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. (APES)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. (BFA)⁷