. <https://www.nextyawards.com/en/winners/2022-winners.html>. Accessed on 11 July 2022.

