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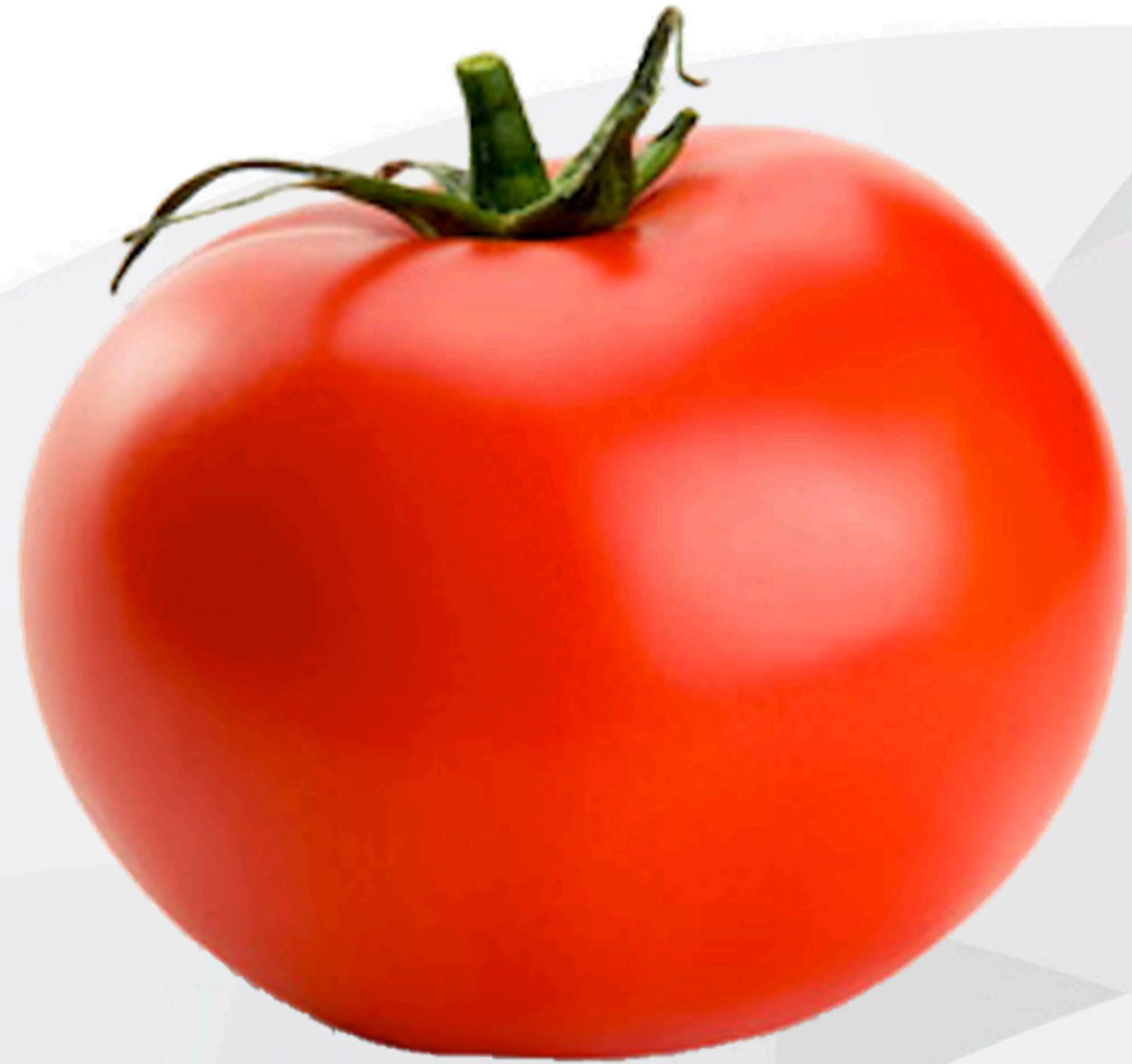
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Lost in America:

How hundreds of billions of dollars of food goes missing in the US Food System every year

