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ReFED's Roadmap to 2030

The Fall 2018 newsletter discussed ReFED's "A Roadmap To Reduce U.S. Food Waste By 20 Percent". A collaboration of over 30 business, nonprofit, foundation, and governmental leaders, it represented the first time anyone had tried to quantify the impact of food waste, and offer solid solutions toward its reduction. Then in 2019 EPA upped the ante, calling for a 50% reduction in just over 10 years. Eager to answer the challenge, ReFED published a comprehensive update this past February entitled [Roadmap to 2030: Reducing U.S. Food Waste by 50%](#).

The study details actions to be taken along the food distribution chain, the levers or tools needed to take them, and the investments needed to pay for it all. An At-A-Glance version can also be found by clicking [here](#). For those not interested in a deeper dive, the following are some of the Roadmap's top recommendations from stakeholders along the food chain.

Food waste is a system-wide problem, and it requires everyone throughout the food system to make changes to the way they're currently doing business. Many solutions require more than one stakeholder to implement, but the benefits can be experienced broadly as well. Those that are not directly connected to the food system – including Capital Providers and Policymakers – also have an important role to play.

Producers

- **Identify alternative markets:** Build relationships with alternative markets to diversify sales channels and find new markets for crops otherwise left in the field, such as fast-growing "imperfect" product companies and online marketplace platforms.
- **Propose new buyer arrangements:** Propose new arrangements with buyers that 1) expand product specifications in a minimal but impactful way; 2) establish new contract types such as whole crop purchasing; and 3) lead to better upstream communication of demand, including data tools that could facilitate this.
- **Establish donation channels:** Build direct relationships with food recovery organizations and gleaners to have greater options to capture donatable product.
- **Participate in emerging tools and efforts:** Engage with existing and emerging technical tools and collaborative efforts (e.g., harvest data collection platforms, planting schedule coordination, etc.) to better align production with market demand and track harvest and yield patterns over time.

Manufacturers

- **Upcycle byproducts:** Dedicate R&D resources to create upcycled product lines for edible byproducts.
- **Optimize manufacturing lines:** Reengineer processes and product design to reduce waste during production and product line changeovers.
- **Improve package design:** Create packaging solutions that 1) enable transferability between supply chains, such as foodservice to retail; 2) reduce household waste, such as sub-packaging, resealing, active and intelligent packaging, smaller sizes, and usability information; and 3) standardize date labeling and extend dates for quality-based date labels where possible.
- **Recharge distressed sales:** Recharge distressed sales through doubled-down internal efforts or external solution providers, as there is often more opportunity there.
- **Allow donation:** Eliminate any mandatory destruction requirements in vendor agreements, allowing for donation instead.

Retailers

- **Enhance demand planning:** Optimize forecasting and inventory management systems throughout operations with demand planning informed by machine learning.
- **Employ dynamic pricing models:** Implement dynamic pricing and markdown strategies such as markdown alert apps that increase sales of short-life product.
- **Implement advanced distribution technologies:** Implement technologies that will inform product quality and shelf life, such as early product analysis and detection, and incorporate intelligent routing solutions using dynamic decision-making based on product freshness.
- **Buy more of what is grown:** 1) stabilize buyer-grower relationships and innovative purchasing models, such as whole-crop purchasing, to ensure full utilization of product grown; and 2) revise product specifications to accept broader cosmetic variety, using more of what is actually grown; where not feasible, create established "imperfect" product lines.
- **Assist customers with food management:** Educate and assist consumers in better home food management through in-store information, food preparation services (e.g., meal kits, on-demand cutting or butchering), appropriate promotions, and customized product tips.

Foodservice

- **Offer reduced portion sizes and "à la carte" choices:** Discourage plate waste by reducing portion sizes and/or offering customers flexibility in portion sizes, sides, and à la carte options.
- **Track waste:** Implement waste tracking processes to inform production, menu planning, and inventory management.
- **Design low-waste menus:** Implement low-waste menu design solutions, including smaller menus, product repurposing, and whole-product utilization.
- **Sell end-of-day product:** Employ dynamic pricing options for end-of-day sales, such as late happy hours or using markdown alert apps.
- **Establish donation relationships:** Establish relationships for collection of extra food for donation, either directly with organizations or through matching software solutions.



