



# Eat Everything.

a dsi thesis book | 2014

josh treuhaft | @thetreuhaft

*Don't waste anything you could be eating.*



The whole project started in the trash.

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*Bono was on the stage talking about ending world hunger. The crowd was hanging on his every word. And we were in the back, throwing plate after plate of perfectly good food right into the trash.*

## THE ORIGIN STORY

In the Summer of 2010, Ben – one of my best friends from college – sat me down over brunch and told me a wild story. The night before, he'd been working a catering job at a very prominent event hosted by a very prominent philanthropy. The topic was “Global Hunger” and none other than Bono took the stage to deliver the keynote. Ben, being the story-teller that he is, omitted the details of Bono’s talk and cut straight to the chase. “Bono was on the stage talking about ending world hunger. The crowd was hanging on his every word. And we were in the back, throwing plate after half-eaten plate of perfectly good food right into the trash.”

For some reason, that story altered the course of my life. Prior to that day, I hadn’t thought much about food waste. I hadn’t really even thought that hard about my food consumption habits and what impact they were having, on me or the planet. But that story was a catalyst. It sparked a curiosity in me which, from that point forward, shifted my entire view of food. For better or for worse, I started seeing the wasteful relationship we had with one of the most critical resources in our lives, constantly wondering, “How had it come to this and what could be done about it?”

That’s where my thesis journey began. It started with one somewhat naive question:

*How can I get people to care more about food waste?*

FRAMING THE PROBLEM:

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# FOODWASTE

*“The U.S. Lets 141 Trillion Calories  
Of Food Go To Waste Each Year.”*

*(according to a new USDA study)*



# FOODWASTE IS A BIG PROBLEM

Depending on what you read or who you talk to, the numbers will most likely vary slightly, but the ballpark (regardless of the exact figures) is staggering. In this country, we waste an incredible amount of food. Some say we lose as much as 40% of our food supply. Others say it's closer to 30%. Either way, it happens throughout the entire food supply chain, from 'losses' at the farm (like fallen fruit or aesthetically unsalable), to damage in transport, to spoilage at distribution centers, to unsold merchandise at retail and even into our own homes.

In the following section, I'll provide a little bit of info about the scale of the problem (offering some of the various claims about how much food we waste in the US) and offer a few reasons for why it's actually something that we should be paying attention to and working on in a significant way.

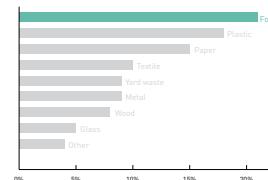
One of the most compelling figures I've seen was in a recent USDA study which claims that "**the U.S. lets 141 trillion calories worth of food go to waste each year**" (1). To put that in perspective, the FDA recommends that the average American Adult should eat about 2000 calories per day, so at the consumption rate we could feed roughly 193million additional people on the food that we're currently wasting. That's basically like saying that we could feed 60% of the entire US population with the food that we're currently wasting.

(1) [http://www.ers.usda.gov/publications/eib-economic-information-bulletin/eib121.aspx?mkt\\_tok=3RkMMJWWfF9wsRonuKjOZKXonjHpfSx56%2BwqXaC%2FlMI%2F0ER3fOvrPUfGjl4ATsthI%2BSLDwEYGJlv6SgFT7DGMaNny7gNUxI%3D#.U1NYzCiJUrz](http://www.ers.usda.gov/publications/eib-economic-information-bulletin/eib121.aspx?mkt_tok=3RkMMJWWfF9wsRonuKjOZKXonjHpfSx56%2BwqXaC%2FlMI%2F0ER3fOvrPUfGjl4ATsthI%2BSLDwEYGJlv6SgFT7DGMaNny7gNUxI%3D#.U1NYzCiJUrz)

## IN THE LANDFILL:

# NO. 1

According to the EPA, food is the number one material we send to landfills and incinerators in the US.



SOURCE: Data from the EPA 2011 Municipal Solid Waste Characterization report.

## WASTE GENERATED:

# 14%

According to the EPA, food makes up 14% of all the solid waste that we generate in the US.