Patrick Bultema

Chairman, CEO, & Co-founder -  **FoodMaven**



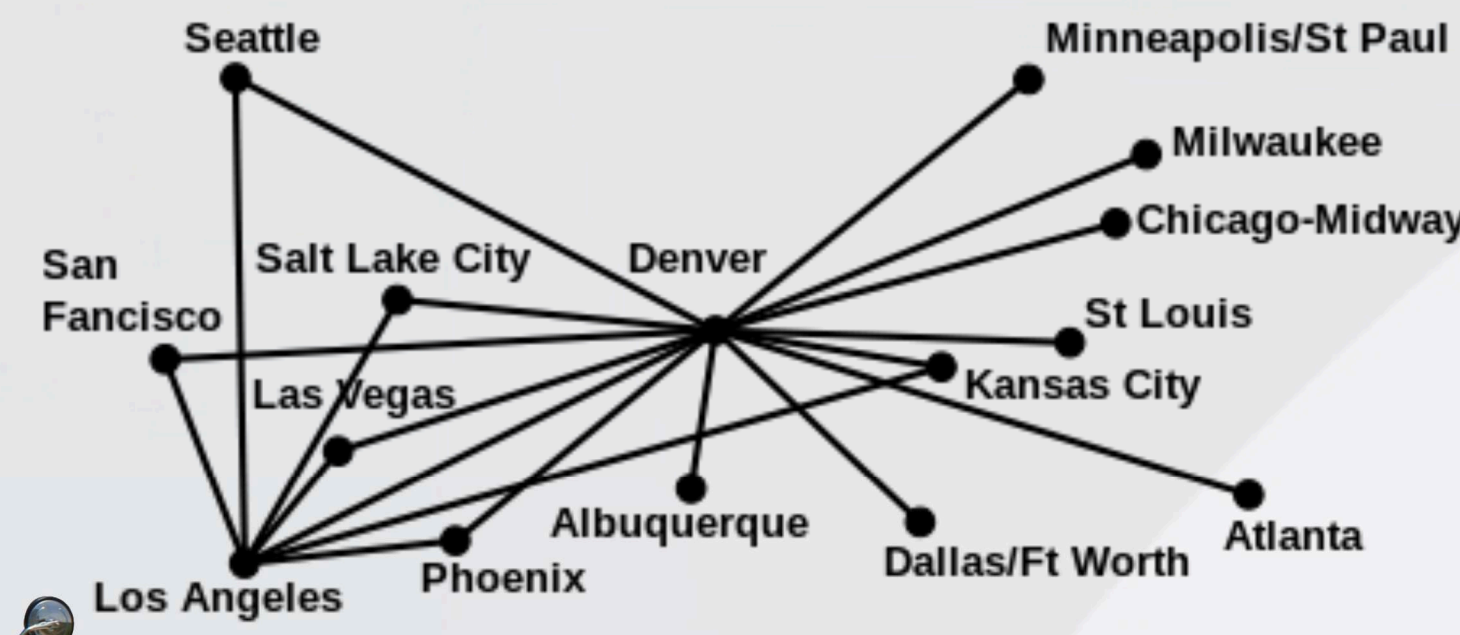
US system exceptional at producing food

Quantity, Quality, Diversity, Price



Food system good at pushing across the US

Everything, Everywhere, All-the-Time



Not Good **At Using all the Food!**

* Per USDA

**40% of Ag
Production Wasted***



**\$200+ Billion
Economic Loss***

* Per USDA

1/3 of Landfills*



**68% of Farms
Economic
“Red Zone”***

* Per EPA



You can take the boy out of the farm ...





