



*Transforming Food Waste:
Unleashing the Power of the Upcycled Food Movement*

August 16th, 2023

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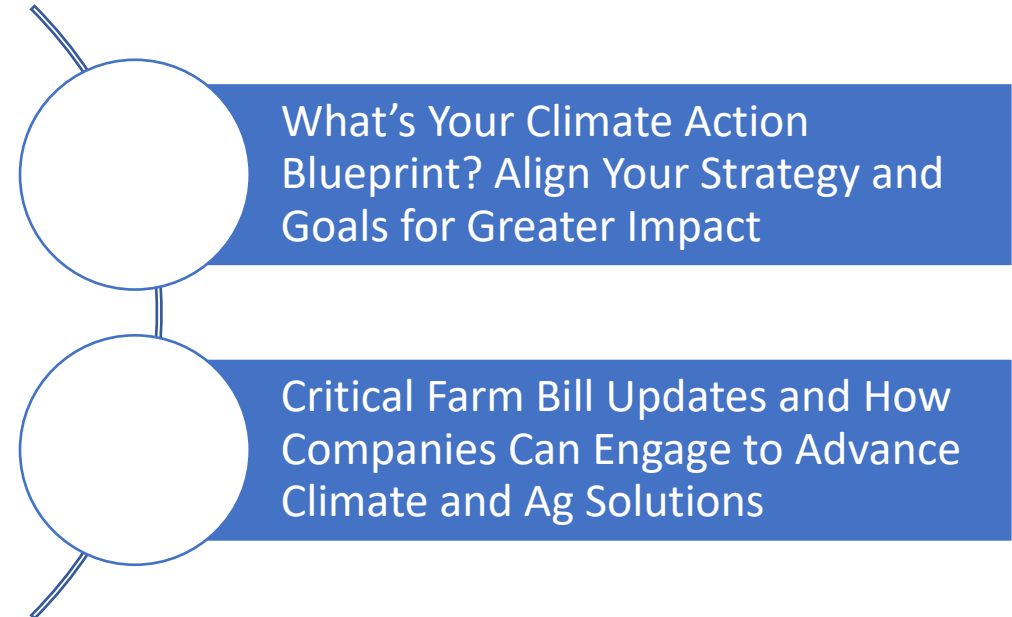
CLIMATE PROGRAMMING AT EXPO EAST!

**Friday, September 22nd
Philadelphia, PA**

**Morning Forest Summit:
10:30 am – 12:00 pm**



**Afternoon Sessions:
1:30 – 3:30 pm**



SPEAKERS



Caitlin Oleson
Director of Operations
& Programming,
Climate Collaborative



Emily Lafferty
Director of Operations,
Seven Sundays



Christina O'Keefe
Director of Sustainability
North America,
Kerry



Magenna Brink
Assistant Membership Manager,
Upcycled Food Association



The Climate & Business Opportunity of Upcycled Food

Magenna Brink

Assistant Membership Manager

magenna@upcycledfood.org

An estimated one-third of all food is lost or wasted globally!

