



ReFED 2019 Annual Report



ReFED

Rethink Food Waste
Through Economics and Data



OUR VISION

*Eliminate Food Waste in Order to Increase Food Security,
Spur Economic Growth, and Protect the Environment.*



CONTENTS

- Letter From ReFED’s Executive Director 3**
- Where We Came From 5**
- The Year at a Glance 7**
- 2019 Feature: The Accelerator 11**
- Where We Are Going in 2020:**
 - The ReFED Insights Engine 15**
- Our Organization 17**
- Our 2020 Objectives 21**
- Our Funders 23**
- The ReFED Expert Network 25**



LETTER FROM REFED'S EXECUTIVE DIRECTOR

Dear Friends and Colleagues,

2010. Ten years ago, I became shocked by the amount of food going to waste and focused my career on this burgeoning problem. At the time, not many people were aware it was even happening, and they certainly weren't talking about it.

2015. Five years ago, the United Nations adopted Sustainable Development Goal 12.3 to cut food waste in half by 2030. I couldn't believe my eyes when I read it. During this same period, the idea was born for what became [ReFED's Roadmap to Reduce U.S. Food Waste by 20 Percent](#). The appetite for solutions for food waste was so large that we couldn't stop at a report. We took on projects, convened people, and ultimately became a full-fledged organization thanks to a massive labor of love, time, resources, and brain power from a huge cadre of food waste warriors both within and beyond ReFED.



Though I only stepped in as Executive Director in November of 2019, I've been along on the ReFED journey since its inception, as an advisor, Steering Committee member, Board member, and all-around cheerleader. It's been truly amazing to see the movement to end food waste grow, and watch ReFED come into its own as a catalyst, connector, and trusted data source in the sector.

There are so many incredible people dedicating themselves to this work, and we are seeing progress on a variety of fronts. **A few milestones from 2019 alone include:**

1. A strong public-private partnership

emerges: The Pacific Coast Collaborative saw new members join its ranks, including Albertsons Companies' West Coast divisions (Albertsons, Safeway, Vons, and Pavilions), The Kroger Co., New Seasons Market, and PCC Market.

2. New federal government commitment:

In April, the EPA, FDA, and USDA announced the "Winning on Reducing Food Waste" interagency strategy with six key priority areas, from consumer education to measurement to internal action. ReFED is proud to be an official partner to this effort, with a formal agreement to evaluate and improve upon these strategies.



Photo credit: U.S. Environmental Protection Agency

3. Tangible progress at work: While we don't have a solid nationwide progress report, we were excited to see The Kroger Co. publicly announce a nine percent reduction of their overall food waste footprint, Sodexo roll out food waste measurement in over 3,000 locations and tie its financing to food waste reduction metrics, and Apeel Sciences spread its shelf-life extending technology to 1,100+ stores.

But as anyone reading this knows, we have a very long way to go.

Ten. Ten years. That's what we have left to achieve our goal—a goal essential to mitigating catastrophic climate change effects, optimizing water usage, and enhancing the nutritional quality of food to feed our collective future. The first ten years that I worked on this flew by. We started a movement, but haven't yet achieved the actual reductions that we need. These next ten must bring about bigger, bolder, and more tangible transformation.

2020. This year, we at ReFED aim to lay a foundation for our movement to work off of for the next decade. We will build and launch the Insights Engine—a data center to help catalyze action by tracking progress and fostering action. We will continue to accelerate innovation and attract capital to support it. And we will aim to enable our partners' efforts as much as possible through community building at the 2020 Food Waste Summit.

The energy in this space is palpable. Now it's time to put it to work and rewrite the script from awareness to action. **There's neither time nor food to waste!**

