



UPCYCLED™ **UPCYCLED™**
FOOD ASSOCIATION FOOD FOUNDATION

2022 Impact Report

Accelerating the upcycled food economy

A note from our CEO

2022 was a significant year for the Upcycled Food Association, Upcycled Food Foundation and the broader upcycling movement. The UFA membership grew 38% and the number of Upcycled Certified® products and ingredients doubled. Together, we are firmly establishing upcycling as one of the most critical solutions in tackling the interconnected crises of food waste and climate change.

The urgency to accelerate our work is enormous. World hunger is on the rise. Water scarcity is increasing. IPCC scientists have issued a “final warning” on the climate crisis. These trends serve as a reminder of the pressing need for and opportunities presented by upcycling. In 2023 and beyond it’s more important than ever we continue our focus on growing measurable impact through the Upcycled Certified® program, mobilizing food system actors from farmers to consumers, and forging partnerships that expand our capabilities. I invite you to join us in this effort to feed more people and alleviate the pressures on land, water and climate.

I’m sincerely grateful to our team, our generous donors, our Board of Directors, our partners, advisors, and the upcycled community around the world. Thank you all for playing such a vital role in elevating food to its highest and best use while securing a more sustainable future for all.

Onwards and upcycling,



A handwritten signature in black ink, appearing to read 'Angie Crone'.

Angie Crone
Chief Executive Officer of the Upcycled Food Association
Executive Director of the Upcycled Food Foundation



About Us

The mission of the Upcycled Food Association and Foundation is to champion upcycling as one of the most critical solutions to mitigate the climate crisis and advocate for the best interests of the upcycled food industry.

The Upcycled Food Association (UFA) is the only nonprofit food association dedicated to catalyzing the upcycled economy to prevent food loss and waste across the entire supply chain. UFA fosters a vibrant community, delivers cutting-edge research and helps drive critical investment capital into the industry. As the hub of the upcycled industry, UFA propels innovation by connecting surplus ingredients and byproducts to upcycled manufacturers. In partnership with UFA, the Upcycled Food Foundation (UFF) drives consumer education campaigns to engage everyday shoppers in sustainable lifestyle choices.

With a flagship third-party verified program, Upcycled Certified[®], companies demonstrate how their products prevent food waste, and showcase their positive impact to their buyers and consumers.



upcycled food

'əp- , sī-kəld ' fūd

"Upcycled foods use ingredients that otherwise would not have gone to human consumption, are procured and produced using verifiable supply chains, and have a positive impact on the environment."

Defined by a team of experts from Harvard Law School, Drexel University, World Wildlife Fund, Natural Resources Defense Council, ReFED, and others

HARVARD
LAW SCHOOL



Our 2022 Impact

Our impact reflects the aspirations of upcycled food leaders who are reimagining the concept of waste by solving problems in their communities, empowering others to be part of the solution, and charting a new, more sustainable future for food.

324

Upcycled Certified® products and ingredients

+118%

Increase of Upcycled Certified® products and ingredients vs 2021

1.6 billion

Pounds of food diverted through Upcycled Certified® since May 2021

261

UFA member companies

60%

Consumer awareness of upcycling in natural grocery channel¹

21%

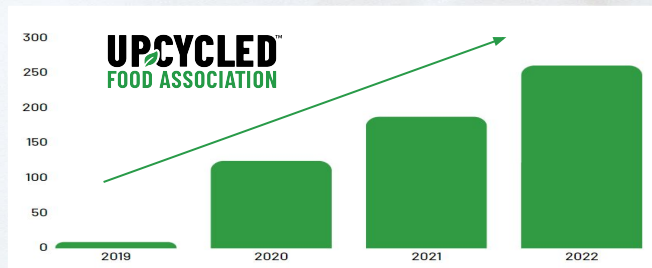
Sales growth of Upcycled Certified® products²

UFA Membership

The UFA membership comprises forward-thinking consumer goods companies, retailers, ingredient suppliers, and food system change-makers globally. UFA members can easily connect to industry leaders and access the information and brand-building tools they need to drive innovation and meet the growing consumer demand for climate-friendly products.

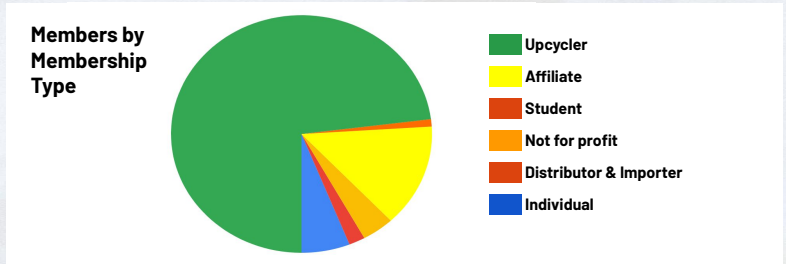
Membership continues to grow!