40%
US Ag

Symptom

Food System



Where It Happens

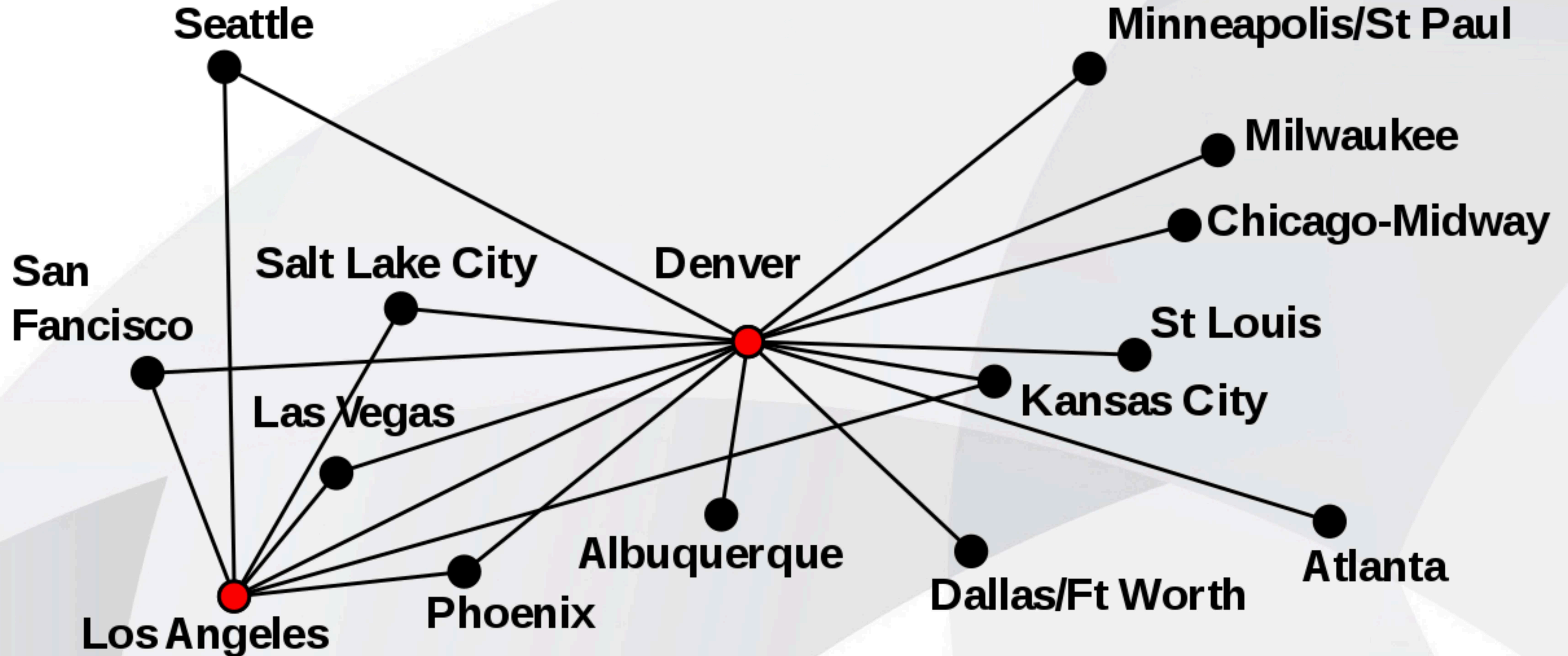


1/3 of
Landfills

Symptom

Follow the waste ...

Industrialization of Food





Better for you. Better for Colorado.



Veg Co.



Farm

10%



Packing Shed

10%



Distribution

40% Loss



Abundance Expectation





\$4.99

\$4.99

\$2.99

\$2.99

\$2.99

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CANNED

We pl

Oversupply

Dates?

BEST BEFORE

Display until 1/14
Use by 1/14

EXPIRATION
DATE: ---

SELL BY AUG 27
211 P1189

EXPIRED

Imperfect?



