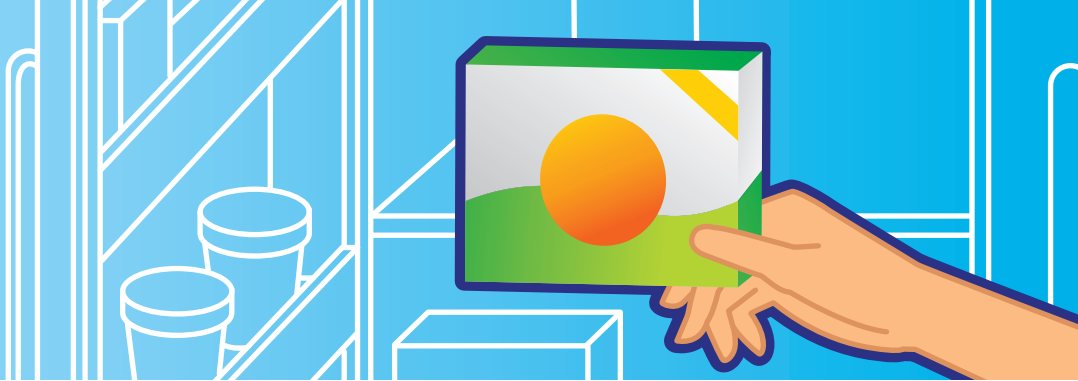
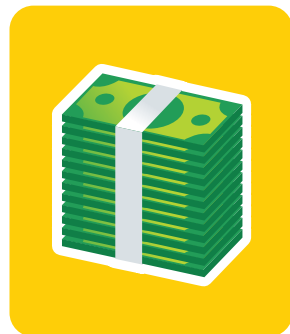


FROZEN: A FOOD WASTE SOLUTION



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. (AFFI)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

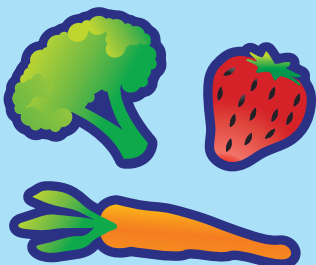
Did you Know?

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.



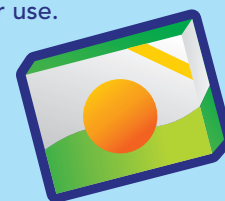
FREEZE

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. (FWA)⁷



**FROZEN FOOD
FOUNDATION**

1. Buzby, J., Wells, H.F., & Aulakh, J. (2014) The Estimated Amount, Value, and Calories of Postharvest Food Losses at the Retail and Consumer Levels in the United States, U.S. Department of Agriculture Economic Research Service. Web. (www.ers.usda.gov).
2. Gunders, D. (2012) Wasted: How America is Losing Up to 40 Percent of Its Food from Farm to Fork to Landfill, National Resources Defense Council, 4. Web. (www.nrdc.org).
3. Ibid., 12.
4. Ibid., 12.
5. (2015) Food Waste Survey, American Frozen Food Institute prepared for by Golin and Toluna.
6. Martindale, W. (2014) Using consumer surveys to determine food sustainability, British Food Journal, Vol. 116 Iss. 7, 1198. Web. (www.emeraldinsight.com).
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