From 9 to 261 companies, the UFA membership is the proxy for this growing solution to food waste.

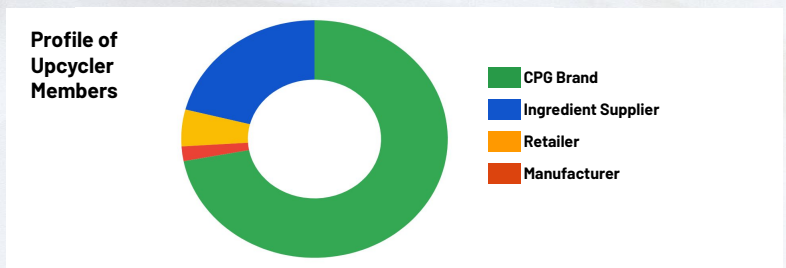


Who is in the UFA membership?

The UFA offers six membership types based on type of business. The majority of members are "Upcyclers" meaning they produce B2B or B2C products and are eligible for Upcycled Certified®.



Unsurprisingly, the majority of Upcycler members are CPG brands. 2022 saw significant growth with ingredient suppliers signaling a strengthening of the supply chain.





We have definitely had success as part of the UFA community and have really enjoyed being a part of such a strong and supportive group of brands and entrepreneurs. We are truly stronger together in our work to make a difference and reduce food waste.

-Brittani Wert, Wheyward Spirit

Upcycled Certified® making its mark

The Upcycled Certified® Program is the world's first and only third-party certification program for upcycled food ingredients and products. Since its launch in May 2021, 324 certified products and ingredients have cumulatively prevented 1.6 billion pounds of food from being wasted. Given current growth, we expect this figure to increase to at least 5 billion pounds annually within a few years.

Products bearing the Upcycled Certified® mark can be found throughout the grocery store, from pantry staples to snacks to personal care. At the same time, consumers are growing in their familiarity with upcycling and are willing to pay more for products that save food from waste.¹ Upcycling is on the upswing!

Sources: ¹Natural Products Health Monitor



**UPCYCLED
CERTIFIED®
STANDARD**

VERSION 2

2022





Photo by [Ben Ashby](#) on [Unsplash](#)

“

We have a full team dedicated to finding ways to incorporate upcycled ingredients, so [Upcycled Certified[®]] is a really great way to highlight the great work our teams are doing.

-Molly Laverty, Del Monte Foods Inc.

[Hear more from Molly [here](#)]





The power of coming together

Following two years of remote network building, UFA members finally came together in-person during nine events in 2022. The UFA debuted its branded tradeshow booth at industry trade shows to provide members the opportunity to connect and demonstrate the taste and merchandising opportunities of upcycled products.

In May 2022, UFA hosted its first ever pitch slam, Upcycled Unplugged. Eight UFA members received a three hours of free expert financial advisement in preparation for the competition. The winner was [mobius](#), an innovative company capturing the key components of food and agricultural processing waste streams to create ingredients for the circular economy. Check out our upcoming events [here](#).

UFA events were made possible by these generous sponsors:

Atomo Coffee

AURI

Blue Stripes LLC

Canteen One

Catapult Commercialization Services

Comet BIO

Dog & Whistle

Planet FWD

Matriark Foods

Sunrise Fresh Fruit & Nut Co

TBJ Gourmet

//

This was definitely a highlight from the show and I think there was a lot of positive results aside from showcasing our brand. The [UFA] booth drew so many other people to it that we know or have tried doing business with in the past.

-Jake Samuel, Sunrise Fresh

[Hear more from Sunrise Fresh [here](#)]



Upcycled Foods are *The Next Big Thing*

In 2022, we launched a 90-second commercial called "The Next Big Thing" in partnership with the J.W. Couch Foundation and Tectonic Video. The commercial has generated over 1 million impressions since its launch, serving as a tool to educate the industry and consumers alike.

Bridging the consumer education gap is a top priority for UFA and UFF. By doing so, we can greatly increase demand for upcycled foods, and incentivize the production of more sustainable consumer products. The more upcycled food products on grocery shelves, the more food is saved from being wasted!

Watch the full commercial [here](#).