Yours truly,

Dana Gunders
Executive Director

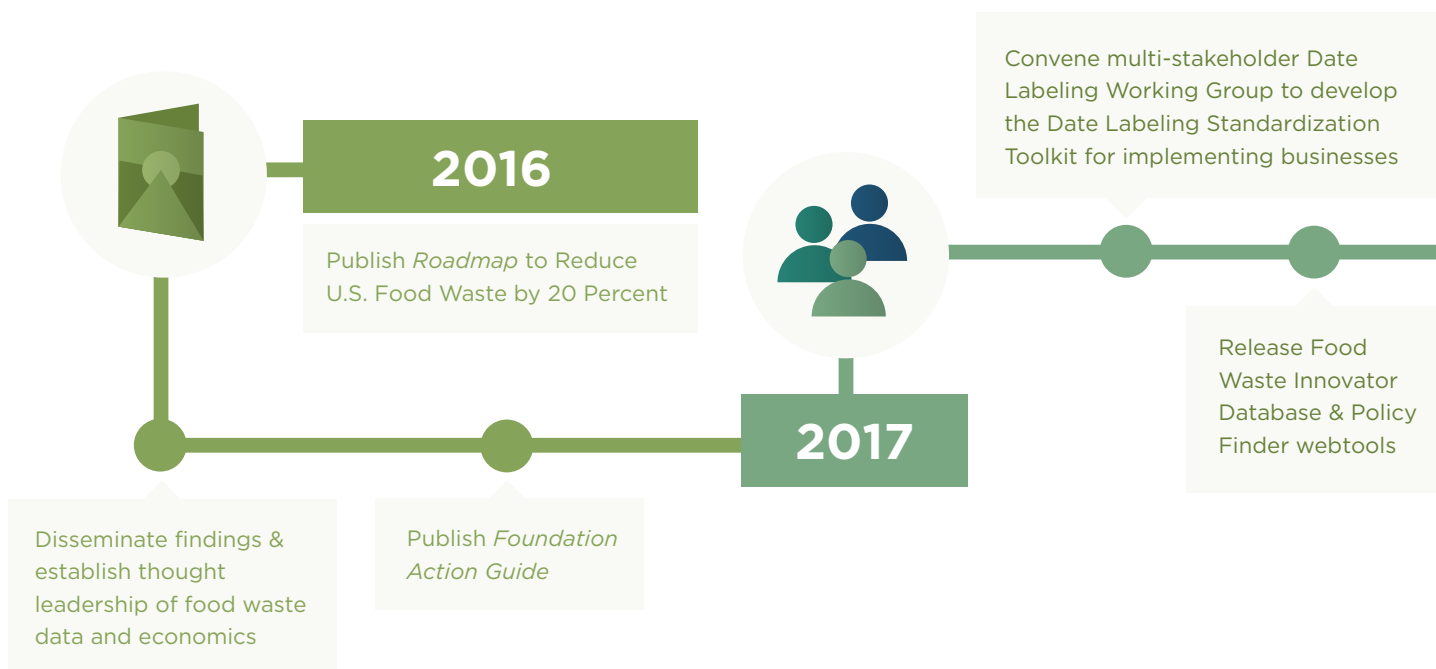


WHERE WE CAME FROM

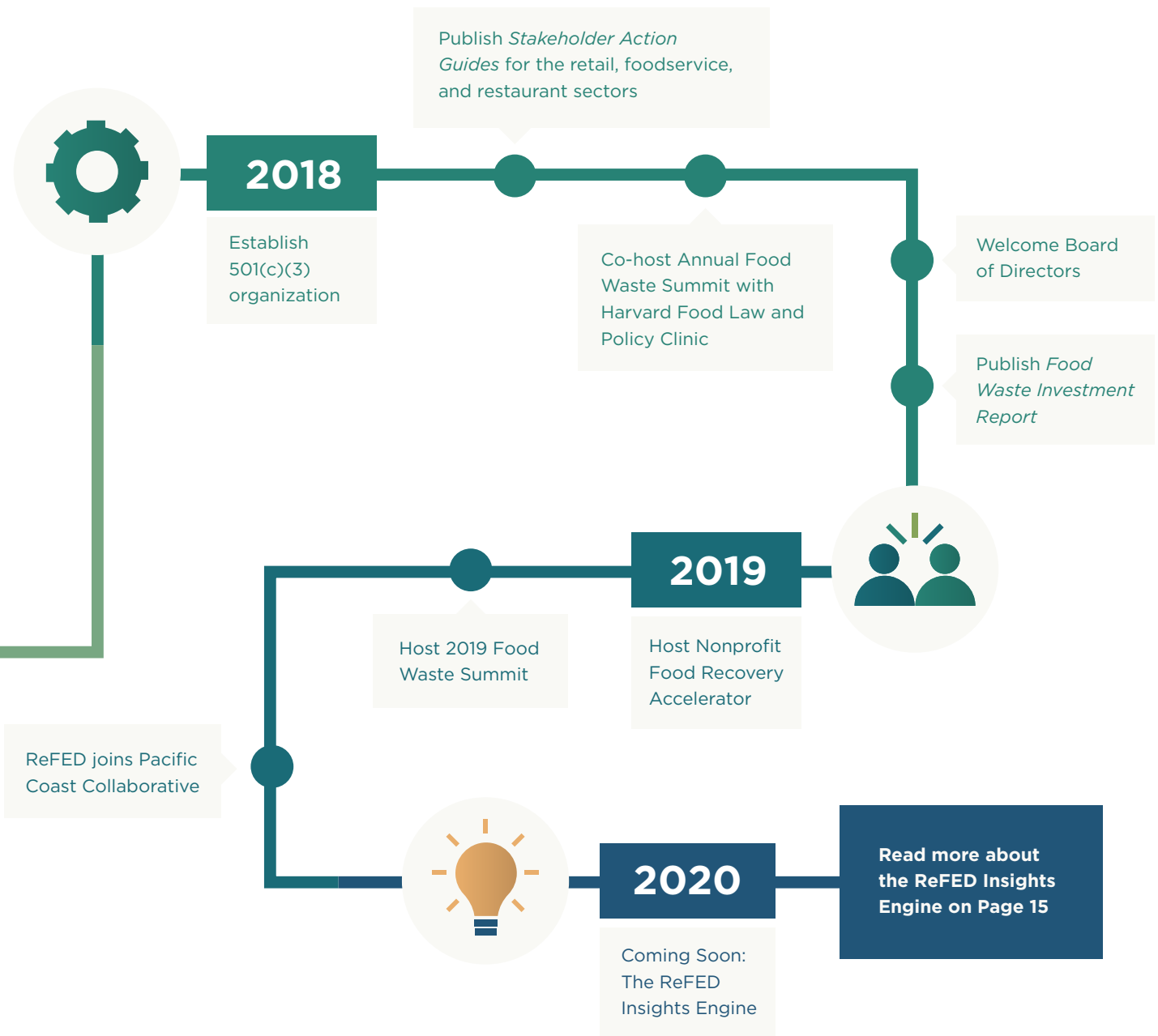
ReFED: Rethink Food Waste through Economics and Data

