THE 412 FOOD RESCUE FACTS
APRIL 2018

BACKGROUND

412 Food Rescue's mission is to prevent perfectly viable food from entering the waste stream. 412 Food Rescue works to eliminate hunger and promote a healthy environment by rescuing surplus food about to go to waste and redirecting to nonprofits that serve those who are food insecure. 412 Food Rescue's approach is based on a social lab philosophy—our solutions are social, innovative and our goal for the data that we gather is that it helps lead us to a systemic solution to food waste. We are one of the fastest-growing food recovery organizations in the U.S.—redirecting over 3 million pounds of food in three years. Our technology creates the infrastructure designed to replicate and scale food recovery in urban regions.

In November 2016, 412 Food Rescue launched its app "Food Rescue Hero" to coordinate its volunteer driver network. This "Uber of Food Rescue" was covered in NPR in February - leading to over 200 inquiries from other cities on how they can bring the same model of food recovery in their region.

In less than two years, 412 Food Rescue has been recognized nationally as a leader in food recovery. In December 2016, ReFed—the nation's premier think tank on food waste—featured 412 Food Rescue in its first "Innovator" profile and in January 2017, The Rodale Institute—the nation's leader in organics advocacy—featured 412 Food Rescue in its "100 Amazing Things" issue of Organic Life Magazine. 412 Food Rescue was also included in FoodTank's "117 Organizations to Watch in 2017" and "Top 59 organizations fighting food loss and waste." In 2017, 412 Food Rescue was also recognized by Coro Pittsburgh with the Organizational Leadership Award won Pittsburgh City Paper's Best of Pittsburgh—Best Nonprofit Award.

PROGRAMS

Food Recovery – 412 Food Rescue works with food retailers to prevent surplus food from going to waste. Transported by a growing network of volunteers, 412 Food Rescue directly transfers food to nonprofit partners that serve those who are food insecure.

Donor partners include: Gordon Food Service, Consumers Produce, Giant Eagle, Trader Joe's, Whole Foods

Nonprofit partners include: The Allegheny County Housing Authority, Housing Authority of the City of Pittsburgh, Community Kitchen Pittsburgh, South Hills Interfaith Ministry, Oakland FoodPantry, Wood Street Commons

FoodRescueX – 412 Food Rescue's technology platform is an end-to-end system that matches food donations to the appropriate nonprofits, mobilizes a last-mile transportation network of volunteers, trains volunteers on food safety and tracks data and analytics—measuring impact on hunger and the environment. Food Rescue Hero is a mobile app that was launched in November 2016 and represents the first phase of the platform.

UglyCSA – 412 Food Rescue creates new markets for farmers via a Community Supported Agriculture (CSA) program for previously unsellable fruits and vegetables.

Hidden Harvest – 412 Food Rescue gleans from previously unharvested public and private city trees, and excess produce from urban farms.

The Kitchen Project – 412 Food Rescue educates consumers on how to prevent food waste at home via a food education program that teaches cooking skills and advocacy initiatives that raise awareness.

Product Innovation - 412 Food Rescue creates innovative products from food that would otherwise be wasted. In 2016, we launched LOAF, craft beer from surplus bread, and FORAGED, a pommeau liqueur from rescued apples. In 2017, we launched an ice cream using rescued mulberries, followed by a sparkling cider made from foraged city apples at the beginning of 2018.

OUR IMPACT

AS OF ARPIL 2018, FOUNDED MARCH 2015

3,360,031

2,800,026

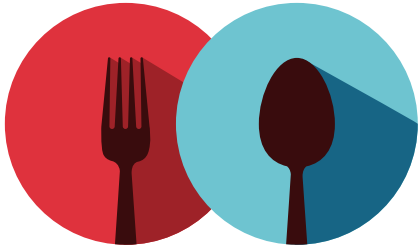**$8,400,078**

POUNDS RESCUED

=

MEALS PROVIDED

RETAIL VALUE

1,824,498

POUNDS OF CO2 KEPT
OUT OF THE LANDFILL

↓

EQUIVALENT TO

2,028,378

MILES DRIVEN
OR TAKING 177 CARS
OFF THE ROAD FOR 1 YEAR
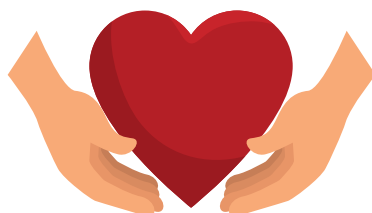
905,447

POUNDS OF
COAL BURNED

21,448

TREE SEEDLINGS
GROWN FOR 10 YEARS

PARTNERS

ENGAGEMENT

452

FOOD DONORS

517

NONPROFITS

3,834

HERO NETWORK