CARROT CAKE COCONUT MACAROON

Transform your frequently discarded carrot pulp into a sweet treat

Finally, a recipe to make use of the frequently discarded carrot pulp from your juicer! After juicing, you'll be left with shreds of carrot that function similarly to coconut shreds. Pro tip: if your pulp is moist, dry it out by placing on a cookie sheet and baking it in the oven before beginning the recipe (it should be a dry, flaky consistency). Then, let the transformation from vegetable scrap to dessert begin!

USES UP Carrot Pulp	MAKES 10 pieces
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INGREDIENTS

- 1 cup shredded coconut
- 2/3 cup carrot pulp
- 1/3 cup chopped pecans
- 1/4 cup chopped currants or raisins
- 1 tsp ground cinnamon
- 3 Tbsp maple syrup
- 1 egg white

DIRECTIONS

- Preheat oven:** Heat to 350°F.
- Mix Ingredients:** Place the shredded coconut, carrot pulp, chopped pecans, currants, cinnamon, maple syrup, and egg white into a bowl and mix well. Mixture should hold together when squeezed into a ball.
- Prepare cookie sheet:** Use a 1 1/2 oz cookie scoop to scoop the mixture onto a cookie sheet lined with parchment paper. Make sure to press the mixture into the scoop so it holds together once baked.
- Bake:** Bake the macaroons for about 15 minutes, or until edges are a golden brown.
- Cool:** Cool for 10 minutes on the cookie sheet

CREDIT: Molly Chester from the film *The Biggest Little Farm*



ONIONS

REFRIGERATE IT: No **AT FRESHEST:** Whole, several months; cut, 7 days

OPTIMAL STORAGE: Store whole onions in a cool, dark, dry, well-ventilated place. Do not store in plastic. Remove onions with mold or other signs of dampness immediately so others aren't affected. Storing in hanging sacks is a great idea, as it encourages ventilation. Do not store near potatoes; onions will cause the potatoes to sprout. Partially used onions should be stored in an airtight container in the refrigerator, with the peel left on if possible.

FREEZING: Remove the skins and root. Chop and freeze raw. Don't blanch. Plan to use in cooked dishes when thawed.

USE IT UP/REVIVAL: Onions sprouting green tops are still safe to eat; simply remove the green sprouts and peel as usual. Use the green sprout as you would a green onion.

If there are layers of onion that are bruised or rotten, peel them away until you get down to a fresh layer. The sliced-off (and cleaned) ends of an onion can be saved and used for soup stock or can be put into a pot of cooking beans for added flavor. Onion peels can be used to make a dye for Easter eggs or even fabric. You'll get a gold color from yellow onions and a purplish brown color from red onions. The sliced-off root end of an onion can be planted.

PEPPERS

REFRIGERATE IT: Yes **AT FRESHEST:** Whole, 5 to 7 days; cut, 3 days

OPTIMAL STORAGE: Do not wash until ready to use. Store in a breathable bag in the low-humidity drawer of the refrigerator. Store cut peppers in an airtight container in the refrigerator.

FREEZING: Wash and core peppers, chop and lay out on a baking sheet to freeze, then transfer to an airtight container. Can also be blanched. Or roast peppers and then flatten them and pack into zip-top freezer bags. Best used for cooked dishes, as crispness can be lost when thawed.

USE IT UP/REVIVAL: Drying (hot peppers)—If you have a lot, string them up together and hang in a well-ventilated place in the sun as long as the evenings don't get cool enough to cause dew. Alternatively, use a dehydrator or place in the oven at 120°F/50°C for several hours until fully dry.

Green peppers last a lot longer than red peppers, which are fully ripe when picked. All peppers start out green on the plant, then change to red or yellow, purple, etc.