Starting with the *Roadmap to Reduce U.S. Food Waste by 20 Percent*, ReFED has a trusted history of producing first-of-their-kind tools and resources that provide a full-supply-chain picture of U.S. food waste, cost-effective solutions to solve the problem, and methods to track progress.

Rethinking food waste through economics and data — it is in our name and in our DNA. Along with hundreds of food system actors, we have been actively transforming the way we understand and work within the food system by providing the nation’s most comprehensive insights on food waste solutions. From the original 27 solutions analyzed in the Roadmap to the forthcoming new solutions set generated by the Insights Engine, ReFED has served as an authoritative and trusted voice for the sector, distinctive in our aims to leverage data to drive change.



Reducing food waste is ranked as the third —out of 80 — most effective climate change solutions by Project Drawdown.



THE YEAR AT A GLANCE

Big Wins in 2019

THE FOOD WASTE MOVEMENT IS
GAINING MOMENTUM

2019 marked the transition from commitment to measurement and finally, action, for ReFED and the sector.



REFED WAS FEATURED IN OVER 100 MAJOR NEWS STORIES IN 2019

FASTCOMPANY

*Inside the Booming Business of
Fighting Food Waste*



*Tackling Food Waste can be a
\$2.5 Trillion Market Opportunity
for Businesses*

WASTEDIVE

*New Washington State Bill Sets
2030 Food Waste Goal*



*Change Food Production and
Stop Abusing Land, Major
Climate Report Warns*

Bloomberg

*Investors are Betting a Small Packet
Can Help Reduce Food Waste*

VOICES OF OUR STAKEHOLDERS

Systemic thinking is necessary to turn food waste into economic growth, hunger alleviation, improved health, and environmental stewardship.



“The moment is here, which is to say that there’s enough awareness. I believe in the power of business to lift society up, and it’s very encouraging to see businesses that are tackling food waste in different ways: people putting capital at risk, putting their time at risk, all in the service of a larger cause.”

Walter Robb
Stonewall Robb Advisors



“We must engage with communities in understanding the barriers that exist, so that we can get the right food to the right place at the right time. We also need to use our voice to influence policies that will make a difference for people who are struggling to put food on their table.”

Ami McReynolds
Feeding America



“As a physician who practiced for a number of years, I saw firsthand how not having enough access to healthy food impacts patients directly. It’s important to connect land use planning and food systems planning in order to divert food waste to those facing food insecurity and enable resilient and healthy communities.”

Elizabeth Baca, MD, MPA
Deloitte



“What we want to do is affect the trajectory of climate change. Eliminating food waste is like using energy more efficiently. It’s usually the easiest and cheapest form of progress that you can make, and it usually pays for itself.”

Philip Duffy, PhD
Woods Hole Research Center

WHAT WE HAVE ACHIEVED

In 2019, we built the foundation and relationships for our future impact through all of our work: Data and Insights, Capital and Innovation, Stakeholder Engagement, Operations, Communications, and Development.



