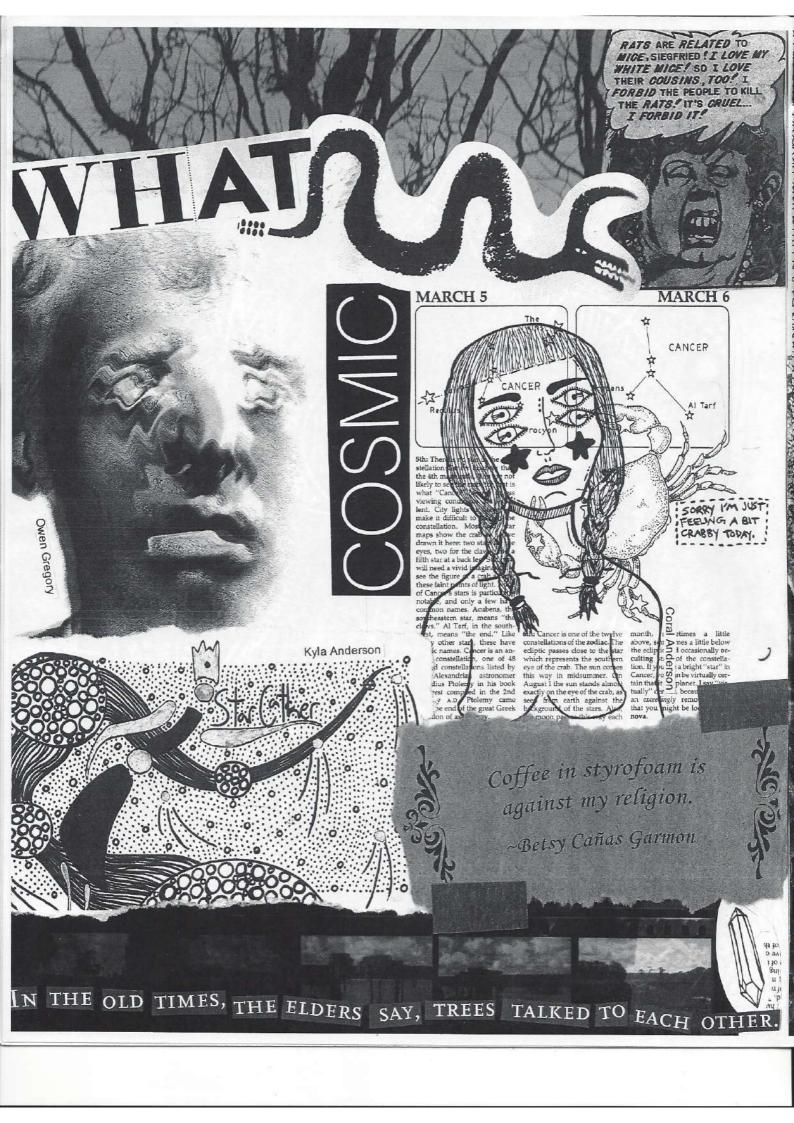
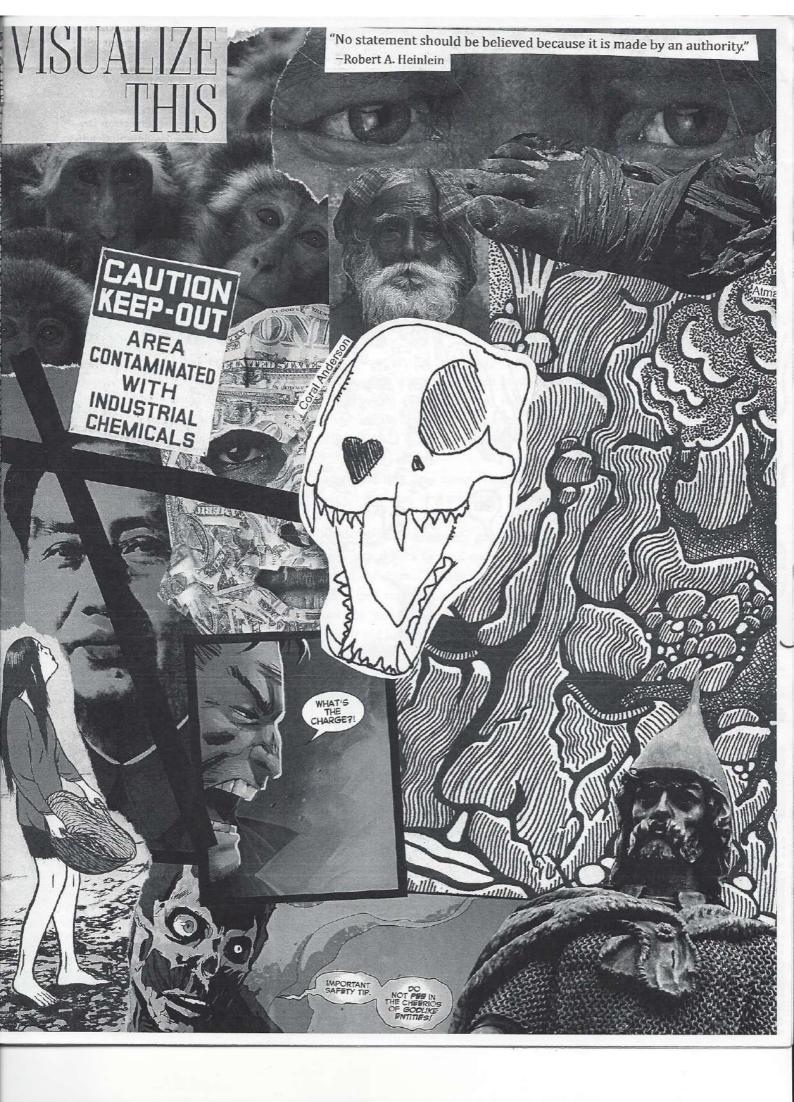