SOURCE: Data from the EPA 2011 Municipal Solid Waste Characterization report.

## COST PER FAMILY:

# \$1560

According to NRDC, the average family of four in the US wastes \$1560 worth of food per year.

*I would guess that we throw out \$20 in produce alone each week.*

SOURCE: Sarah, Family of three, Food waste interview.

## IN POUNDS:

# 133bil.

According to a recent USDA study, 133 billion pounds of food at the retail and consumer level went uneaten in 2010 (the last year for which they had data).

## IN DOLLARS:

# 162bil.

According to that same USDA study, the estimated value of that food loss was \$161.6 billion dollars. A pretty staggering sum, given that we were in the midst of a recession.

## PERCENT OF FOOD:

# 31%

Total available food in the supply was estimated to be 430 billion pounds, so the 133 billion pounds represented about 31% of the available food.

# WHY IT MATTERS.

The massive volume of wasted food in America (and elsewhere) is problematic for myriad reasons. You can find incredibly useful and detailed analyses all over if you're interested, but for the purposes of this document, I'll highlight a few of the more obvious and relevant ones to give a more detailed picture of why I've chosen to focus on this problem in my work. The three broad categories which I will discuss here are: **Hunger, Money, and the Environment**.

## Hunger

Despite the fact that America is a "rich" country, we are in no way immune to the venom of poverty. In fact, according to a recent study conducted by the Pew Research Center, nearly 78,000,000 Americans were food insecure at some point during 2013 -- meaning they lacked of access, at times, to enough food for an active, healthy life for all household members. That's nearly a quarter of the US population not having enough food at the same time that we're throwing away almost 31% of our food supply.

## Money

The food that's currently being wasted is said to be worth about \$161.6 billion (1). Some of that is money that Americans are spending out of pocket to buy food that they aren't eating. Some is money that could be helping to grow our recovering economy if we managed our food supply better and ate more of the food that we're spending so much time, energy and money to grow, harvest, transport and market.

## Environment

In addition to the upstream environmental costs associated with growing, transporting and storing food that doesn't get eaten, there's also a very significant downstream / end-of-life cost associated with food waste: Methane. Much of our food waste ends up in landfills where it decomposes anaerobically and produces Methane. Methane is a greenhouse gas that is 21 times more potent than CO<sub>2</sub> in its contribution to global warming.

(1) [http://www.ers.usda.gov/publications/eib-economic-information-bulletin/eib121.aspx?mkt\\_tok=3RkMMJWWfF9wsRonuKj0ZKXonjHpfX56%2BwqXaC%2FIMI%2F0ER3f0vrPUfGjl4ATsthI%2BSLDwEYGJlvSgFT7DGMaNny7gNUxI%3D#.U1NYzCiJUrz](http://www.ers.usda.gov/publications/eib-economic-information-bulletin/eib121.aspx?mkt_tok=3RkMMJWWfF9wsRonuKj0ZKXonjHpfX56%2BwqXaC%2FIMI%2F0ER3f0vrPUfGjl4ATsthI%2BSLDwEYGJlvSgFT7DGMaNny7gNUxI%3D#.U1NYzCiJUrz)

## HUNGER:

# 78 mil.

According to a recent Pew Research Center study, nearly 78,000,000 Americans were food insecure at some point during the year 2013. That's alarming since we're wasting enough food to feed 193,000,000 people.

SOURCE: Data from USDA Economic Information Bulletin No. [EIB-121] 39 pp, February 2014

## MONEY:

# 162 bil.

According to a recent USDA study, the estimated value of the food that we waste in America is \$161.6 billion dollars. A pretty staggering sum, given that we've been recovering from a recession and so many people have struggled to put food on the table.

SOURCE: Data from USDA Economic Information Bulletin No. [EIB-121] 39 pp, February 2014

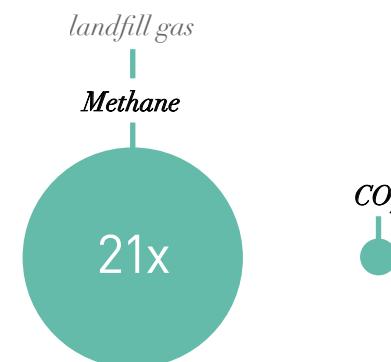
## ENVIRONMENT:

# 21 times

When food decomposes anaerobically (without oxygen) in a landfill - which much of our food waste does - it produces a gas called methane. In many places it escapes into the atmosphere where it contributes to global warming, 21 times more than CO<sub>2</sub>.