WONKY

VEGETABLES



2/5

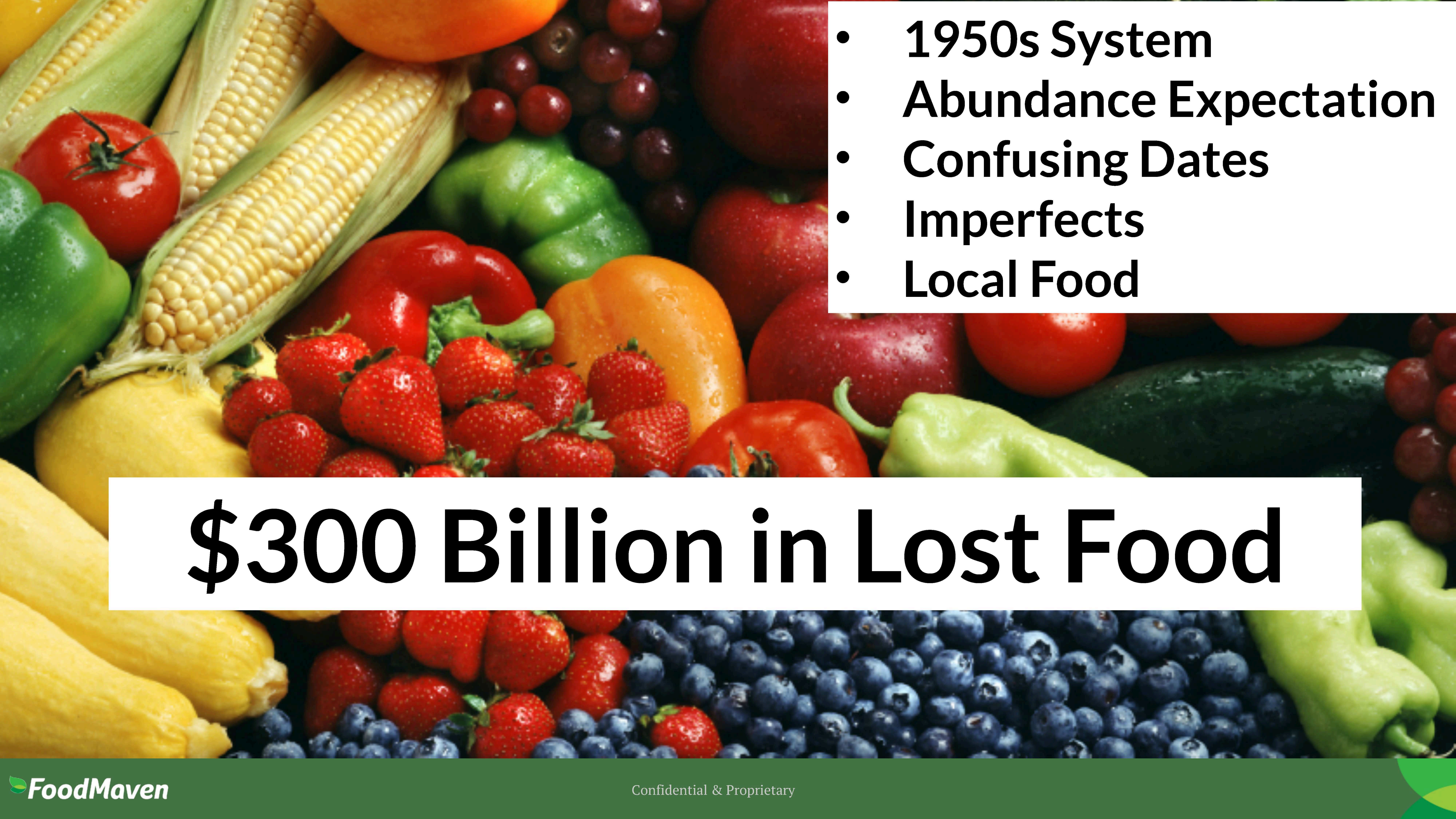
of a crop of fruit or vegetables can be wasted because it is “ugly”

Source: www.foodsecurity.ac.uk

www.wonky-vegetables.co.uk

Local Food



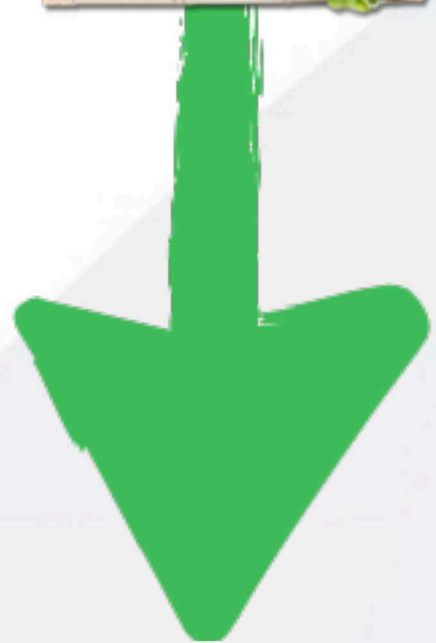
- 
- **1950s System**
 - **Abundance Expectation**
 - **Confusing Dates**
 - **Imperfects**
 - **Local Food**