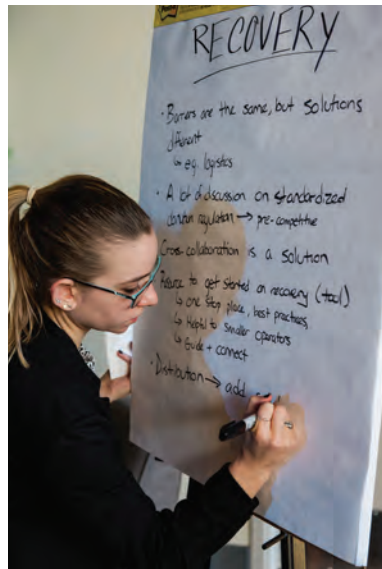
Hosted the **2019 Food Waste Summit** in San Francisco, attracting over **400 influential food system professionals**



Achieved **501(c)(3)** status, solidifying ReFED as an independent nonprofit

Welcomed new and returning team members: **Dana Gunders, Nicole Sturzenberger, Vanessa Mukhebi, Angel Veza, Nathan Lohrmann, and Parker Hughes**

Released **GHG Impact Methodology** in collaboration with **Ohio State University and Walmart**, which is integrated into **Project Gigaton**, a Walmart supplier reporting platform that represents over **25% of grocery retail market share** across the food industry



Launched the build of the **ReFED Insights Engine**, including key partnerships with **Nielsen, Deloitte, and a robust Expert Network**

Secured anchor funding for the Insights Engine through a **\$2 million grant from The Kroger Co. Zero Hunger | Zero Waste Foundation**

Launched ReFED's **new Stakeholder Engagement Structures**, including the new Advisory Council and Accelerator and Insights Engine Expert Networks



Hosted **Innovator Excellence Day**, engaging over **255 attendees** through **16 food waste innovator pitches**, over **600 curated speed-dating sessions**, and The Kroger Co. Zero Hunger | Zero Waste Foundation's Innovation Fund **\$50,000 Portfolio Pitch Competition**



Accelerated 10 nonprofit food recovery solutions to demonstrate a path to doubling the amount of healthy food available to the **40 million Americans facing food insecurity**



Advised **The Kroger Co. Zero Hunger | Zero Waste Foundation**, representing a combined projected impact of **7.2-million-pound reduction** in food waste

Stay up-to-date with the latest news. Follow us on Twitter and LinkedIn.





2019 FEATURE: THE ACCELERATOR

Accelerating Innovation to New Heights

Generously supported by the Walmart Foundation and in partnership with +Acumen, the **ReFED Nonprofit Food Recovery Accelerator** catalyzed ideas and accelerated solutions that will help food recovery organizations overcome some of the biggest barriers to increasing the amount of nutritious food available to the 40 million Americans facing food insecurity.

The cohort represented a wide variety of trailblazing solutions, such as an on-demand donation pick-up model, an OpenTable-inspired reservation app for supplemental food recipients, the only gleaning model in the U.S. that compensates farmers for making timely donations, and an innovation that works with healthcare providers to administer door-to-door access to healthy food for homebound and at-risk populations with chronic illness. Plentiful, a digital platform improving client dignity and efficiency at food pantries, was selected as the \$100,000 prize winner because of the organization's innovative offering and promising traction as a scalable concept.



PROGRAM AT-A-GLANCE

10 NONPROFIT ORGANIZATIONS

Selected from over 125 applications representing a diverse group of food recovery organizations across the nation, and all with the shared mission of improving the sustainability, equity, and dignity of our food system.



50 MEMBER EXPERT NETWORK

Through a select group of top food business, funders and technology executives, innovators received mentorship and gained access to a broad network of industry experts that connected them with potential strategic partners, clients, and sources of capital.

\$400K EQUITY-FREE FUNDING

Each participating organization received \$30,000, plus an additional \$100,000 was awarded to the 2019 cohort winner, Plentiful, at the Accelerator Showcase co-hosted by Feeding America in Chicago, IL.

