


Lost in America:

How hundreds of billions of dollars of food goes missing in the US Food System every year

Patrick Bultema
Chairman, CEO, & Co-founder





\$200+ Billion in Lost Food

40% of US Ag production
is thrown away



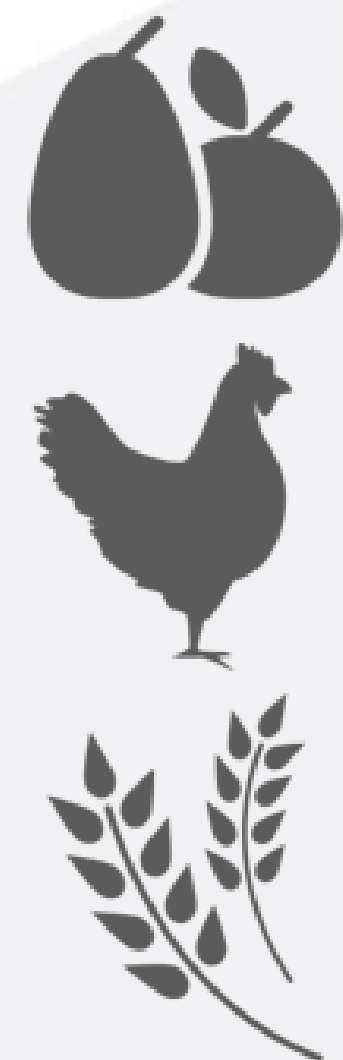


1/3 of Landfills



40%
US Ag

Symptom



Food System



Where It Happens



1/3 of
Landfills

Symptom

In defense of the US Food System ...



Still, how is so much food lost?