\$300 Billion in Lost Food

Agility

FoodMaven

Capturing
“Lost Food”

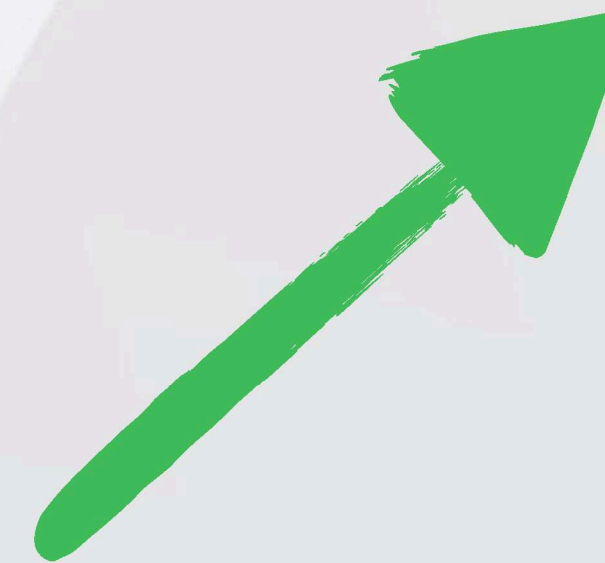


Revenue
Rescue for
Suppliers

Food Service
Buyers



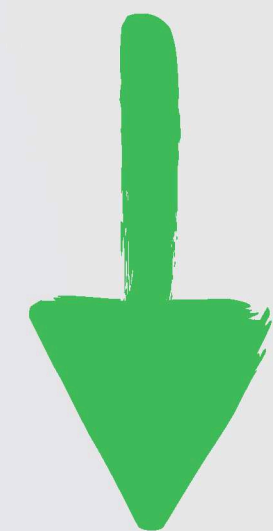
Donation



Charity
Partners

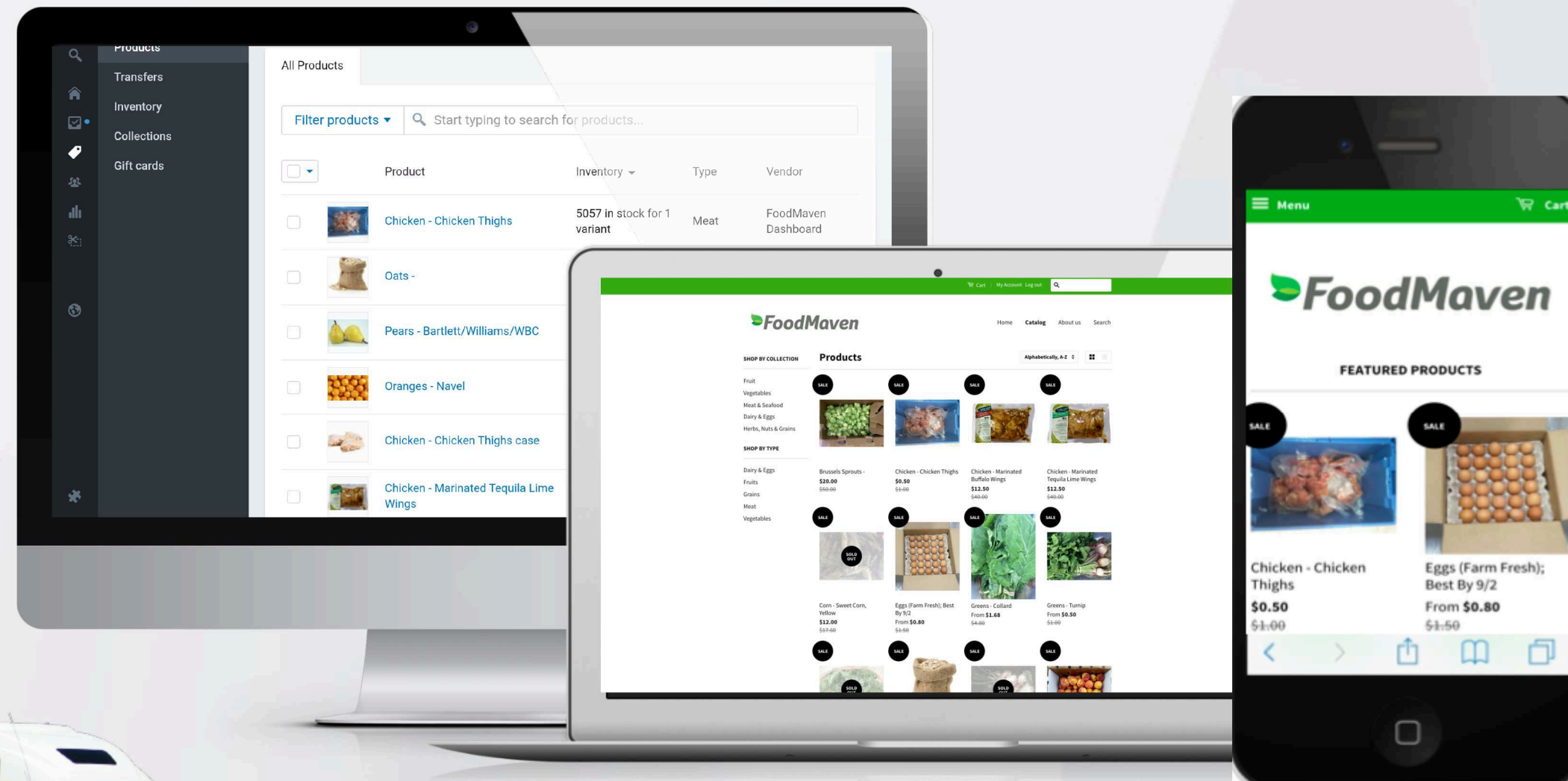


0% Landfill



FoodMaven

Online
Marketplace



Big Data
Technology



Agile