POTATOES

REFRIGERATE IT: No

AT FRESHEST: New potatoes, 2 to 3 days; mature potatoes, 2 to 3 weeks; a few months in a root cellar environment

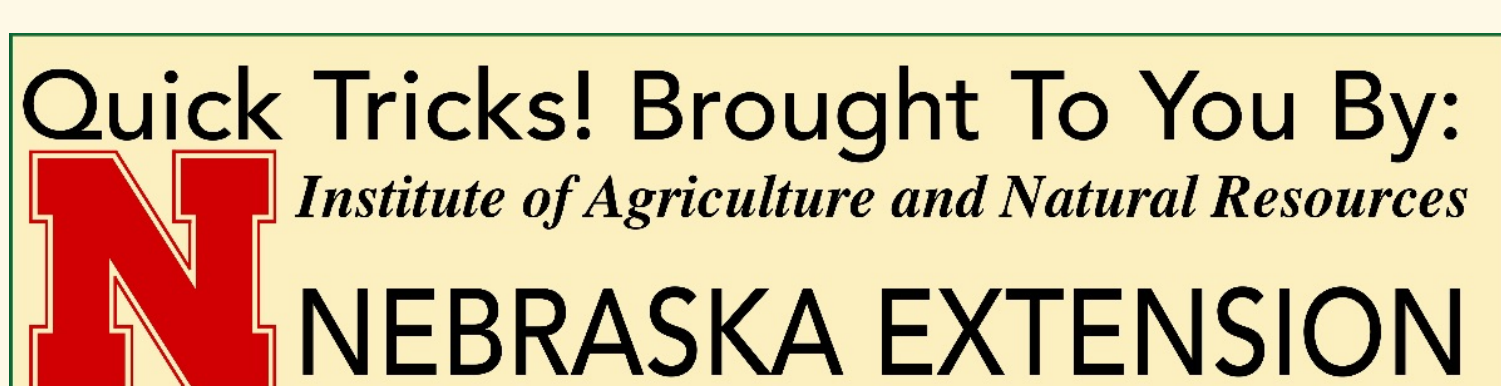
OPTIMAL STORAGE: Do not wash until ready to use. Store away from sunlight in a cool, dark, dry, well-ventilated place, in a bag with ventilation—mesh, paper, burlap, or perforated plastic.

FREEZING: Not recommended. If you must, you can cook, mash, add 1 Tbsp white vinegar, and place in an airtight container.

USE IT UP/REVIVAL: Greening potatoes should be peeled deeply or discarded, as the green can indicate natural toxins that are not destroyed by cooking; sprouts should be cut out before using potatoes.

Bruised or damaged potatoes can be salvaged by peeling away outer layers and removing rotting pieces with a paring knife. Potato cooking water can be used to add flavor to yeast breads. If you've over salted a soup, cut a boiling potato into slices and add to the pot. Simmer for 5 to 10 minutes and remove the potato; it will have absorbed some of the salt.

To download the entire Food Storage Guide, go to: www.savethefood.com/food-storage



QUICK TRICKS

How to Store and Prepare Fresh Fruits and Vegetables to Prevent Food Waste

Alice Henneman, MS, RDN Extension Educator

About 90 billion pounds of edible food goes uneaten each year in the United States, costing consumers about \$370 per person yearly. Tossed fruits (\$45) and vegetables (\$66) account for about 30% of this amount. Proper storage and preparation of fresh produce can help save money and better utilize the resources that go into producing food (land, water, energy).

Following are some methods for prolonging the life of fresh produce.

Ripening Produce on the Counter

Some produce can be ripened on the counter and then stored in the refrigerator. Examples include: avocados, kiwi, nectarines, peaches, pears and plums. Avoid leaving produce in a sealed plastic bag on your countertop. This slows ripening and may increase odors and decay from the accumulation of carbon dioxide and depletion of oxygen inside the bag.

To ripen these foods faster, place them in a ripening bowl or a loosely closed paper (not plastic) bag, such as a lunch bag, at room temperature.

For more waste reducing tips, go to: www.food.unl.edu/cook-it-quick-documents/makeover-your-leftovers.pdf



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