

# COLLABORATIVE FOR FRESH PRODUCE

Fighting Hunger by Fighting Food Waste



Collaborative for  
Fresh Produce™



## PROBLEM



**1 in 8 Americans** struggles with food insecurity and lacks access to fresh produce.



**20 billion pounds of edible produce** go uneaten each year.



## GOOD NEWS



Access to fresh produce that's crucial for a healthy lifestyle is NOT a problem of supply, it's a problem of distribution – **and one that can be solved.**



## SOLUTION



The Collaborative for Fresh Produce has **created a sustainable business model by partnering with commercial farmers and food banks** and encouraging large-scale shipments of imperfect and surplus produce that become available to food banks and the hungry families they serve.

### Supply-Chain Optimization

The Collaborative operates a **centralized produce "desk"** aggregating demand from food banks and supply from farmers across the country.

### Cloud Technology

We utilize **Fusionware supply-chain software** to streamline the donating and ordering process and ensure that produce is transported efficiently and timely.

### Sustainable Recovery

To help **eliminate any burden of regularly donating** surplus produce, the Collaborative can periodically help cover some of the costs of picking and packing donated produce (termed a PPO fee), and will always handle transportation costs.



## SUCCESS



The Collaborative for Fresh Produce **distributed more than 50 million pounds of produce** in its 2018 pilot year to 21 food banks and plans to grow distributions to **150 million pounds annually by 2021** to more than 40 food banks in the Southwest.

Be part  
of the  
hunger  
solution!



## FARMERS ARE THE FOUNDATION

**Farmers are the foundation of the Collaborative for Fresh Produce.** Surplus produce is an inevitable part of the agriculture industry yet can be a critical part of the hunger solution. By supporting the Collaborative, you can reduce costs and feed hungry families across the country. **Join us in fighting hunger by fighting food waste!**

As a non-profit organization, the Collaborative for Fresh produce is poised to **radically change our nation's hunger-relief system** and become the:



#1 outlet of surplus produce for farmers



#1 source of affordable produce for food banks

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## PROGRAM

- Produce:** We accept ALL imperfect and surplus fresh produce that is edible.
- Quality :** Donated produce does not need to have a grade. But, to allow for transportation time, we require a condition defect rate (at the time of pick up) of under 10% for non-citrus and under 12% for citrus.
- Packaging:** Produce must be palletized and in cartons, bags or boxes (to help food banks with distribution). When necessary, we can handle bulk bins of commodities such as potatoes, melons and onions.
- To Donate:** Contact Nora Bocanegra at 469-744-8443 or [norab@cfproduce.org](mailto:norab@cfproduce.org) with the following information for each commodity to be donated: package type, quantity, pick up location & time, condition and any request for picking and pack out (PPO) support. The Collaborative may send a representative to inspect the condition quality of the donation.
- Pick Up:** Upon acceptance, the Collaborative will send a notification confirming the date and time of pick up. A donation receipt will be provided for a zero-cost donation or a Purchase Order will be issued in cases where there is a PPO.



## QUESTIONS

- Are there any risks to donating?** The Bill Emerson Good Samaritan Food Donation Act of 1996 was created to encourage food donations to non-profit organizations by minimizing liability, except in cases of gross negligence. For more detailed information, go to [www.govinfo.gov](http://www.govinfo.gov).
- Where would my produce go?** The Collaborative works with food banks and partner agencies in the Feeding America® network which are dedicated to feeding hungry people through charitable outlets.
- Will I be compensated for my donation?** The Collaborative is a non-profit organization and relies on donations. However, we work with partners on a case-by-case basis to determine any appropriate PPO support.
- Are there any tax benefits to donating?** Produce donations to the Collaborative could be tax deductible depending on the fair market value at the time of donation. Please consult your tax advisor for more detailed information.



## CONTACTS

**To donate produce:**  
Nora Bocanegra, Produce Program Coordinator  
469-744-8443 or [norab@cfproduce.org](mailto:norab@cfproduce.org)

**For general questions:**  
Dale Long, Executive Vice President  
469-858-6190 or [dale@cfproduce.org](mailto:dale@cfproduce.org)