Logistics



Handling &
Delivery

Recognition & Momentum

Forbes / Food & Agriculture / #ChangeTheWorld

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2 Free Issues of Forbes

Former Co-CEO Of Whole Foods Becomes A FoodMaven



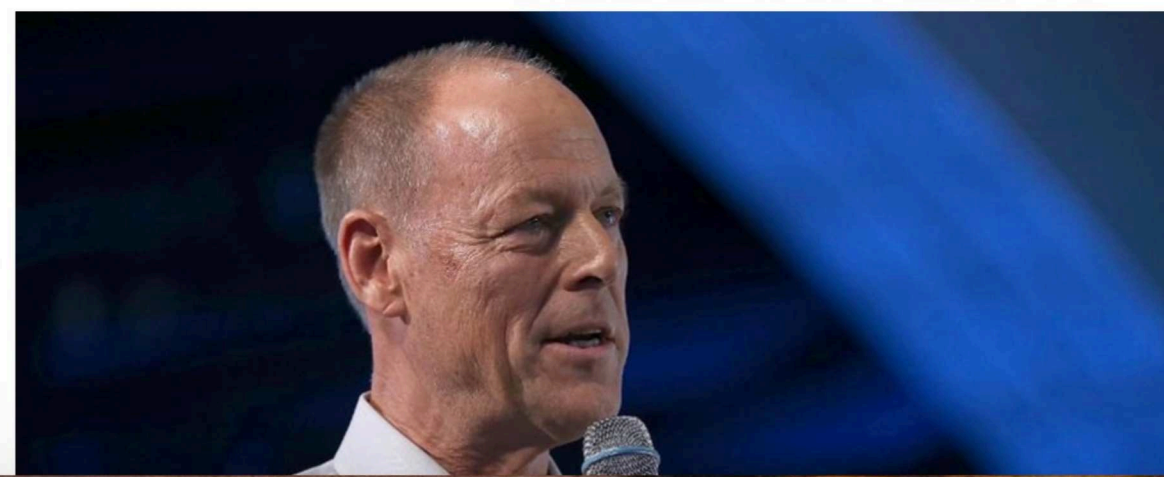
Phil Lempert, CONTRIBUTOR

I cover issues and trends in the food and agriculture sectors.

