Scaling Action:
Opportunities for Food Waste Solution Providers to Engage with ReFED

OCT 14 | 1:00PM ET

PARTNER WITH US
The ReFED Insights Engine is a data and solutions hub for food loss and waste, designed to provide anyone interested in food waste reduction with the information and insights they need to take meaningful action.

1. **Launch the Insights Engine**

2. **Understand the Problem**
   - Find out how much food is being wasted in the US, learn why it’s happening, and see where it goes.
   - Visit the Food Waste Monitor

3. **Find Solution Providers**
   - Explore our database of 700+ organizations offering products and services to help you reduce food waste.
   - Visit the Solution Provider Directory

4. **Explore Solutions**
   - Learn which food waste reduction solutions are the most relevant and impactful for meeting specific goals.
   - Visit the Solutions Database

5. **Calculate Impact**
   - Quantify the climate, natural resource, and food security impacts of wasted food.
   - Visit the Impact Calculator

---

[Image of the ReFED Insights Engine interface]
The ReFED Team

Dana Gunders  
Executive Director

Katy Franklin  
Operations Director

Shawn Shepherd  
Development Director

Alexandria Coari  
VP, Capital, Innovation & Engagement

Alejandro Enamorado  
Capital, Innovation & Engagement Manager

Angel Veza  
Capital, Innovation & Engagement Sr. Manager

Caroline Vance  
Capital, Innovation & Engagement Director

Dean Van Hollebeke  
VP, Data & Insights

Selena Mao  
Data & Insights Analyst

Jeffrey Costantino  
Communications Director

Vanessa Mukhebi  
Communications Manager

Jackie Suggitt  
Capital, Innovation & Engagement Director

Lily Herd  
Capital, Innovation & Engagement Manager

Sarah Munger  
Capital, Innovation & Engagement Analyst
A database of ~900 nonprofit and for-profit organizations ready to help implement food waste reduction initiatives.

**Call to Action:**
Provide or update your data to highlight your organization's information and impact.

**Sample Use Cases:**
- **Food Businesses** can find food waste solution providers that operate in their area.
- **Investors** can find solution providers that match their investment thesis.
- **Solution Providers** can communicate their environmental and social impact to potential clients and investors.

For any questions, please contact sarah.munger@refed.org
Overview:
The Kroger Co. Zero Hunger | Zero Waste Foundation Innovation Fund, in collaboration with Village Capital, used ReFED tools to assess the market, identify potential opportunities, and standardize impact measurement for their 2021 $2.5M open call.

Result:
Our tools provided critical comprehensive data and lists of solutions with their impacts, which helped identify the innovation area they wanted to focus on supporting and scaling: upcycling.

They used ReFED’s Solution Provider Directory and our network of food system stakeholders to find solution providers to fund and accelerate.
2. Update Your Food Waste Solution Data

Providing data on the effectiveness of your solutions enables you and your organization with an opportunity to:

- Gain exposure to 2000+ weekly users of the Insights Engine, which include food businesses, investors, government representatives, and more
- Attract new sources of capital required to accomplish objectives and scale operations
- Enables ReFED and its network to better support you and the growth of your impact

Complete the survey to update your profile in the Solutions Provider Directory

Follow the link in the chat

Food Waste Solution Data Update - Insights Engine Reporting

Important Information

ReFED is surveying its growing network of food waste partners to fill a few remaining data gaps to better quantify the effectiveness of food waste reduction solutions and the associated costs and benefits of implementation. We are asking you to complete this survey to help ensure that solutions are accurately modeled and reflected in the next update of the ReFED Insights Engine. With more granular data and up-to-date information, the Insights Engine is a data and solutions hub designed to provide anyone interested in food waste reduction with the information they need to take meaningful action to address the problem.

Reporting this data enables ReFED to estimate impacts of implementing food waste reduction solutions; identify trends, growth areas, and gaps in food waste innovation; and help to drive development of the most efficient, scalable solutions while attracting new sources of capital to this dynamic space.

If you are a solution provider who is not currently part of the Solution Provider Directory, please complete a sign-up form before filling out this survey.
Overview:
ReFED acted as strategic advisor and impact measurement expert for a $16M Series B funding round for Mori, led by the Drawdown Fund.