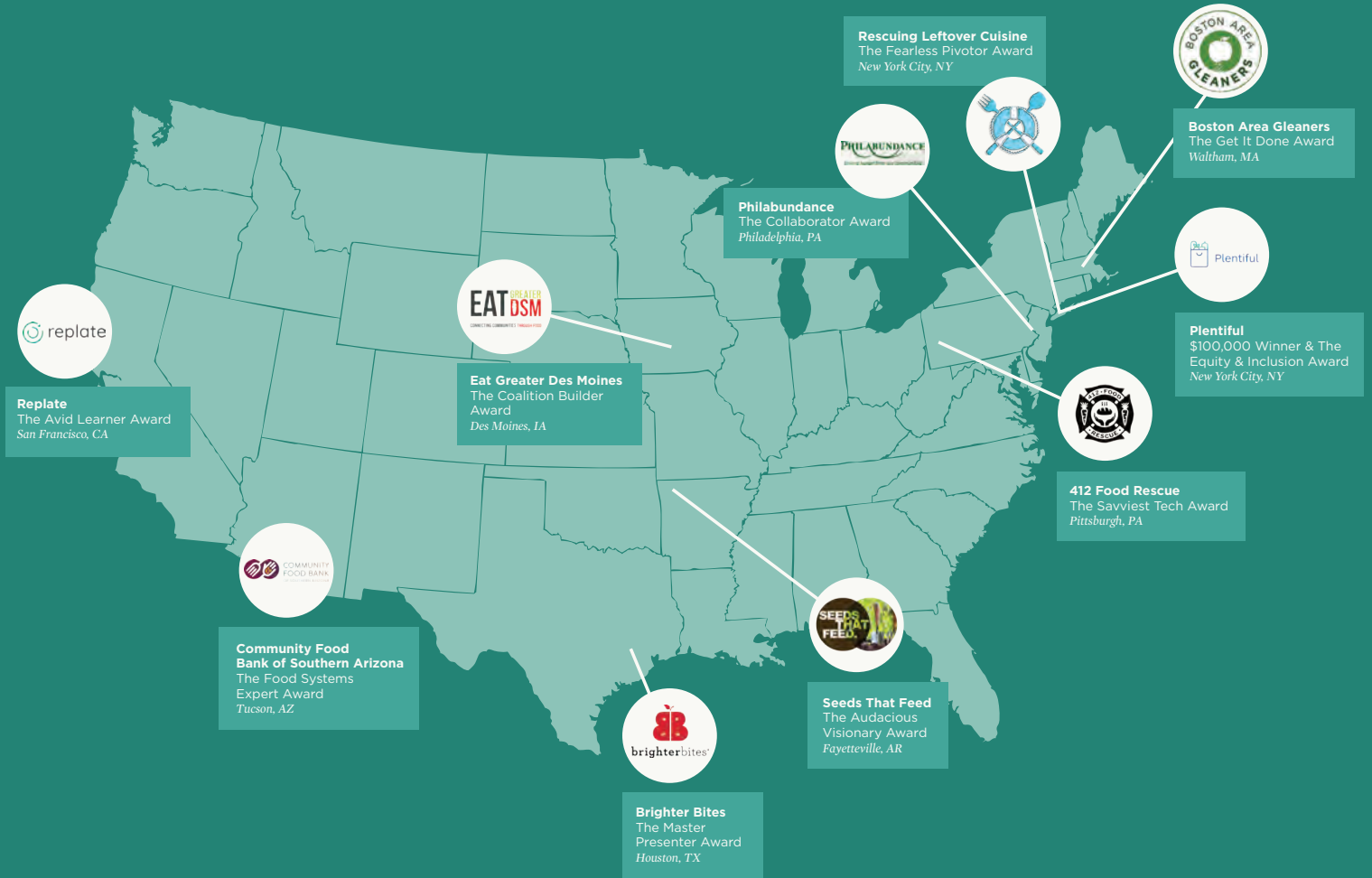
3 MONTH PROGRAM

Powered by a customized virtual curriculum plus a series of in-person ReFED Learning Labs, the Accelerator focused on giving nonprofit innovators the tools they need to test and implement mission-aligned earned revenue models and technology-enabled solutions using human-centered design to create a more dignified and convenient experience for end beneficiaries.

20+ PART KNOWLEDGE SERIES

The weekly Accelerator Expert Network Knowledge Series highlighted insightful interviews with members of the ReFED Nonprofit Food Recovery Accelerator's Expert Network that offer peer-to-peer learning about best practices on scaling impact.





“Supporting programs that expand access to healthier food is critical for improving the health of communities. The results of the ReFED Accelerator program demonstrate the incredible amount of innovation each of these organizations brings to this issue and show the kinds of impact that can be created when they are given the tools and resources to move fast and make change.”



Eileen Hyde
Walmart.org

“The Accelerator has been invaluable for helping us understand our potential. When City Harvest and United Way of New York City rolled Plentiful out in our service area, we saw the impact it could have — but thinking about how to scale it across the country required hope and guidance, which we gained from the Accelerator and its Expert Network.”



Rebeckah Piotrowski
City Harvest



“ReFED created space, provided time, and gave resources for Rescuing Leftover Cuisine to explore new earned revenue streams and delve into experimentation. It was a much cherished opportunity to expand the way we achieve our mission.”

