



Upcycle & UPLIFT

MOVING FOOD FORWARD: PRODUCT INNOVATION

Our mission is to create nutritious food from surplus farm products in a way that extends shelf life & adds value for our communities in need (upcycling). By partnering with manufacturers to create retail items to fund the same quality items for donation, we can provide better food for clients AND engage socially conscious consumers in our mission in an exciting new way.

HOW IT WORKS



MOTIVATION

Last year Philabundance rescued 28 million lbs of perfectly good food from going to landfills and provided it to 90,000 of our neighbors in need. This is nothing compared to the sheer size of these two inextricably linked challenges: food waste & food insecurity. **We can do more.**

CONNECTING FARMS TO FAMILIES:

AN ABUNDANTLY GOOD PARTNERSHIP

- Collaborating with PA foodbanks saved 12 tankers of milk by upcycling them into cheese
- Utilizing surplus milk creates quality cheese for our neighbors and extra business for local farmers
- Buying “Abundantly Good” brand retail cheese gives \$1 per pound to Philabundance’s upcycling programs
- Partnering with local farms creates more opportunities to utilize surplus in creative ways

THE FUTURE OF UPCYCLED PRODUCTS AT PHILABUNDANCE


- Developing new products with farm surplus (tomato sauce for our agencies, tomato jam for retail)
- Increasing “Abundantly Good” distribution to like-minded retailers (natural co-ops, Whole Foods, The Common Market)
- Promoting Philabundance’s upcycling message through social media, culinary events, and press

MARKET POTENTIAL:

WILL IT SELL?

We are collaborating with the Surplus Foods R&D Center at Drexel University to make sure the products we develop are tasty, safe, and nutritious. Their research has found that Value-Added Surplus Products (VASP) may be able to fetch a price premium like those afforded to organic foods.* In short, people feel good about buying Abundantly Good and value the impact of their purchase.

*Bhatt S, Lee J, Deutsch J, Ayaz H, Fulton B, Suri R. From food waste to value-added surplus products (VASP): Consumer acceptance of a novel food product category. J Consumer Behav. 201; 1-7. <https://doi.org/10.1002/cb/1689>



TO DATE: DiBruno Bros. sales have yielded close to 3,000 lbs. of donated cheese