Drawdown and the other investors involved in the round used ReFED’s Insights Engine’s cost/benefit, market, and cause applicability data provided by solution providers in the shelf-life extension space to inform their diligence.

Result:
The funds are being used to accelerate commercialization into numerous categories and geographies, as well as to expand Mori’s product development pipeline.
Insights Engine: Solutions Database

A stakeholder-specific, comprehensive cost-benefit analysis of 40+ food waste reduction solutions based on impact goals (diversion potential, financial, environmental, etc.), plus detailed fact sheets on each.

Sample Use Cases:

- **Climate Funders** can determine the highest impact GHG solutions for specific regions.
- **State Agencies** can see what solutions will divert the greatest amount of food from landfills in their state.
- **Grocery Retailers** can estimate the profit potential of food waste solutions for their business and for their customers.
Overview:
ReFED served as an advisor to UNFI to identify food waste innovators they could endorse as service providers to their grocery retailers.

Result:
ReFED presented solution types as measured by net financial impact and respective solution providers in our database that would be a good fit for their clients’ needs.
What is the CIMU?
The CIMU is our monthly newsletter that highlights investments in the food waste space, sector insights and trends, funding opportunities for solution providers, recent food waste capital & innovation news, job openings in our network of solution providers, and upcoming events.

Call to Action:
- Subscribe to the CIMU
- Email alejandro.enamorado@refed.org to be included in the news, job opportunities, or events sections.
What is the ReFED Blog?
The ReFED blog is our news hub for relevant content, such as highlighting donor profiles, breaking climate news, policy updates, ReFED announcements, and more.

We’re now opening it up to guest blog posts showcasing the successful implementation of food waste solutions.

Call to Action: Reach out to vanessa.mukhebi@refed.org if you’re interested in being considered for a guest blog post.
What Is the Food Waste Funder Circle?
The FWFC is for private investors and public and philanthropic funders interested in using their capital to target food waste challenges as we work to mobilize capital in the space. Funders gain access to deal flow reports and pitch events showcasing solution providers seeking funding.

Call to Action:
- Fill out our funding survey to inform us of your ongoing funding needs.
- Email sarah.munger@refed.org if you’re interested in pitching at a pitch event in the future
What Is the Food Waste Action Network?
The Food Waste Action Network (FWAN) is a network of individuals from across the food waste sector. The aim of FWAN is to facilitate collaboration and drive action across the food system through lunch ‘n learn webinars, blogs and case studies, food waste events and opportunities, and networking events.

Call to Action:
● Sign up to join the network
● Attend our next event on October 20th: Following the Roadmap to 2030: Strengthen Food Rescue
● Reach out to lily.herd@refed.org if you'd like to be considered for a future speaking event
What is the Food Waste Solutions Summit?
Our next summit will be in May, and is an opportunity to learn from thought leaders in the space, network with other solution providers, amplify your efforts, participate in panels and workshops, and host your own company events alongside.

Call to Action:
- Attend: May 10-12, 2022 (Minneapolis)
- Reach out to Jackie at jackie.suggitt@refed.org about potential speaking and sponsorship opportunities.
What Is the Climate Corps Food Waste Fellowship?
ReFED has partnered with the Environmental Defense Fund (EDF) to launch the first-ever Climate Corps® Food Waste Fellowship in 2022, an exciting opportunity for a limited number of leading companies to have a dedicated, custom-matched, graduate student to help advance its food waste reduction and climate goals.

Call to Action:
Food waste solution providers are more than welcome to apply to be a host company and get the support of a ReFED-trained fellow. The application is currently live! The deadline to submit is February 1st.
Summary of Calls to Action

1. Provide or update your data through our data collection survey
2. Join our Solution Provider Directory
3. Sign up to receive our Capital & Innovation Monthly Update newsletter
4. Inform us of your funding needs through our funding survey
5. Join the Food Waste Action Network
6. Attend our 2022 Food Waste Summit
7. Reach out to be considered for a guest blog post
8. Apply to be an EDF Climate Corp Fellowship host company
Thank you!