— **Robert Lee**, *Rescuing Leftover Cuisine*





WHERE WE ARE GOING IN 2020

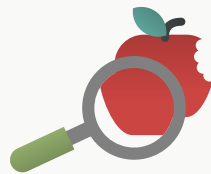
The ReFED Insights Engine

The ReFED Insights Engine will make it easy for all stakeholders to take action against food waste by providing continuously-updated food waste insights, tools, and data customized to their unique situations in one user-friendly online platform.

This innovative platform uses over 50 public and proprietary data sets to identify the most effective and practical solutions that the sector should focus its efforts on implementing.

THE USER JOURNEY

The ReFED Insights Engine will fuel an actionable and data-driven path to reach our sustainable development goal to cut 50 percent of food waste by 2030.



RESEARCH

U.S. FOOD WASTE TRACKER

Shows users the amount of food waste by sector, state, cause, destination, and food type.



COMPARE

U.S. FOOD WASTE SOLUTIONS TOOL

Helps users compare the impacts of feasible solutions based on their unique situation.



DISCOVER

U.S. FOOD WASTE SOLUTIONS FACT SHEETS

Provides users with solution overviews to help gain buy-in and take action.

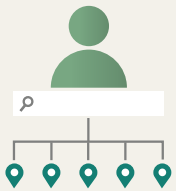
AWARENESS



WE NEED MORE ACTION FROM ALL STAKEHOLDERS TO HIT OUR 50% REDUCTION GOAL BY 2030.

The ReFED Insights Engine will act as a foundation to enhance awareness and catalyze action over the next decade.

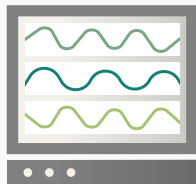
If you'd like to provide funding, data, or other resources to help power the ReFED Insights Engine, please contact us at insights@refed.com



IMPLEMENT

U.S. FOOD WASTE SOLUTION PROVIDER DATABASE

Connects users to solution providers by allowing them to search by solution type, service area, and impacts.



MONITOR

U.S. FOOD WASTE POLICY TRACKER

Enables users to monitor active and pending food waste related policies at the federal, state, and municipal levels.



IDENTIFY

U.S. FOOD WASTE INVESTMENT TRACKER

Helps users find opportunities to invest and/or receive capital by reporting on philanthropic, private, and public investment in food waste solutions.



CALCULATE

U.S. FOOD WASTE IMPACT CALCULATOR

Allows users to easily calculate the environmental and social benefits of their actions by converting the weight or dollar value of food waste they've mitigated.

ACTION



OUR ORGANIZATION

Growing Capacity to Scale Impact

FINANCIALS



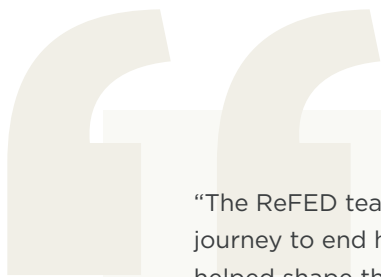
INCOME

- Contributions & Grants (Restricted) **\$2,163,990**
- Contributions & Grants (Unrestricted) **\$565,309**
- Program Revenue **\$785,480**



EXPENSES

- General & Administration **15%**
- Fundraising **9%**
- Programs **76%**



“The ReFED team has been an incredible strategic partner in our journey to end hunger and waste. ReFED’s insights and guidance helped shape the strategy of The Kroger Co. Zero Hunger | Zero Waste Foundation’s Innovation Fund and its open call for innovative solutions. Kroger values ReFED’s deep knowledge and leadership in food waste reduction, and we’ve never been more excited and hopeful that together we can truly change our food system.”

Denise Osterhues
The Kroger Co.





WELCOME DANA GUNDERS

ReFED is delighted to welcome Dana Gunders as ReFED’s new Executive Director following the exceptional leadership of Chris Cochran. Dana is one of the nation’s leading experts on food waste, who brought the issue to light in 2012. She has been actively involved with ReFED since day one, most recently as a Board Member. ReFED is excited to have Dana’s leadership move us forward into 2020 and beyond to build a more efficient and equitable food system.

BOARD OF DIRECTORS

In 2019, ReFED welcomed Yalmaz Siddiqui and Ed Romero to this incredibly talented group of food system leaders. Together, our Board of Directors form a hands-on and multidisciplinary leadership team who are passionate advocates of ReFED’s vision, making valuable contributions that position ReFED to deliver and scale its impact.