FULL BIO

Opinions expressed by Forbes Contributors are their own.

Walter Robb, Whole Foods' former co-CEO, has joined up with Patrick Bultema, CEO and co-founder of the Colorado Springs startup **FoodMaven**, to do something about the growing food waste problem in the U.S.: sell it.



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Wal-Mart's Walton Family Backs Startup Trying to Cut Food Waste

By **Craig Giammona**

January 8, 2018, 10:01 PM MST



Patrick Bultema
FOODMAVEN
CO-FOUNDER & CEO

DISCOVER
THE POWER OF
INDUSTRY 4.0
WITH IBM.

Visit our model factory

Why Care?

Futures Thoughts



stewardship

Discriminating Shoppers

- ▶ Healthy
- ▶ Local
- ▶ Transparency
- ▶ Sustainable





Our Own Worst Enemy

Moving Beyond Cheap Food

Restoring Seasonality



Pre-1940's ... Food is Local



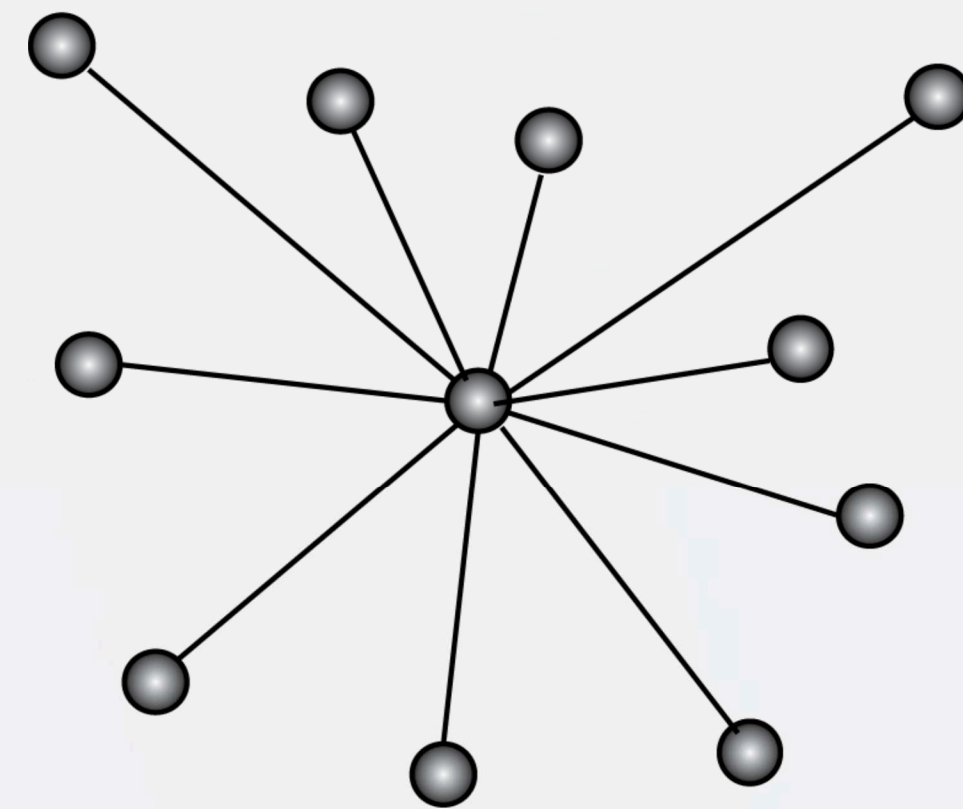
**BACK
TO
THE FUTURE**

Restoring the Local Food System

Distributed Production & Processing

Agility

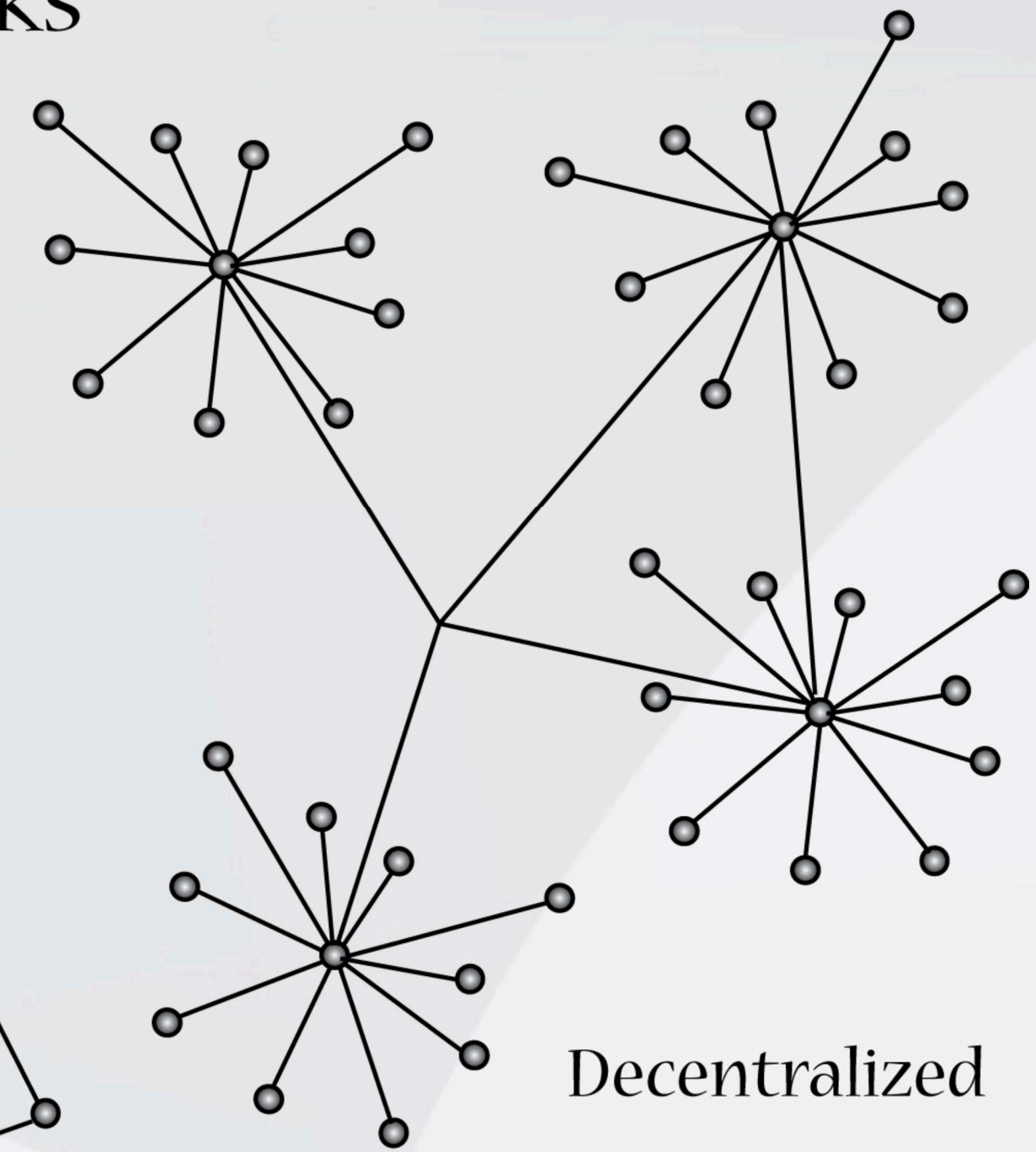
Types of Networks



Centralized



Distributed



Decentralized

Food - The Data Free Zone



DATA FOOD
CONSORTIUM



BLOCKCHAIN



**\$200+ Billion wasted can't just
be a cost of doing business**

We can and must do better

FoodMaven

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FoodMaven