



*Working to build a more sustainable Fargo-Moorhead food system through education, networking, and community organizing*



## Becoming #FMuglyfood

- August, 2015: Gia, Jeff and Megan end up watching a segment by John Oliver on food waste.
- Since then, they have built a team of committed community organizers to host regular conversations around food waste and sustainability

APPROXIMATELY 10% OF HUMAN  
MADE GREENHOUSE GAS EMISSIONS  
COME FROM PRODUCING,  
TRANSPORTING, STORING AND  
PREPARING FOOD THAT  
IS NEVER EATEN.

#FMUGLYFOOD

(Tristram Stuart)

ABOUT 1 BILLION PEOPLE  
ARE CHRONICALLY  
UNDERNOURISHED OR  
"HUNGRY". OUR EXTRA  
(OFTEN WASTED) FOOD,  
COULD FEED THE  
WORLD'S HUNGRY MORE THAN  
THEIR ENTIRE DIET.

#FMUGLYFOOD

(FAO) (Tristram Stuart)

THERE WILL BE AN ESTIMATED  
9 BILLION PEOPLE IN  
THE WORLD BY 2050  
WITH THAT, AND MORE AND  
MORE SOIL BECOMING UNUSABLE,  
70% MORE FOOD WILL  
BE NEEDED THAN WE  
PRODUCE TODAY.

#FMUGLYFOOD

(FAO)

AS MUCH AS 40%  
OF PRODUCE GOES  
UNEATEN BECAUSE  
IT DOESN'T MEET  
RETAILERS' STRICT  
COSMETIC STANDARDS

#FMUGLYFOOD

(U.K. Global Food Security Programme)  
(NRDC) (United Nations Environmental Program).

ABOUT 50% OF ALL  
WASTED FOOD HAPPENS  
AT THE FARM AND IN  
TRANSIT BEFORE THE  
FOOD EVEN REACHES  
THE DISTRIBUTORS, STORES  
AND OUR PLATES.

#FMUGLYFOOD

(FAO)



ONE MAN'S  
UGLY FOOD  
IS ANOTHER  
MAN'S FEAST.

REMEMBER WHEN YOU'RE TOSSING  
FOOD LIKE TRASH, 49 MILLION  
AMERICANS ARE FOOD INSECURE.  
HAPPY CLEAN-UP WEEK F-M!

#FMUGLYFOOD



#FMUGLYFOOD

# What we've done

In just over a year, Ugly Food of the North has:

- Hosted 17 events

- Developed 34 partnerships with local businesses/organizations

- Hundreds of attendees + countless conversation

- Launched the Little Free Garden project

- Social reach: 1,693 Facebook Likes - 672 Instagram followers & 476 Twitter followers

# What we can do for FARMERS

1) Raise awareness about food waste & encourage less discrimination

2) Ugly food for sale in local community markets & grocers!



**Goal:** less food wasted and increased profits for local growers & producers



# What's coming next...

☀ Community Potluck Ft. Jonathan Bloom

Monday, February 20th 5-7pm @ Drekker Brewing Co.

☀ Ugly Food Challenge: Winter Edition

March 27<sup>th</sup> – 31<sup>st</sup> 2017

☀ Little Free Garden Build + 100 Mile Market

Saturday, April 22<sup>nd</sup> @ Bluestem Amphitheater

☀ Slug Run 2017

Saturday, May 20<sup>th</sup>

# Thank you!



#FMUGLYFOOD