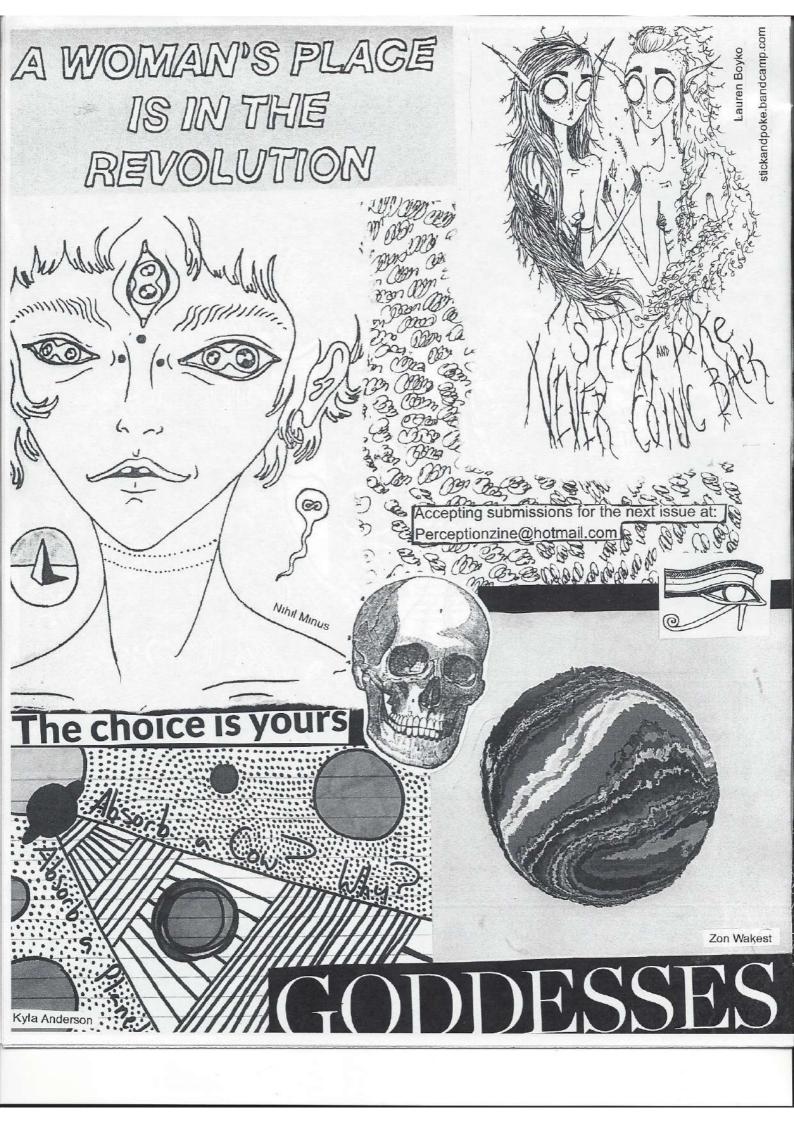