SOURCE: EPA Overview of Greenhouse Gasses. <http://epa.gov/climatechange/ghgemissions/gases/ch4.html>

## SCALE OF CLIMATE CHANGE IMPACT

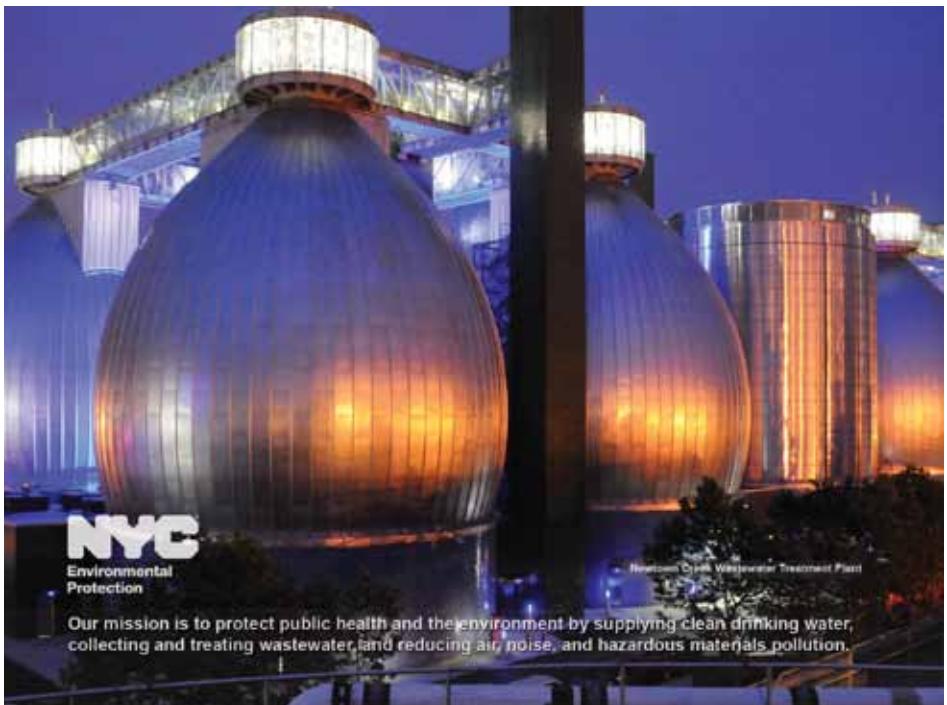


SOURCE: EPA Overview of Greenhouse Gasses. <http://epa.gov/climatechange/ghgemissions/gases/ch4.html>

## MONEY: IN THEIR WORDS

*It's kind of crazy to think of how much money our house throws away each week in wasted food. Sad.*

SOURCE: Liz. 27. NYC.



## CURRENT APPROACHES.

The current approaches being employed to address the issue of food waste run the gamut in terms of their cost, scale, effectiveness and contextual relevance. Here in New York, at the City level, a great deal of emphasis has been placed on two approaches: Waste-to-Energy and Composting.

### Composting

Compost is organic matter (like foodwaste, glass clippings, wood shavings, etc) that has been decomposed and recycled as a fertilizer and soil amendment. It is a critical component in a lot of urban agriculture and organic farming. New York City has been focusing a great deal on composting as a waste diversion strategy in recent years, evidenced by the launch of the curbside residential organics collection program (currently scaling to more neighborhoods), the school cafeteria foodwaste collection program and the growing number of greenmarkets accepting food scrap drop offs.

### Waste-to-Energy

Some of the organic material that's being collected in the cities newest programs, isn't actually being composted. It's being shipped to a wastewater treatment plant at Newtown Creek where it is being slurried, fed into an anaerobic digester and turned into methane gas. That gas is then being sold to ConEd to generate revenue for the city.