Jesse Fink
Fink Family Foundation
ReFED Board Chair



Nicola Dixon
General Mills Foundation
ReFED Board Secretary



Rob Kaplan
Circulate Capital
ReFED Board Treasurer



Steven Swartz
The Wonderful Company



Yalmaz Siddiqui
MGM Resorts International



Ed Romero
Sam’s Club

OUR TEAM

As ReFED's mission grows, so has our team. ReFED team members come from a wide variety of backgrounds, bringing a diverse blend of expertise and experience in food business strategy and sustainability, innovation, finance, data analytics, research, agricultural development, and communications.



ADVISORY COUNCIL

ReFED's strength has long rested in the power of the people who surround, advise, and contribute to our work. In 2019, a new Advisory Council was created to advise ReFED's long-term strategy. We are thrilled to welcome them to the ReFED family.

Elise Golan
USDA

Dr. Liz Goodwin
World Resources Institute

Milen Mahadevan
84.51°

Ami McReynolds
Feeding America

Tejal Mody
Rabobank

Susan Robinson
Waste Management

Jigar Shah
Generate Capital

Andrew Shakman
LeanPath

Ryan Shadrick Wilson
Milken Institute



“Food waste reduction is a true team sport — no single business, organization, or government can accomplish a magnitude of 50 percent global reduction alone, but every single business, organization, and government has a part to play. At ReFED, we aim to build and participate in a strong, collaborative community to harness our collective strengths in reducing wasted food.”

— **Jackie Suggitt**, *ReFED*





OUR 2020 OBJECTIVES

The Action Needed to Halve Food Waste by 2030

- 1 Launch the Insights Engine in order to empower the U.S. with the most comprehensive data center on food waste solutions.
- 2 Catalyze capital and innovation to grow solutions to match the size of the problem.
- 3 Convene stakeholders to foster collaboration and enable collective problem solving.



“We are partnering with ReFED to address food loss and waste, because they have a unique and necessary expertise and have done a fantastic job elevating this complex issue. It really needs to be all hands in to address the inefficiencies in our food system, and we look forward to our continued collaboration with them to tackle this issue.”

Kyle Pogue
CalRecycle



PREDICTIONS FOR FOOD WASTE IN 2020

“We will see a steepening of the exciting ramp-up in the collective interest, ingenuity, and allocated resources of industry leaders, technologists, entrepreneurs, and capital providers to tackle food waste and uncover new sources of economic and social value.”



Tejal Mody
Rabobank

“There’s been an inspiring proliferation of solutions to the food waste problem. Advancements in technology and last-mile logistics will enable more collaboration and coordination among innovators at a national scale, which will also accelerate impact.”



Sueli Shaw
DoorDash

“Opportunities with the enormous amounts of wasted nutritious food plus amplified chronic health concerns will accelerate farm food loss prevention. Surplus food recovery will also be on the rise as high-performing leaders demonstrate how to serve every food insecure person at the neighborhood and small-town scale.”



Tom O'Donnell, PhD
U.S. EPA (NAHE)

“The first ever Food Systems Summit will take place in 2021, and innovation leaders from all sectors are now incorporating this work into their core business development approaches. We will see the emergence of preventive and proactive solutions to food loss and waste, designed as a new generation of food systems cooperation tools.”



Hannah Semler
Whole Crops





OUR FUNDERS

Investing in ReFED: Investing in an Efficient and Equitable Food System

ReFED's work is made possible with generous support from and in partnership with our funders.

AJANA
FOUNDATION

ARJAY & FRANCES
F. MILLER
FOUNDATION

ATTICUS
TRUST

 The Claneil Foundation



KENNETH GOLDMAN
DONOR FUND


FOUNDATION





PETER WELLES



JACKIE &
ORION HINDAWI



ROBERT W. WILSON
CHARITABLE TRUST

POSNER FOUNDATION OF PITTSBURGH

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THE WILSON CHALLENGE

Robert W. Wilson Charitable Trust Continues to Catalyze ReFED's Fundraising

The Wilson Challenge Grant provides a \$1 match to every \$2 of newly committed philanthropic contributions to ReFED with the goal of raising \$1 million from new donors.

In 2019, ReFED welcomed two new donors who qualify for matching funding from the Robert W. Wilson Charitable Trust: Jackie & Orion Hindawi and Spring Point Partners. The Challenge Grant has helped attract six new donors to ReFED and catalyzed \$1,200,000 in new funding to advance our work since 2018.

If you are interested in joining ReFED's family of funders and want to learn more about how the Wilson Trust Challenge Grant can maximize your dollars, please contact Katy Franklin at Katy.Franklin@ReFED.com.

WAYS TO CONNECT

Learn more and access resources at refed.com

Join the conversation.



