



IMPERFECT™  
p r o d u c e

# Imperfect in Texas

**H-GAC Solid Waste Workshop**

August, 22nd 2019



**Lydia Oxley**  
Texas Outreach

## Role

- Connect Imperfect to individuals, groups, and businesses
- Build brand and service credibility in Texas
- Keep it fun & engaging!

## Goal

- Communicate a better understanding of our work + spark new ideas for collaboration



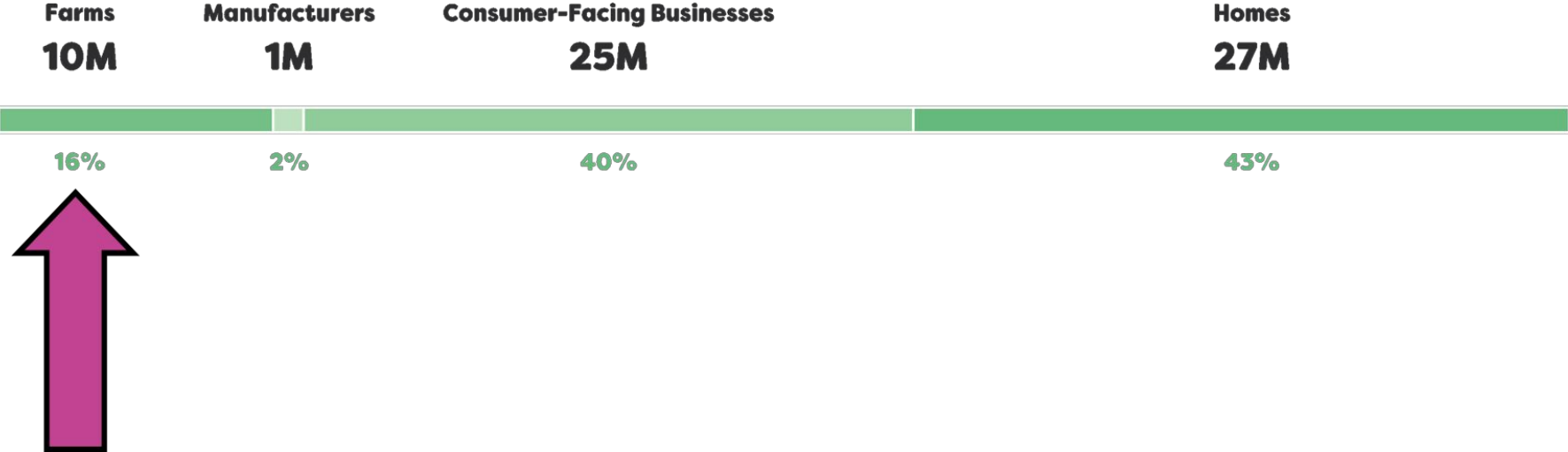
**Why we're here**

**What we do**

**Our future**

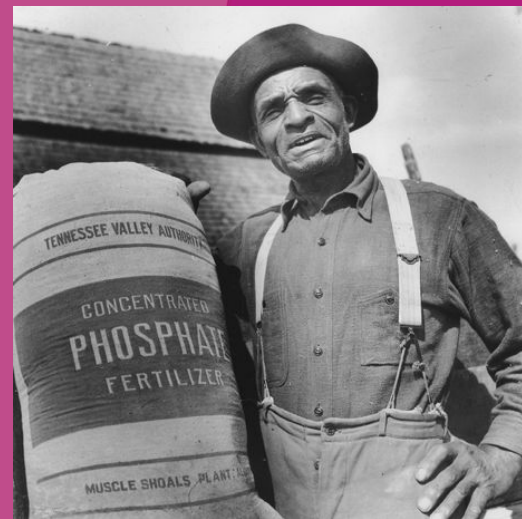
# Food wasted by weight

63 million tons per year



Source: ReFed (2015)





Mutual Orange Assn.  
Tustin, CA 1934



Wegmans  
Rochester, NY - 1936

FRIGIDAIRE

STANDARD  
CATALOG  
JULY 2 - 1960  
LIBRARY

Presents

A COMPLETE LINE OF  
DISPLAY CASES



for Better Looking,  
Busier, More Profitable Stores

PACKAGED  
PRODUCE  
HELPS ME SHOP  
IN A JIFFY

"I never have to wait till a clerk is free! Fruits and vegetables are weighed and priced packaged in Cellophane . . . I just pick what I want and go on my way! They're cleaner, too . . . ready to pop into the refrigerator, wrapper and all. And many are trimmed to save work and waste."



DU PONT  
Cellophane

BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY  
Look at "Coverside of America" on Television

Shopping's easier: fruits and vegetables  
are clean and fresh in DuPont Cellophane









**How long would it take  
this head of lettuce to  
decompose in a landfill?**



**How long would it take  
this head of lettuce to  
decompose in a landfill?**

**25 years**

# Imperfect is on a **mission** to...

1

## Reduce food waste

By sourcing produce from farmers otherwise unable to sell it due to strict grocery standards or surplus.

2

## Build a better food system

Giving farmers a better share for their crop and providing better access to healthy, affordable, food for all.



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SOURCING

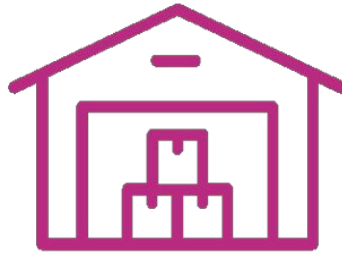
## Our Farms

- Clear purchase standards assure product quality and alignment
- 40% of current products offered hail from Texas or Mexico
- Specific farms are kept proprietary in respect to suppliers

# Our **Distribution Model**



**Farms**



**Imperfect Produce Warehouse**



**Home delivery**

+ **Offices**



DELIVERY

## Our Fleet

- Full time employees with benefits
- Zip-specific localized routing per day for efficiency and lower emissions
- Boxes are packed heaviest to lightest for minimal packaging





## Organic

### Most Popular

100% certified-organic mix of fruit and veggies. Perfect for weekly cooking and snacking!

[Sign me up!](#)



## Mixed Fruit & Veggie

### Best Value

A mix of delicious fruits and veggies. Great for saving money and eating healthy.

[Sign me up!](#)

## CUSTOMER EXPERIENCE

# Our Order Process

- Sign up online
  - Select box type, frequency, and delivery window
- Customize order
  - Ex. Tuesday
- Receive delivery
  - Ex. following Monday



DONATION

## Our Programs

- Second Servings Houston Donation Partner
- **Reduced cost box option** for low income families, increasing fresh food availability
  - Particularly effective for low mobility
  - Designed for applicant dignity
  - Partial support from grant programs
- Box recycling program - who needs boxes?

# Imperfect **provides** ...

1

## Better accessibility to produce

On average, organic and conventional varieties are 30% cheaper than grocery stores, delivered in a convenient format

2

## A fair share for farmers and employees

We pay the right price for whole, high quality produce and compensate with living wages in each city serviced



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# Corporate **Benefits Programs**

1

## Drop Off Locations

Creating more sustainable routes and waiving delivery fees for customers

2

## Company Wide Discounts

Making affordable ugly groceries a new work perk



# Groceries **on a Mission**

## Imperfect Picks

Networking with food purveyors to find

- packaging issues
- short coding
- appearance issues
- surplus



**Thank you berry much!**

**Lydia Oxley**

**816-349-5203**

**[Lydia@ImperfectProduce.com](mailto:Lydia@ImperfectProduce.com)**