

Don't judge a crop by its cover – "ugly" produce tastes just as good

HOW TO...

REDUCE FOOD WASTE

WHY DOES IT MATTER?

Over **1 / 3 of all food produced for human consumption is lost or wasted before it can even be eaten!** Reducing food loss and waste across the value chain decreases associated emissions.

WHAT IS WFU DOING?

- **Strategic ordering and menu planning** in Campus Dining so all food that is procured is served
- **Creating recipes with imperfectly shaped produce** and underutilized cuts of meat
- **Serving delicious food in right-sized portions** so diners can take what they will eat and return for more of what they like
- **Encouraging right-sized events:** ordering realistic portions to eliminate overpreparation waste

WHAT CAN YOU DO?

Take what you like and eat what you take

Cook creatively: invent a recipe with leftovers or ripe produce for unexpected delight

Stock strategically: plan your food purchases to save food – and your wallet

Buy “imperfect” produce: shop with your dollar to show blemishes don't matter

Push for clear labels: demand standardized “best by” dates to prevent retailers from pulling safe food prematurely

Embrace frozen: support supply chains that lock in freshness and decrease spoilage during transport