**Our products stand out because of the logo.
As of today, most chocolate is not upcycled.
So, [through Upcycled Certified®] we're
letting the consumers know that we're
special.**

-Ben Stone, Blue Stripes Urban Cacao

[Hear more from Ben [here](#)]



Partnerships with purpose

Global-scale problems like food waste require innovative partnerships to develop and enact solutions. The Upcycled Food Association was created out of the spirit of collaboration and it continues to be a guiding principle of our work today.

In 2022, we forged new and strengthened existing relationships to expand our reach, capabilities, and impact. From driving capital through the Food Waste Funder Circle in partnership with ReFED, incubating new upcycled food concepts in Ontario with Anthesis Group, to growing consumer adoption of upcycled foods with market partners, our collaborative efforts aim to catalyze innovation and change across the food system.

We're grateful for our partners and look forward to building on these and new relationships in 2023!

Click on each icon to learn more about our work.



2021 - 2022 Research Fellowship



Research is critical in understanding the legalities, environmental impact, market, consumer perceptions, technical opportunities, and overall potential of upcycled food.

In June 2021, the Upcycled Food Foundation (UFF) launched its first cohort of research fellows. The program engaged five experts with diverse research backgrounds in producing 11 research studies. Fellows researched topics of importance to upcycled food, receiving financial support from UFF and connections to the membership network of upcycled food companies.

Research conducted is listed below. Click on the underlined titles to access the papers.

Dr. Topher McNeil

- [Upcycled food business case studies*](#)
- [Upcycled food supply chain challenges survey*](#)

Dr. Simona Grasso

- [Consumer attitudes to upcycled foods in US and China](#)

Dr. Siddharth Bhatt

- [Potential of upcycled foods in the pet food industry](#)

Dr. Hongjun Ye

- [Consumer awareness study 2021 - 2022*](#)

Francesca Goodman-Smith

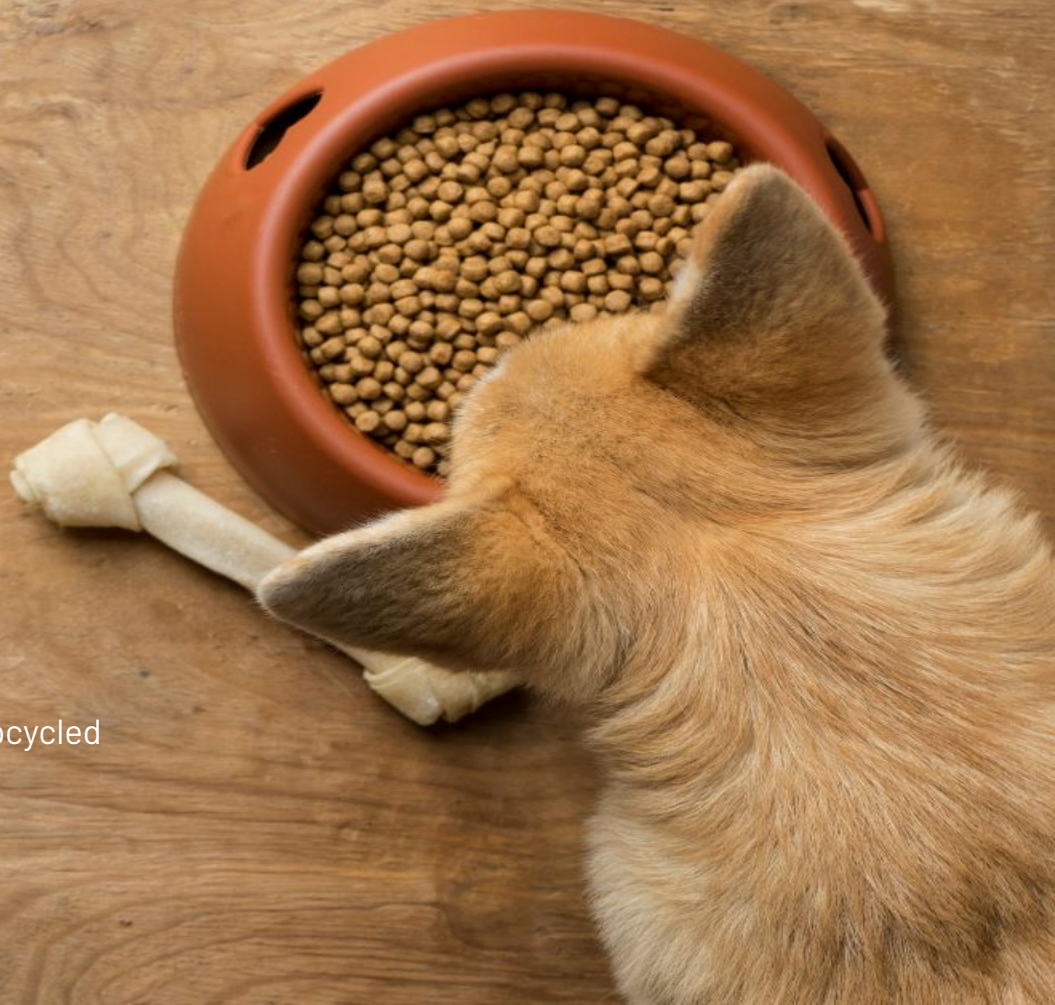
- [Retail category managers advice to upcycled food manufacturers](#)
- [Upcycled craft beer case study*](#)