For more ways to get involved email us at info@refed.com



The ReFED EXPERT NETWORK

Thank you to our Expert Network members who represent a broad ecosystem of stakeholders critical to driving the action needed to achieve the national food waste goal.

Lee Anderson
General Mills

Kari Armbruster
The Kroger Co.

Ricky Ashenfelter
Spoiler Alert

Greg Baker
Santa Clara University

Liz Baldrige
Feeding America

JoAnne Berkenkamp
Greater MSP

Justin Block
Feeding America

Dylan Bondy
Imperfect Foods

Eline Boot
Rabobank

Martine Boswell
CalRecycle

Eric Boucher
Ovio

Andrea Bretting
The Claneil Foundation

Hunt Briggs
Resource Recycling Systems

Kelly Bryan
Village Capital

Holly Bybee
IDEO

Kathleen Cacciola
Aramark

Jill Conklin
Food for Soul

Erin Connor
Cisco

Christy Cook
LeanPath

Megan Cornish
Food Maven

Jasmine Crowe
Goodr

Claire Cummings
Bon Appétit Management Company

Diane Curelli
General Mills

Eric Davis
Feeding America

Steve Dietz
Food Donation Connection

Nicola Dixon
General Mills Foundation

Claudia Fabiano
U.S. EPA

Jesse Fink
Fink Family Foundation

Steve Finn
LeanPath

Nicole Flewell
Taylor Farms

Karen Franczyk
Whole Foods Market

Hannah Friedman
Closed Loop Partners

Nell Fry
Sodexo

Elise Golan
USDA

Nora Goldstein
BioCycle

Ben Gray
Upcycled Food Association

Becky Green
Compass Group

Dana Gunders
ReFED

Orquidea Hale
The Leonardo DiCaprio Foundation

Andy Harig
Food Marketing Institute

Becky High
Compass Group

Steven Hoch
The Ajana Foundation

Roland Hoch
Global Organics

Darby Hoover
NRDC

Ramsay Huntley
Wells Fargo

Eileen Hyde
Walmart.org

Lisa Johnson
Former NC State

Danielle Joseph
Closed Loop Partners

Shannon Kenney,
U.S. EPA

Devon Klatell
The Rockefeller Foundation

Hannah Koski
Blue Apron

Emily Broad Leib
Harvard Law School, Food Law and Policy Clinic

Brian Lipinski
World Resources Institute

Gregory Lopez
The Leonardo DiCaprio Foundation

Maen Mahfoud
Replate

Jane Maly
Starbucks

Lorenzo Macaluso
Center for EcoTechnology

Vrinda Manglik
Pisces Foundation

Monica McBride
World Wildlife Fund

Thomas McQuillan
Baldor Speciality Foods

Ami McReynolds
Feeding America

Darby Molloy
West Suburban Medical Center

Ashley Muspratt
Center for EcoTechnology

Mary Muth
RTI International

Roni Neff
Johns Hopkins University

Tom O'Donnell
U.S. EPA (NAHE)

Bunge Okeyo
DoorDash

Matt Pakula
Tyson Foods

Georgann Parker
The Kroger Co.

Pete Pearson
World Wildlife Fund US

Dan Plechaty
ClimateWorks Foundation

Kyle Pogue
CalRecycle

Ida Posner
Posner Foundation of Pittsburgh

Sunny Reelhorn Parr
*The Kroger Co.
Zero Hunger | Zero Waste Foundation*

Bill Reighard
Food Donation Connection

Cristina Reni
Food for Soul

Darcie Renn
Albertsons

Dawn Rhodes
Chick-fil-A

Kai Robertson
World Resources Institute

Brian Roe
Ohio State University

Hannah Roeyer
ClimateWorks Foundation

Jess Rosen
Closed Loop Partners

Alejandra Sanchez
Taylor Farms

Matt Schwartz
Afresh Technologies

Andrew Shakman
LeanPath

Sueli Shaw
DoorDash

Kevin Smith
U.S. FDA

Ned Spang
UC Davis

Steven Swartz
The Wonderful Company

Sven Vetter
Nestlé USA

Anna Vinogradova
Walmart

Elizabeth Washburn Surti
DRK Foundation

Turner Wyatt
Upcycled Food Association

Jeffrey Yorzyk
Hello Fresh

Matt Zieger
Village Capital



“We are seeing food manufacturers adjust their production in response to changes in consumer preferences and behavior—and this trend will continue as consumers continue to increase their awareness of food waste and demand that businesses exercise more responsibility. There is enough food to feed everyone in our country, and we are proud to join ReFED in working toward establishing a food system that is efficient and equitable.”

Jilly Stephens
City Harvest





ReFED

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