Inflexible Nature of Food Production



Bacon and Egg Breakfast



Historical Perspective

Pre-1940's

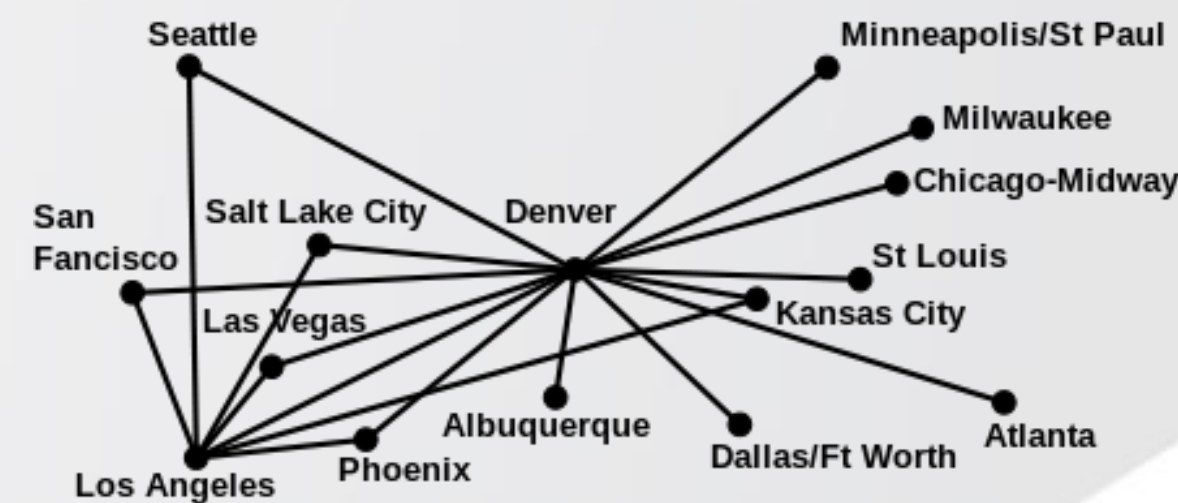
Food is Local
and Seasonal



Flexible,
but not
Consistent

1940-50's

Industrialization
of Food System



Always have
everything,
but at a cost

Current

Virtually
unchanged

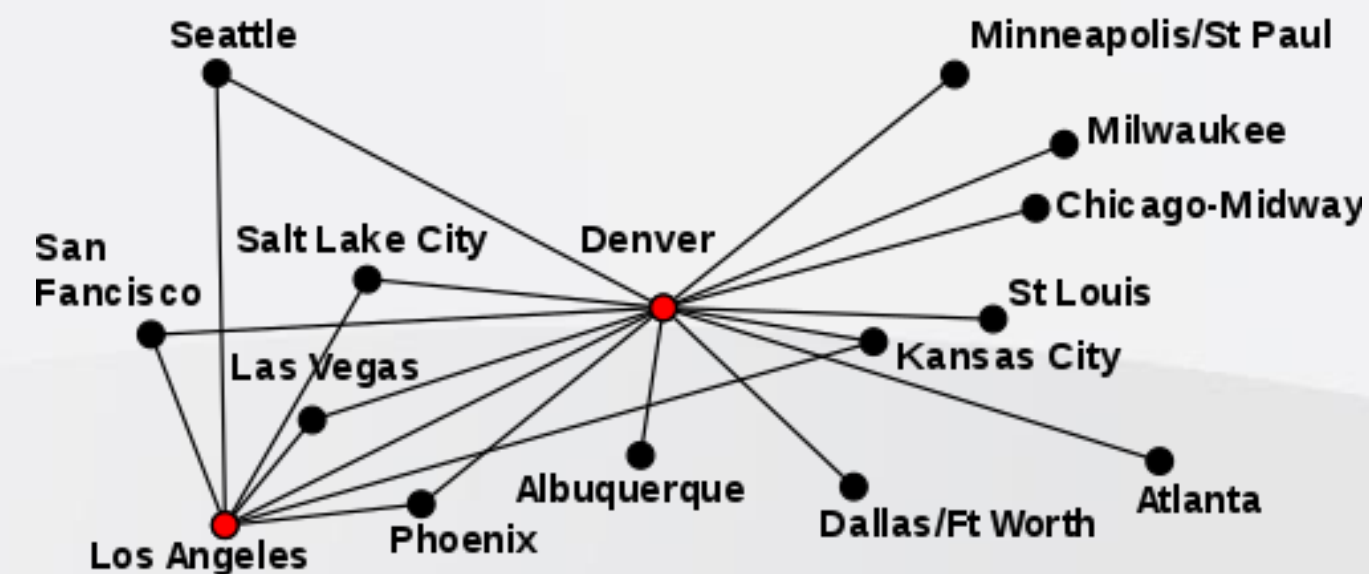
Restoring
Flexibility and
Agility to the
Food System

