



U.S. Food Loss and Waste 2030 Champions Activity Form

Farmstead will strive to reduce food loss and waste¹ in its operations by 50 percent by 2030 through activities targeting the *prevention* of food loss and waste before it arises, *recovery* of wholesome, otherwise wasted food for donation, and *recycling* of food loss and waste to other uses such as animal feed, compost and energy generation².

Farmstead will report periodically on its progress on meeting its goal on its website at <https://www.farmsteadapp.com/about>

Specific food loss and waste reduction activities include:

Farmstead's digital grocery model is the only tech-enabled delivery service whose mission focuses on reducing grocery waste and environmental pollution. Farmstead leverages artificial intelligence (AI) technology to determine how much food they should stock their shelves with, as well as, the amount of food consumers should purchase. Farmstead's AI model uses predictive analytics to accurately calculate how much food they will sell based historical sales and consumer purchasing habits, drastically cutting down food waste on both the consumer and merchant end. This model ensures that Farmstead is only stocking food they are projected to sell and consumers are only purchasing what they are projected to use, eliminating excess food waste that stems from traditional groceries. Furthermore, any minimal waste that does occur is donated to their charity partner Feeding America, and they recently just launched a program, One for One, that will increase their donations to local Bay Area charities and their newest partner, the Boys and Girls Club of the Peninsula.

In addition to their tech-focused waste reduction efforts, Farmstead is composting non-donatable produce aggressively in each of their micro-grocers in the Bay Area. They will also be looking into roll-out compostable bags as apart of their ecommerce packaging.

¹ The 50-percent reduction could be calculated on an absolute or per customer/consumer basis. In addition, the exact definition of food loss and waste could vary by country, business and consumer. The [Food Loss and Waste Protocol](#) provides information on defining and transparently measuring food loss and waste. Businesses are also invited to join the EPA's [Food Recovery Challenge](#) to access technical assistance for measuring food waste and assessing the positive environmental benefits of waste reduction.

² Businesses that are not ready to make the 50-percent reduction commitment but are engaged in efforts to reduce food loss and waste in their operations can be recognized for their efforts by either joining the EPA's [Food Recovery Challenge](#) or USDA's [U.S. Food Waste Challenge](#). Businesses that join the EPA's Food Recovery Challenge will be able to access technical assistance to help set their own quantitative food-waste goals and to measure waste reduction. Businesses that join USDA's Food Waste Challenge share information on their activities to reduce, recover and recycle food loss and waste in their operations to help disseminate information on best practices and stimulate more of these activities.

Lastly, Farmstead drivers reduce waste by picking up empty ice bags, ice packs, and milk bottles for reuse after every delivery. Their model is constantly processing data to make sure it is effectively meeting supply with demand, helping to reduce grocery waste compared to industry standards where shelves are overstocked and food is consistently wasted.