FALL 2016









The United States strives to have perfect produce, and to do so wastes far more than it should. According to a recent study, nearly half of all U.S. produce is thrown out. Approximately 160 billion dollars of edible produce per year is discarded merely because it is not ideal. Humongous amounts of fresh produce are fed to livestock, taken from the field straight to a landfill, lost in the chaos of packaging and distribution, and even just left to rot in fields. Produce is wasted purely because it does not look "perfect," according to official interviews with dozens of farmers, truckers, packers, researchers, and even government officials. This is not just a waste of produce, but also a waste of money and many of our resources, such as land and water.

The farmers and truckers interviewed stated that they have observed their produce being rejected for scant reasons, but chose not to dispute with the U.S Department of Agriculture for fear of being shunned by bigger, more powerful supermarkets.

"I have delivered product to supermarkets that was absolutely gorgeous and because their sales were slow, the last two days they didn't take my product and they sent it back to me," one owner of a trucking company said.

Jay Johnson, a vegetable and fruit supplier for central Florida and North Carolina, put simply, "What happens in our business today is that it is either perfect, or it gets rejected. It is perfect to them, or they turn it down. And then you are stuck." Because of this, many farmers dispose of 'unfit' produce before shipping to cut down on costs.

"They will dig through 50 cases to find one bad head of lettuce and say, 'I am not taking your lettuce,' when that lettuce would pass a USDA inspection. But...there is nothing you can do, because if you use the PACA [Perishable Agricultural Commodities Act of 1930] on them, they are never going to buy from you again. Are you going to jeopardize \$5m in sales over an \$8,000 load?"

Consumers are being influenced by this practice by retailers, and thus only want to buy and eat what is considered the standard. This standard being unrealistically perfect produce.

"I would say at times there is 25 percent of the crop that is just thrown away or fed to cattle. Sometimes it can be worse," said Wayde Kirschenman, a farmer who grows potatoes and other vegetables near Bakersfield, California.

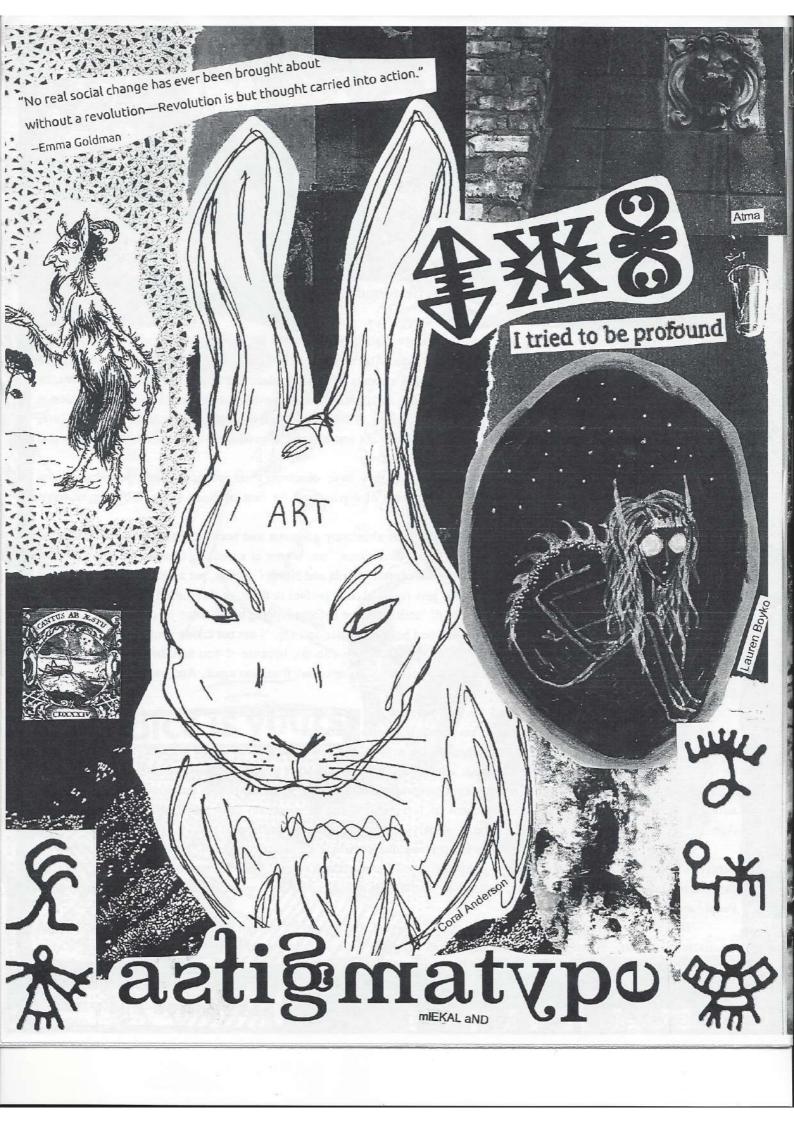
All this waste is very harmful to our environment, and merely adds to all the hunger and poverty that sweeps the nation. Uneaten food is the biggest component of U.S landfill and incinerators, says the Environmental Protection Agency, and is responsible for a large portion of America's harmful methane emissions.