45% Of all **fruits and vegetables**

35% Of all **fish and seafood**

20% Of all **cereals**

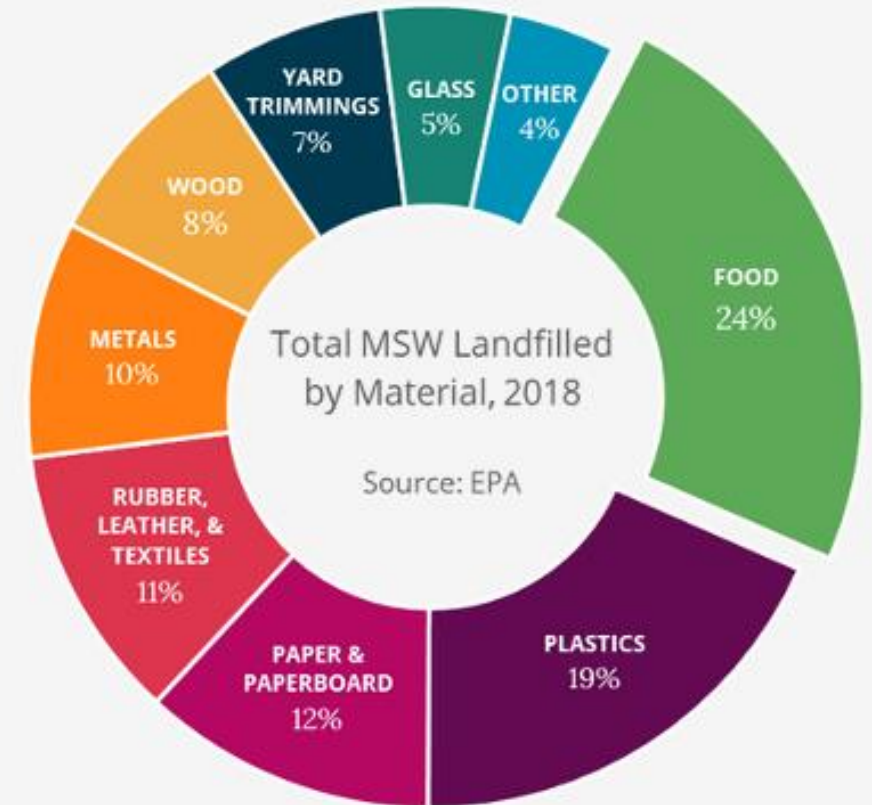
20% Of all **dairy products**

20% Of all **meat and poultry**

- **1.3 billion tons of wasted food**
- **Approximately \$1 trillion in costs**
- **Could feed 2 billion people**
- **Represents estimated 6-8% of GHGe**

Cutting methane offers a big opportunity to slow the rate of warming

- In the US, landfills are the the third largest source of methane
- Methane is the second highest contributor to global warming after carbon dioxide
- Food waste is the number one contributor to landfills



99%

Percent of people who think
food waste is an issue

Source: Mattson 2021 Study on Food Waste

UpcycledFood.org #BuyUp



Photo by Polina Zimmerman



ABOUT UFA

Through research, strategy, networking, and policy advocacy, Upcycled Food Association is building a food system in which all food is elevated to its highest and best use. UFA is comprised of Members from around the world.

Upcycled Food Association is leveraging market forces to prevent food waste by coordinating hundreds of companies and empowering millions of consumers to prevent climate change with the products they buy.

upcycled food

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“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.”

Defined by a team of experts from Harvard Law School, Drexel University, World Wildlife Fund, Natural Resources Defense Council, ReFED, and others



UFA MEMBERSHIP

Our Membership network is a growing community of 200+ upcycled food companies and leaders across 20+ countries representing the entire supply chain - CPG, Ingredient Supply, Distributors, Researchers, and more.





Why join as a UFA member?

We help get you and your customers get the maximum financial, social and environmental value from your supply chain through upcycling surplus food.



Membership Benefits



ENGAGE IN THE COMMUNITY: Attend in-person and virtual events to connect and network with top executives and global leaders from +250 upcycling companies.



GET NOTICED: Grow exposure for your company through UFA brand-building tools, media and press opportunities.



DRIVE SALES AT TRADE SHOWS: Promote your products and connect with buyers in the exclusive UFA booth at industry trade shows and receive up to 60% off trade show badges.



BE IN THE KNOW: Be the first to receive exclusive policy briefs, upcycled food research and industry news.



GET CERTIFIED: Receive discounts on upcycled product and ingredient certification fees and access custom launch support.



GROW INVESTMENT: Join the [Food Waste Funder Circle](#) to pitch your upcycling product and learn about the latest food waste innovations.



ACCESS EXPERTISE: Get guidance from industry experts through our free multidisciplinary advisory program.



BE A LEADER: Serve on UFA committees or join the Board of Directors to vote in UFA matters.

Upcycled Certified®

The world's first Upcycled Certified® mark provides consumers clear guidance about the presence of upcycled food ingredients in food, beverages, cosmetics, pet food, personal care products, household cleaners, and dietary supplements.



Benefits of being Upcycled Certified™



- Be a leader in addressing the climate crisis through food and consumer good solutions
- Offer more products to consumers that are aligned with their values
- Access brand-building tools and connections to accelerate your company's growth
- Strengthen supplier relationships and reduce supply chain risks



Upcycled Certified™ Trends



21%

Growth of sales of Upcycled Certified™ products between 2021 and 2022

62%

Of consumers are willing to pay more for a product that fights food waste

70%

Of consumers have greater intention to buy a product that is Upcycled Certified™



GET IN TOUCH



Upcycled Certified™

certification@upcycledfood.org

UFA Membership

membership@upcycledfood.org

Investment Program

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