

# COLLABORATIVE FOR FRESH PRODUCE

Fighting Hunger by Fighting Food Waste



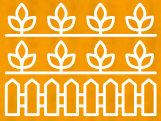
Collaborative for  
Fresh Produce™

## THE PROBLEM



**1 in 8 Americans**

struggles with food insecurity and lacks access to fresh produce.



**20 billion pounds**

of edible produce are left in the fields to rot or wasted each year.



## THE GOOD NEWS



Access to fresh produce that's crucial for a healthy lifestyle is NOT a problem of supply, it's a problem of distribution – **and one that can be solved.**



## THE SOLUTION



**COLLABORATIVE FOR FRESH PRODUCE**

A non-profit organization partnering with commercial farmers and food banks to efficiently collect and distribute donations of imperfect and surplus produce to food banks and the hungry families they serve.



**OUR STRATEGY FOR SUCCESS**

- ✓ Strong Partnerships
- ✓ Supply-Chain Optimization
- ✓ Cloud Technology
- ✓ Sustainable Model

# SUCCESS



The Collaborative for Fresh Produce **distributed more than 50 million pounds of produce** in its 2018 pilot year to 21 food banks, and plans to grow distributions to **150 million pounds annually by 2021** to more than 40 food banks in the Southwest.



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## WHAT'S NEXT

We're raising growth capital of \$2.5 million to provide the food insecure with 300 million pounds of fresh produce over the next three years. Join **Lyda Hill Philanthropies, Draper Richards Kaplan Foundation and the Michael & Susan Dell Foundation** to fight hunger by fighting food waste

As a non-profit organization, the Collaborative for Fresh Produce is poised to **radically change our nation's hunger-relief system** and become the:

- ✓ #1 outlet of surplus produce for farmers
- ✓ #1 source of affordable produce for food banks

To learn more, contact [FreshProduce@CFProduce.org](mailto:FreshProduce@CFProduce.org).

**FIGHTING HUNGER BY FIGHTING FOOD WASTE**