



a **fed** ebook

getting **fed** the right way



At **fed**, we encourage our consumers to be knowledgeable about what goes into their bodies.

There is a lot of information to decipher given the vast amount of material that is available on the internet.

Part of our commitment to our consumers is to distinguish fact from fiction and develop our menus accordingly.

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Thank you for expressing your interest in Brooklyn's most convenient and reliable source for overcoming obstacles to treat your body right.

Fed delivers locally grown, responsibly sourced, chef prepared meals and snacks right to your door.

Vegan? We got you.
Vegetarian? No problem.
Meat lover? We get it.
Organic only? We do that.

Just one box, up to two times a week, ensures that your fridge is always stocked with the highest quality food.

When Fed feeds you, you don't have to worry about meal prep, kitchen cleanup. You can trust that all of our food is responsibly sourced, freshly made and is never frozen, and your body will thank you.

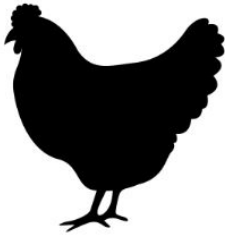
Our Story

Fed all started when 3 health and eco-conscious Brooklynites regularly found themselves with a full schedule and an empty fridge. They discovered that many factors contribute to their dietary decision making, but there are two looming issues that impact everybody. The first is that time and money make it difficult to gain access to the right foods; and the second is that misinformation and lack of transparency in the industry impede on the public's understanding of how food impacts the body. Recognizing that these issues were not unique to them, they took matters into their own hands -- and so Fed was born. At Fed, we realize that the busier you are the harder it may be to eat consciously, consistently.

So, you bustling Brooklynites, prepare to get fed!

What the food industry isn't telling you

99% of livestock are raised in factory farms



Animals raised on factory farms are bred to grow faster and larger, which results in painful conditions and deformities. These animals suffer needless mutations and cramped, confined living conditions.

Animal food production is one of the world's leading causes of climate change.



Animal food production now surpasses both the transportation industry and electricity generation as the greatest source of greenhouse gasses.

Every year, approximately 1.1 billion pounds of pesticides are used in the US for agriculture



An estimated 99% of these pesticides leech into the environment or are left as residues on food.

Why Eat Organic?

Organic products have exploded in both popularity and availability. But what most people don't understand is that organic food, while being good for you, is also better for the environment. The organic practices that go into making those products are set to standards by the National Organic Standards Board that aim to promote ecological harmony and biodiversity, while minimizing the use of synthetic materials.

Why it's good for the planet:

Organic standards prohibit the use of most chemical pesticides and fertilizers, irradiation, and sewage sludge.

Why it's good for animals:

They prohibit the use all of antibiotics, and require that animals have access to the outdoors. They also require that animals be fed on 100% organic feed.

Why it's good for us:

By producing food organically, we can increase the biodiversity of our farms and their soil. These practices also help to ensure higher quality meat and decrease the possibility of antibiotic resistance. Most importantly, organic practices help us to create a balanced way of producing and consuming, thus ensuring our ability to produce food in the future.

Why Eat Local?

Local farms typically use production methods that improve or maintain the health of the soil, which tends to grow crops that have a higher nutritional value.

Locally sourced food is fresher, lasts longer, and tastes better too! This is because it hasn't been flown thousands of miles or been sitting in a truck for days.

By supporting local farmers, money is recycled back into your community!

Without the long travel from farm to store, there is less CO₂ production making it safer for the environment and keeps farmland and beautiful spaces near you.

The fewer steps from farm to fridge result in less chance of contamination.

The background image shows a massive pile of residential waste at a landfill. A yellow bulldozer is visible at the top left, pushing the trash. Several people are seen scavenging through the waste. The sky is clear and blue.

Curbing Waste

The way we eat affects us even after we've put down our forks. Sustainable consumption requires us to think about the full life-cycle of our food.

10,000 tons of residential trash are collected everyday by the New York City Department of Sanitation

Sourcing our food responsibly wouldn't help much if we're contributing massive amounts of packaging waste to local landfills. And while NYC has worked to expand its recycling program, much of what we recycle actually ends up in landfills due to low demand for recycled plastics. That's why we use reusable, recyclable containers that are produced locally from recycled materials.

Eating Consciously

Knowing where your food comes from and what it does for you and to the environment is vital to eating consciously. A consistent whole foods, plant based diet can be enjoyed by anyone and does not inherently restrict meat eating.

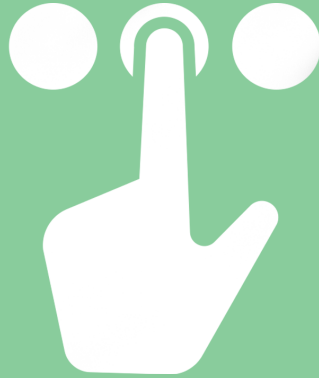
This doesn't mean salads and celery sticks for life, in fact there are many healthy ways to add flavor and variety to your daily diet. You will easily forget white breads ever existed when munching on grains like farro, barley, quinoa, spelt, and sorghum.

So now that you know what we stand for, let's get Fed!

How to use fed



Choose your pack



Choose your items



Choose your
delivery date

and get a pack full of nutritious
meals and snacks right to your door

find us at
getfednyc.com
or connect with us