NOTE: It's also worth noting that there are many organizations - like City Harvest - working on complementary approaches that deal with utilizing the food before treating it as waste. The above is just intended to show the dominant conversation around foodwaste in NYC.

# EPA Foodwaste Hierarchy

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## FOCUS AREAS

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Focus first on using food to feed people. Then compost the inedible stuff.

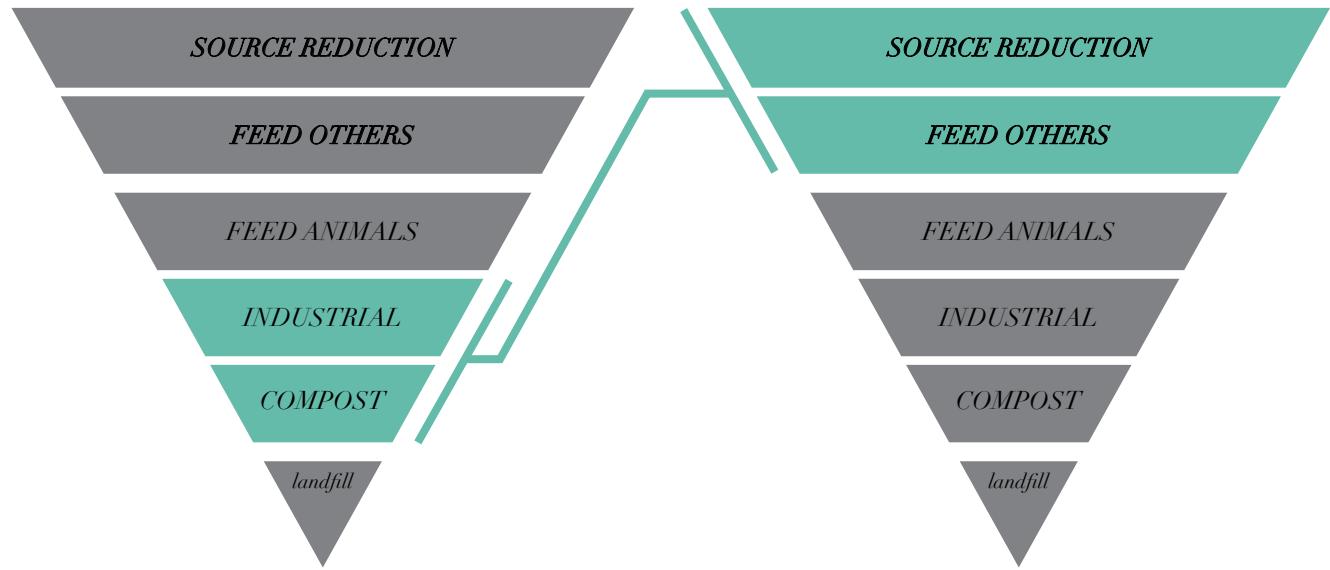
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Many approaches to this problem tend to focus their efforts near the bottom of the pyramid. But instead of figuring out how to manage the food that gets wasted, we should educate, inspire and empower people to eat their food instead of wasting it.

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## THE DESIRED STATE

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SOURCE: EPA Report "Putting Surplus Food to Use" (<http://www.epa.gov/waste/conserve/pubs/food-guide.pdf>)

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THE TARGET AUDIENCE:

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# FOODIES

# Meet Jared. An Urban Foodie

## THAT'S HIM:



## EATING OUT:



He also loves going out for meals with friends and trying new restaurants. He rarely takes left-overs (because he usually finishes his food), but on the occasion when he does, he rarely eats them.

## ABOUT JARED:

Jared is a 32 year old urban professional. He lives in a 1 bedroom apartment (with a nice kitchen) in Brooklyn, NY with his girlfriend, Ellen. He works at a human rights non-profit in Manhattan. He takes his job seriously and is highly motivated but also makes time for his own life.

