

# Research Presentation

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# Initial Research



# Secondary Research: Food Waste

Grocery stores contribute approximately **5 million tons** of food waste annually

Of those 5 million tons:

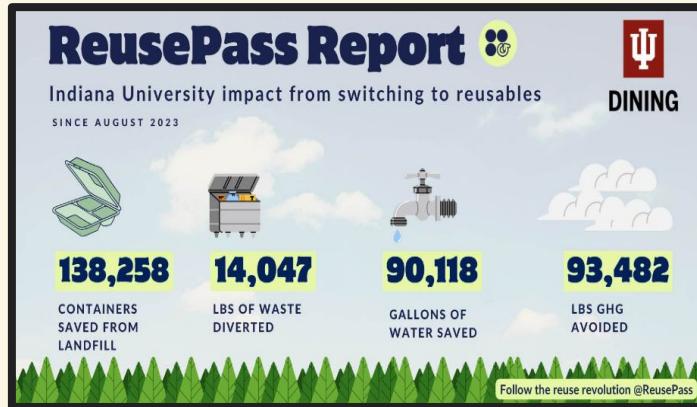
- **30% is trashed**
- 18% is composted
- **19% is donated**
- 17.5 is converted to animal feed
- smaller percentages are used for energy production



# Secondary Research: IU

## What is IU doing for food waste?

- reusable take-out containers
- compostable materials
- trays replaced with china and silverware
- AYCTE proven to reduce food waste
- sustainable food sources



# The Acorn Squash Problem

1. General issue of food donations being wasted as there is a cultural divide between the giver and the recipient.
2. More food waste generated from unwanted food donation items.
3. Barrier of understanding between those needing food and those donating.



# Secondary Research: Food Insecurity

In the US (2023):

- 47 million people were food insecure
- More than 50 million people used food assistance opportunities
- Food insecurity was significantly higher than 2022 (13.5% to 12.8%)

In Bloomington:

- Monroe County has a “*16 percent food insecurity rate, higher than both the state and national averages..*”
- Community Kitchen, often sees students come into the pantry because of financial struggles, having to work multiple jobs, and some having to send money back home to their family.

# Secondary Research: IU

## What is IU doing for food insecurity?

- campus kitchens provide food and training to volunteers
- food items are donated to Crimson Cupboard Food Pantry
- sustainability and regenerative agriculture found at IU Campus Farm
- Hilltop Gardens' Healing Garden provides produce for Crimson Cupboard
- list of food kitchens/pantries and locations to get prepared meals



# Secondary Research: Improvements

1. Businesses lose **\$2.6 trillion** annually to food waste
  - **61%** of consumers feel businesses should do more to reduce food waste.
  - **91%** of consumers would prefer to purchase from businesses that reduce food waste.
2. For every \$1 a company invests in food waste reduction, it can expect a **\$14 ROI**.

## Solutions

1. Too Good to Go:
  - has saved 200+ million meals
2. Misfits Market:
  - rescued 26,444,000+ lbs of food from waste in 2023
    - has rescued a combined total of 207 million pounds of food from waste

# Secondary Research Insights

- Businesses contribute heavily to food waste
  - Significant loss in revenue
  - Small percentages are donated/composted
- Food insecurity is a national and local concern
  - Bloomington's food insecurity rate is higher than the national average
  - Food insecurity rate seemingly increasing in recent years
- Existing solutions for both problems
  - IU promotes regenerative agriculture, food pantries, and sustainability
  - Several food pantries and prepared food locations
  - Businesses can expect increased ROIs when investing in food waste reduction
  - Misfits Market and Too Good to Go

# Primary Research



# Interview: Roommates

## Summary:

- Consumer opinions
  - Would prefer and would support businesses that do more to prevent waste
  - Interested in Misfits Market and too good to Go solutions
- Spending habits
  - Would enjoy a way to see all local food deals/opportunities
  - Grocery prices are very high, especially for healthy food/produce

# Interview: Ben Nordstrom

- Smart shopper who has a set budget when grocery shopping
- Wants to pay as little as possible for healthy & whole foods
- Will base his shopping off of what he finds available in the flash deals



# Interview: Hoosier Hills Director

## Summary:

- Population
  - sees a diverse group of individuals coming to the pantry
  - those who come in aren't always on the extreme end of experiencing food insecurity
- Financial Struggles
  - getting long standing financial support can be difficult and requires various means to maintain the success of the pantry (i.e, food drives, donation events, etc..)
- Opportunities
  - has implemented newer technologies to speed up bagging/sorting processes

# Interview: VCU Food Pantry Manager

- Food pantry is referral based
- Witnessed excess food waste when working at chain restaurants
- Helped work on little ran pantry
- Believes that there should be more money invested by the university to combat food insecurity



# Primary Research Insights

- Cost is primary consideration when shopping, especially for healthy foods.
  - students prefer to spend less on healthy produce
  - students would be interested in partaking in flash deals of some sort
- Funding is an ongoing concern for food pantries
  - Colleges operate as businesses, so it is difficult to raise funding for food insecurity
- Other campuses have existing measures to provide food
  - Some colleges have deployed food shelves around campuses
  - Students use group chats to alert each other of free food opportunities
- There is a surplus of food waste
  - Dining halls circumnavigate food waste through different measures of distributing food
  - Local businesses often have to throw out leftover food

# Works Cited

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<https://www.feedingamerica.org/hunger-in-america>

<https://dining.indiana.edu/social-responsibility/index.html>



# Thanks!

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