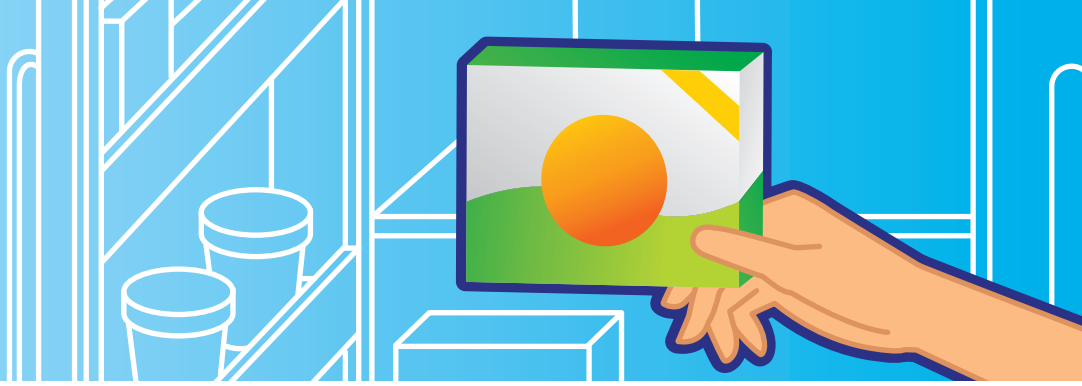
FROZEN: A FOOD WASTE SOLUTION



THE FOOD WASTE PROBLEM



$162 BILLION worth of food is wasted per year. *(USDA ERS)*[1]

40% of all food produced in the U.S. is not eaten. *(NRDC)*[2]



The average American family throws out an estimated **25%** of the food and beverages they buy. *(NRDC)*[3]

A family of four wastes **$1,350-$2,275** worth of food each year. *(NRDC)*[4]

People are taking notice: ***89%*** of Americans think food waste is of concern. *(AFFI)*[5]

FROZEN FOODS: A SOLUTION TO FOOD WASTE

Actions Americans say they would try in an attempt to reduce food waste:

76% freezing leftovers



72% purchasing frozen food, frozen pre-prepared meals



69% freezing meals and ingredients in advance

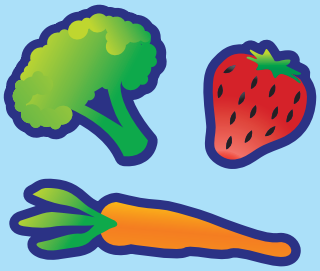
Did you Know?

Frozen food generates ***47% less food waste*** when compared to ambient and chilled food consumed in the home. *(Dr. Martindale)*[6]

FARM TO FREEZER – FREEZING IS SIMPLY NATURE'S PAUSE BUTTON

HARVEST

Only the highest quality produce is picked at the peak of ripeness.



WASH AND PREPARE

Directly from the field, produce is thoroughly washed and vegetables are blanched. Excess trimmings from preparation are collected and recycled for animal feed.



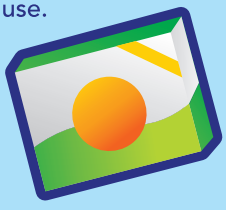
FREEZE

Produce is flash frozen within hours of harvest, locking in key vitamins and minerals and preserving taste.



PACKAGE

Fruits and veggies are conveniently packaged allowing for consumers to reduce waste by preparing only what's needed and storing the rest for later use.



Did you Know? 86.8% of food waste from food manufacturing facilities is repurposed for animal feed. *(FWA)*[7]

FROZEN FOOD FOUNDATION

1. Buzby, J., Wells, H.F., & Aulakh, J. (2014) *The Estimated Amount, Value, and Calories of Postharvest Food Losses at the Retail and Consumer Levels in the United States, U.S. Department of Agriculture Economic Research Service*. Web. (www.ers.usda.gov).
2. Gunders, D. (2012) *Wasted: How America Is Losing Up to 40 Percent of Its Food from Farm to Fork to Landfill*, National Resources Defense Council, 4. Web. (www.nrdc.org).
3. Ibid., 12.
4. Ibid., 12.
5. (2015) *Food Waste Survey*, American Frozen Food Institute prepared for by GoIn and Toluna.
6. Martindale, W. (2014) *Using consumer surveys to determine food sustainability*, British Food Journal, Vol. 116 Iss. 7, 1198. Web. (www.emeraldinsight.com).
7. (2014) *Analysis of U.S. Food Waste Among Food Manufacturers, Retailers, and Restaurants*, Food Waste Reduction Alliance prepared for by Business for Social Responsibility, 10-12. Web. (www.foodwastealliance.org).