## HOBBIES:

His hobbies include, going to movies, having brunch with friends, hosting dinner parties, reading, and playing softball. **And of course, cooking.**

## ON FOOD:

**He loves food. He cooks regularly. He enjoys trying new recipes, looking at food blogs, and making great meals for himself and his friends.**

## HIS JOURNEY:



### 1. SHOPPING

Jared goes to the farmers market every Saturday to buy most of his fresh food. Often he goes with recipes in mind but also lets the market inspire him. Sometimes he finds the portion sizes at the market are bigger than what he needs during the week.



### 2. SENSORY EXPERIENCE

He loves the sense experience of the market. The people talking and enjoying the weekend. The bustle. The produce stacked high on the tables and crates. The free samples. And all the smells of the season.



### 3. PERCEPTION

He doesn't like to buy the last fruits or vegetables in the bin. They're the cast away foods that probably aren't of the best quality.



### 4. DAMAGE

At the market and at home, Jared is cautious about bruised and aesthetically imperfect produce. He's had a few bad experiences with rotten and foul tasting produce.



### 5. BEST BY DATES

He regularly checks the sell-by and best-by dates in his fridge and on the shelves at the store. He's cautious about the food both in terms of quality of taste and in terms of health and safety. He got sick once before from eating some bad yogurt and doesn't want that to happen again.



### 6. TOSS IT

When he doesn't get all the way through his produce from the week or when something is starting to look a little limp or wilted, he'll toss it in the trash. It's not worth risking it. It's easier to throw it out and buy a new one rather than risk getting sick, or worse off, having a sub-par meal out of it.

MY DILEMMA:

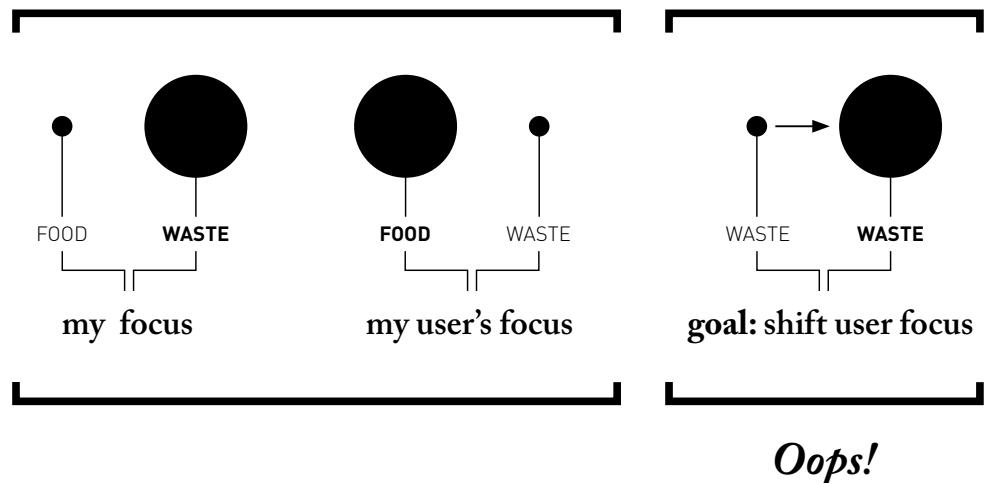
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# FOOD not WASTE

Focus on your audience, not yourself.

false  
start

Early in the process, I thought I could teach people to care about food waste. I mistakenly assumed that because my distaste for waste had motivated me to change, it would do the same for them. It's sort of similar to NYC's current approach, focusing first and foremost on managing waste instead of preventing it. I was wrong. Turns out trying to convince someone to do something they don't want to do is hard. I'll tell you why.





*don't just think about waste*

## It can't be just Food Waste:

PEOPLE THINK IT'S

Icky

People have negative perceptions of aging food and of food waste because they perceive it as "icky." We call this the "Ick Factor."

DEALING WITH IT SEEMS

Hard

People have internal barriers toward [food] waste reduction because they perceive it as being time-consuming, complicated and hard to do.

IT FILLS YOU WITH

Guilt

Raising awareness of food waste can lead to feelings of guilt and apathy, especially if devoid of a motivating solution or alternative.

*flip for more details ►*

GUIDING INSIGHT (from research):

People have negative perceptions of aging food and of food waste because they perceive it as icky. We call that the “ICK Factor.”