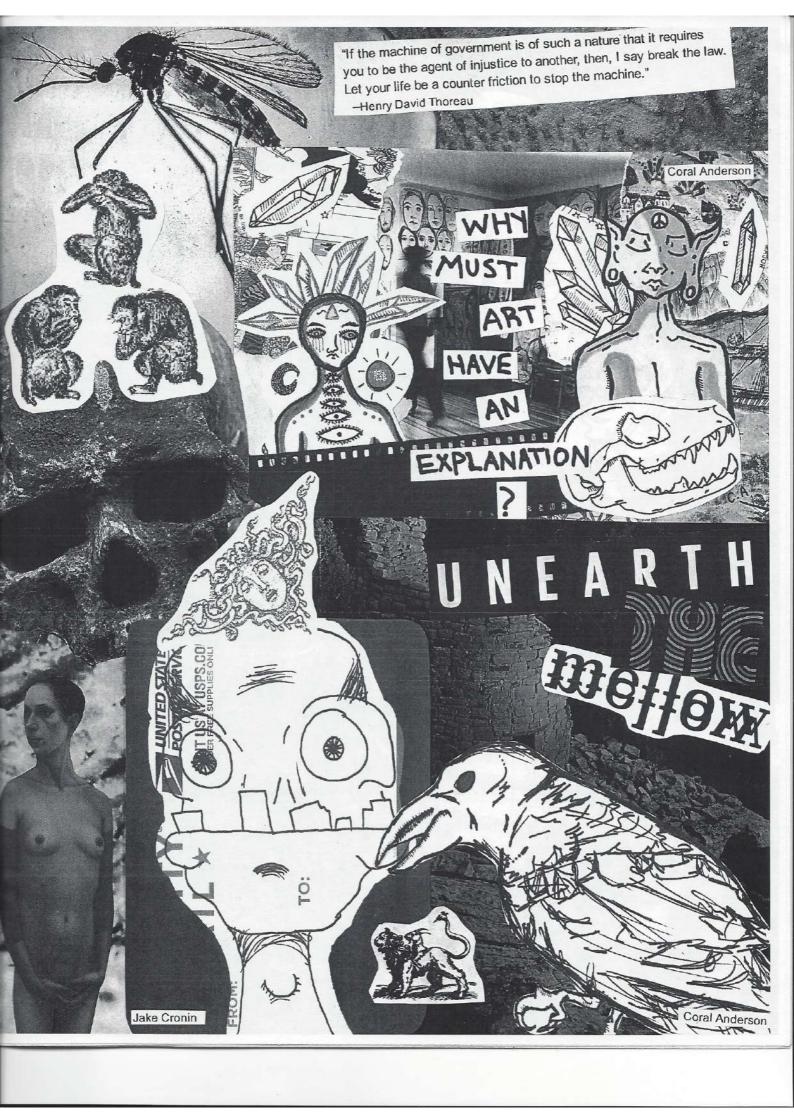
"There are a lot of people who are hungry and malnourished, including in the US. My guess is probably 5-10 percent of the population are still hungry—they still do not have enough to eat," said Shenggen Fan, director general of the International Food Policy Research Institute in Washington. "That is why food waste, food loss, matters a great deal. People are still hungry."

If we were to reduce our food loss by just 15 percent, this would be enough food to feed more than 25 million Americans per year. When one in seven Americans struggles for a sufficient food supply, reducing food waste is very important.

PLEASE RECYCLE BY SHARING WITH A FRIEND!

ALTERNATE FUTURES.





"In a time of universal deceit-telling the truth is a revolutionary act."

-George Orwell

Thom Locke

LIEI/NURE

MAKISUS



robot

Atma