**Research is not yet published - under review*



As a fellow, I had the opportunity to work with a prestigious cohort of colleagues from around the world. In my interactions, I have come across truly groundbreaking research ideas on making upcycled foods an industry in its own right. This novel solution to the problem of food waste is one of the biggest sustainability trends of the century.

-Dr. Siddharth Bhatt
Lead author of research "Potential of upcycled foods in the pet food industry"



Meet the Team

Our team is a group of passionate and curious individuals who bring diverse perspectives, skills, and experiences.

Together we are bonded by our belief in upcycling as a critical solution to climate change and our shared organizational values which include:

Mission Driven
Authentic
Curious
Collaborative
Accountable



Angie Crone
CEO & Executive
Director



Falon McGinty
Assistant Membership
Manager



Kate Spiller
Assistant Operations
Manager



Mariel Nunley
Certification Program
Manager



Stacey Willcox
Brand Marketing Manager



Joy Nemerson
Events & Program Marketing
Manager

Our Board of Directors

We are grateful for all the board members for their commitment to our work.



Board of Directors



Caroline Cotto
UFA Board President
COO, Renewal Mill

Caue Suplicy (Vice President) Founder & CEO, Barnana
Eric Adams (Secretary) CEO & Founder, Dog & Whistle
Alex Waite (Treasurer) CIO & Cofounder, Shameless Pets
Mike Oraschewsky, CEO, TBJ Gourmet
Sue Marshall, CEO, NETZRO
Rose Hartley, Head of Sustainability, Misfits Market
Adam Kaye, CEO & Cofounder, The Spare Food Co.
Jacqueline Alexander, CEO & Founder, Morale Food Co.
Valerie Madamba, Principal, Foodwit
Kayalin Akens-Irby, Head of Growth, Planet FWD
Jacob Foss, COO, Agricycle



Board of Directors



Eva Goulbourne
UFF Board President
CEO & Founder, Littlefoot Ventures

Dr. Jonathan Deutsch (Vice President) Director, Drexel Food Lab
Sue Marshall (Treasurer) CEO, NETZRO
Dr. Lara Ramdin, CIO, Upcycled Foods, Inc.
Daniel McSpirit, Advisor and Investor
Liz Dunn, Independent Investor
Caroline Cotto, COO, Renewal Mill
Mike Oraschewsky, CEO, TBJ Gourmet
Nate Angell, Senior Advisor, Morgridge Family Foundation

A special thanks to those members who retired from the Board in 2022: Anna Hammond (Matriark Foods) and John Venegas (Canteen One).



Our Supporters

Investment in upcycled solutions unlocks economic, social, and environmental benefits across the food chain. We are grateful to the many donors who enabled us to grow the upcycled food movement in 2022.

The Betsy and Jesse Fink Family Foundation
Martha Records and Rich Rainaldi
Kroger Co Zero Hunger Zero Waste Foundation
ReFED
Eat The Change
Hormel Foods Corporation Charitable Trust
Tectonic Video Inc.
Foodwit
Specialty Food Foundation
The Posner Foundation of Pittsburgh
Dunn Adherne Giving Foundation
Royal Society of Arts
Barry and Kathy Barresi

*The views expressed herein do not necessarily represent those of The Kroger Co. Zero Hunger | Zero Waste Foundation or The Kroger Co.

Get Involved!

We invite you to join us in elevating food to its highest and best use.

- [Join the Upcycled Food Association Membership](#)
- [Certify your products and ingredients](#)
- [Join the Food Waste Funder Circle](#)
- [Make a tax-deductible donation to support our work!](#)

Follow us on
social media



Learn more at www.upcycledfood.org.





UPCYCLED™ **UPCYCLED™**
FOOD ASSOCIATION **FOOD FOUNDATION**

Upcycled Food Association
Upcycled Food Foundation
7900 E Union Ave Ste 1100
Denver, CO 80237

© 2023