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!

40% of Ag Production Wasted*

1/3 of Landfills*

68% of Farms Economic “Red Zone”*

$200+ Billion Economic Loss*

* Per USDA

* Per EPA
You can take the boy out of the farm ...
40% US Ag

1/3 of Landfills

Symptom

Where It Happens

Symptom

Food System
Follow the waste ...
Industrialization of Food
Abundance Expectation
Oversupply
Dates?

**BEST BEFORE:**

**EXPIRATION DATE:**

**DISPLAY UNTIL**

**USE BY**

**SELL BY AUG 27**

**21L P1189**

**EXPIRED**
Imperfect?
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
$300 Billion in Lost Food

- 1950s System
- Abundance Expectation
- Confusing Dates
- Imperfects
- Local Food
Agility
FoodMaven

Capturing “Lost Food”

Revenue Rescue for Suppliers

Food Service Buyers

Donation

Charity Partners

0% Landfill

Confidential & Proprietary
Recognition & Momentum

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 ▼
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Walter Robb, Whole Foods’ former co-CEO, has joined up with Patrick Butolma, 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.

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

By Craig Giammona
January 8, 2018, 10:01 PM MST

Patrick Butolma
FOODMAVEN
CO-FOUNDER & CEO

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Why Care?
Futures Thoughts
Discriminating Shoppers

- Healthy
- Local
- Transparency
- Sustainable
Our Own Worst Enemy
Moving Beyond Cheap Food
Restoring Seasonality
Pre-1940’s … Food is Local
Restoring the Local Food System
Distributed Production & Processing

Agility

Types of Networks

Centralized

Distributed

Decentralized
Food - The Data Free Zone
$200+ Billion wasted can’t just be a cost of doing business

We can and must do better
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