



Upcycle & UPLIFT

MOVING FOOD FORWARD: PRODUCT INNOVATION

The goal of Abundantly Good™, a Philabundance brand, is to take surplus farm products and *upcycle* them into quality products for those in need. This allows us to *uplift* our clients through better food, *uplift* farmers through economic opportunities AND engage socially-conscious consumers in Philabundance's mission to drive hunger from our communities today and end hunger forever.

HOW IT WORKS



Upcycled
SURPLUS



High Quality
PRODUCTS



Uplift
FARMERS & FAMILIES

WHY ABUNDANTLY GOOD?

Last year Philabundance, the area's largest hunger relief organization, rescued 28 million pounds 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 and food insecurity. **We can do more.**

CONNECTING FARMS TO FAMILIES

- Original collaboration with PA food banks saved 12 tankers of fluid milk from being dumped by creating low-cost, natural cheese
- A key partnership of Abundantly Good between DiBruno Bros. and local farmers provides a sustainable source of funding for the program
- \$1 from every pound of Abundantly Good cheese sold goes toward the production of upcycled cheese that Philabundance provides for free to its clients

THE FUTURE OF ABUNDANTLY GOOD

- Expanded distribution of cheese through like-minded wholesalers, retailers and restaurants, including Riverwards Produce, Weavers Way, Common Market and Tria
- Upcycled products in development: Spiced tomato jam for retail, surplus tomato sauce and tomato soup and skim milk yogurt in production for clients

MARKET POTENTIAL

Our partner in innovative solutions that reduce food waste, The Surplus Foods R & D Center at Drexel University, has found that customers will value the positive impact of their purchase of Abundantly Good upcycled products — aka Value-Added Surplus Products (VASP) — similar to their value of organic food labeling*

*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. 2013; 1-7. <https://doi.org/10.1002/cb.1689>