1940's and 50's ... Factors that Shaped

Marshall Plan



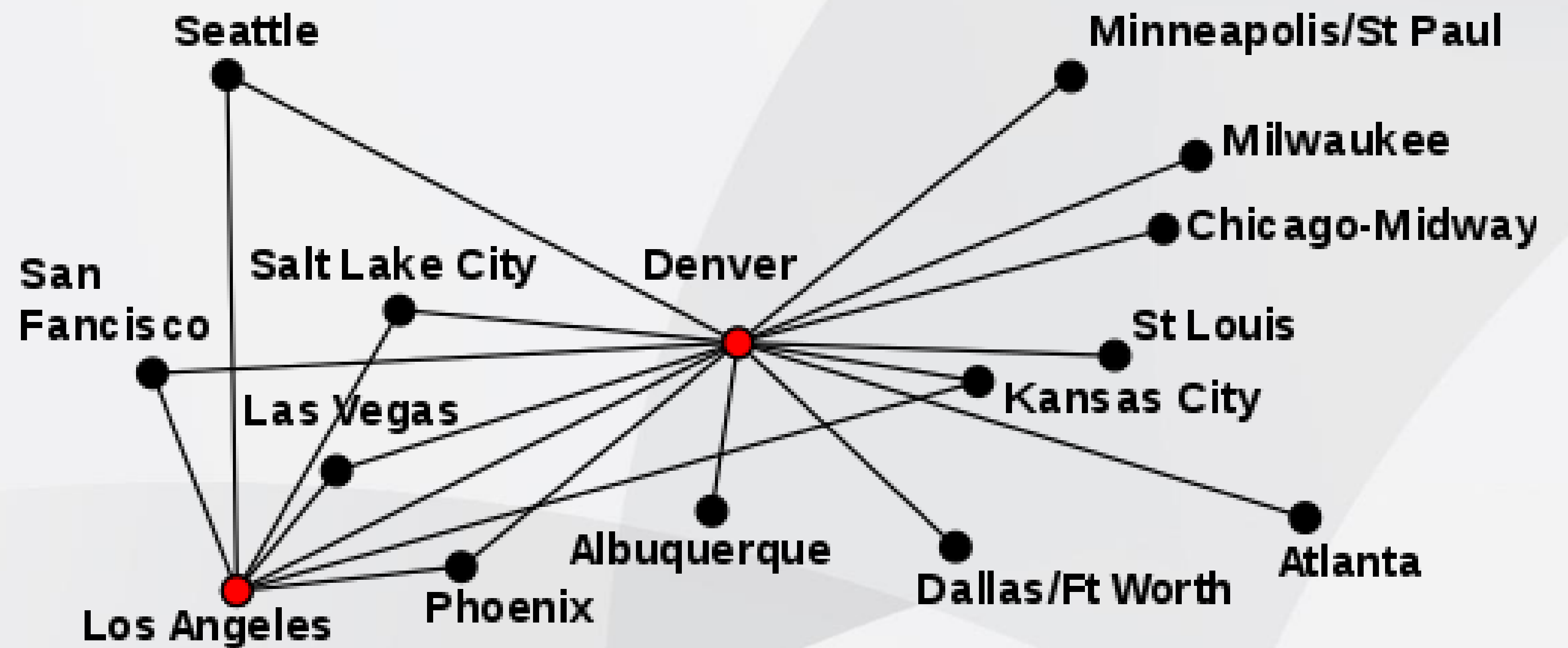
Industrialization



Mass Media
Mass Brands



1950s Style Logistics



Abundance Expectation



Everything ...

All the time

Abundance Expectation



Accepted Wisdom
of Grocery Stores

Percent loss
doubled since 1974

Statistically Speaking ... Oversupply at every step



- ✓ Packing Shed
- ✓ Broker
- ✓ Wholesaler
- ✓ Specialty Wholesaler
- ✓ Distributor
- ✓ Super Distributor
- ✓ Distribution Center
- ✓ Grocery Store



Those Confusing Dates!



EXPIRED



Best before:



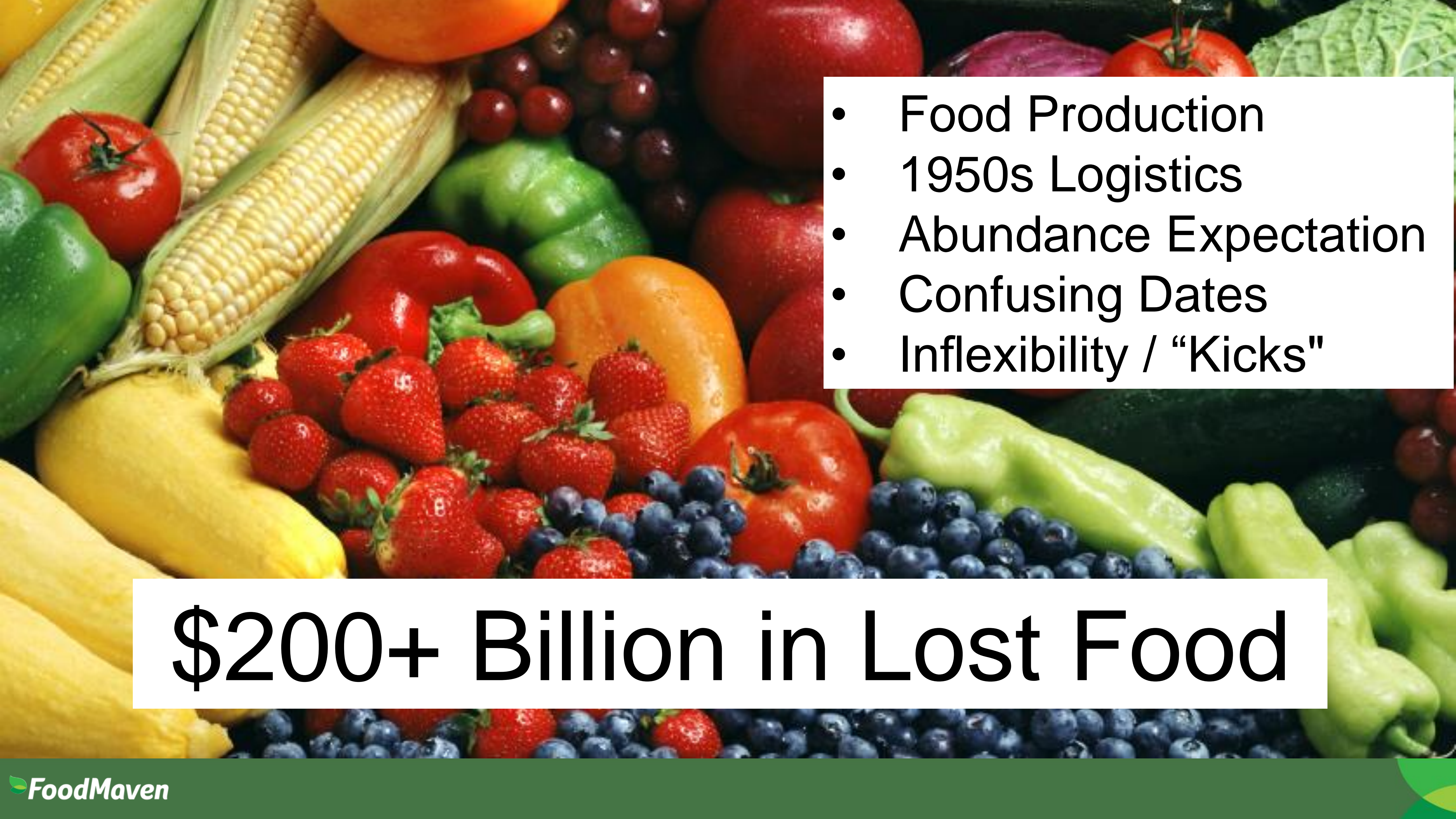
Rigid System

No Room

“Kicks”

Dump



- 
- Food Production
 - 1950s Logistics
 - Abundance Expectation
 - Confusing Dates
 - Inflexibility / “Kicks”

\$200+ Billion in Lost Food



Altruism

Need Economically Compelling Solution

Arbitrage

FoodMaven

Capturing
“Lost Food”

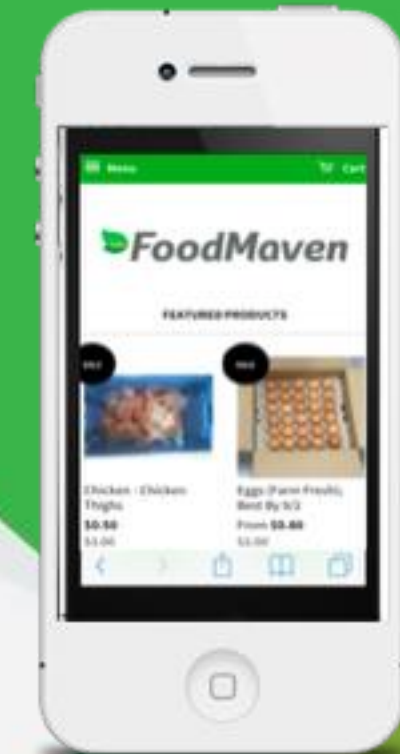
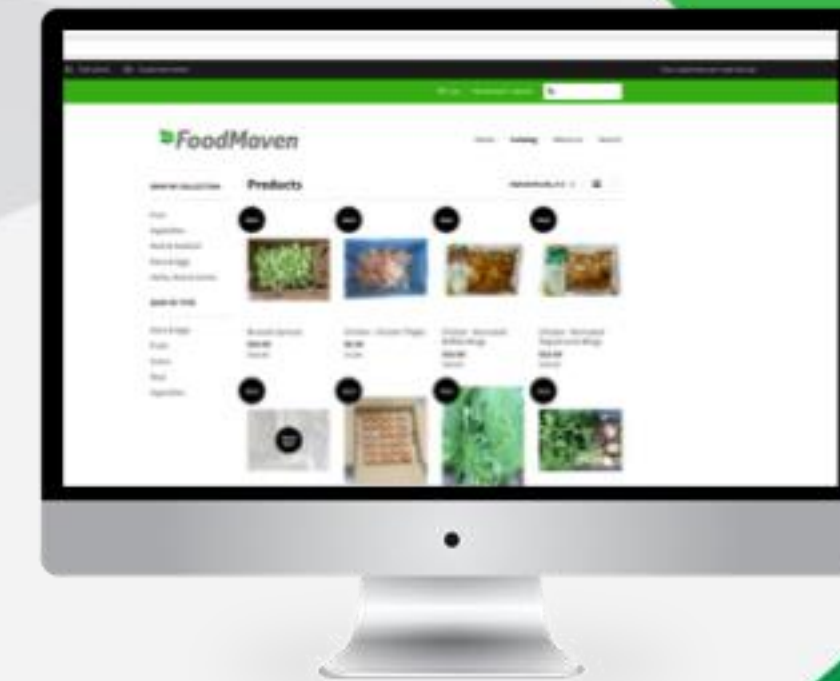


Revenue
Rescue for
Sellers

Food Service
Buyers



Steep
Discounts



Convenience





“Lost Food” =
Oversupply



Imperfects



Local



2nds





What We Don't Sell ...

25%



CARE AND SHARE™
FOOD BANK FOR SOUTHERN COLORADO



Catholic
Charities
of Central Colorado



0% Landfill



Growing Visibility



Look Upstream