## Beautiful Decay: Engage Prototype

### APPROACH:

Public photography project (through instagram, facebook and farmers market displays) showcasing the food waste my house produces in a more elegant, provocative and engaging way.

### GOAL:

Get people to engage with something that they would otherwise just trash without thinking. And do it in a way that mitigates some of the 'ick' factor associated with food waste.

### FROM THE USER:

*Wow! That's all just rotting food? I would never think twice about that stuff, but they're all so captivating. What's the story?*

GUIDING INSIGHT (from research):

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People have internal barriers toward (food) waste reduction because they perceive it as being time-consuming, complicated and **HARD** to do.

## Eater Interviews: On Food & Waste

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### APPROACH:

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Interviews with a range of NYC residents who cook (and eat) in the home with some regularity. Explored a range of topics relating to food, food preparation, waste (attitudes and behaviors), etc.

### GOALS:

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Better understand NYC eater attitudes and behaviors as they relate to cooking, eating and waste management in the home.

### FROM THE USER: MONICA

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*I would have never gotten into composting before. It seemed like it was just too much work. I didn't want to deal with the food being around all the time and figuring out what to do with it. Once I found out I could freeze it and drop it off down the street every week, it was like a no brainer. Now I just keep a bag on the counter when I cook and drop stuff into it and then freeze it. Not hard or smelly:*



### IMAGE: MONICA'S BAG

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From interview about cooking and food waste with Monica. NYC. Brooklyn Heights.

### FROM THE USER: LIZ

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*Not wasting takes so much effort. I know it's the right thing to do, but I don't have the time and energy. It's easier to toss it to the curb.*

GUIDING INSIGHT (from research):

Raising awareness about food waste can lead to feelings of **GUILT & apathy**, especially if devoid of a motivating solution or alternative.

## Feelings on 40%: Facebook Probe

### APPROACH:

Graphic provocations published to facebook, instagram and emailed to friends and family visualizing key facts and figures about food waste. Followed by probing questions.

### GOALS:

Understand how the facts make people feel.  
How do people react? What



**40% of the available food in the United States today goes uneaten.**

That means Americans are throwing out the equivalent of \$165 billion each year.  
And that uneaten food ends up in landfills (the largest component of U.S. waste stream).

### FROM THE USER: JON [Email Response]

*I'm deeply saddened by this figure, especially knowing that there are so many hungry people out there. I'm definitely guilty of wasting food, but I don't know what to do about it. Maybe try to plan a little better, or don't buy as much.*

2012

Nov. 2013

— high focus

*waste*

— mid focus

*food*

— low focus

A SHIFT IN FOCUS:

If focusing  
on waste  
isn't going  
to motivate,  
find the next  
lever to pull.  
**FOOD.**

A NEW FOCUS

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# EATING & FOOD

GUIDING INSIGHT (from research):

Cooking is seen as a CREATIVE ACT, work with what you've got. Many take pride in being able to see opportunities in ingredients.

KEY QUESTION:

How can we channel that creative approach to put all their food to its highest and best use...eating?

## Phone-A-Friend: Find New Ideas

### APPROACH:

Engaging my network to find food waste solutions. What if there was a way to get help anytime you weren't sure about whether or not something was safe to eat? Or if you had an ingredient that was starting to go?

### GOALS:

Identify what people will share and how to motivate collaborative problem solving.



 **thetreuhaft**  
4 days ago

 **fiz\_ligel**, [storypirates](#) and [prettyvenditti](#) like this.

 **thetreuhaft**  
Wondering what it tastes like to eat the scraps from your juicer? I was. Just tried carrots and ginger. Pretty gross to eat raw. Anyone have suggestions?

 **leesean**  
Sounds like a good start for a cole slaw, just add shredded lettuce and dressing. Or there is a Japanese Macrobiotic thing where you take those scraps and mash them up with crumbled firm tofu and fry up in little patties.

 **thetreuhaft**  
@michbot It's carrot remains from our juicer. @leesean love that idea about slaw. Gonna try that next time.

 **jadoremonet6**  
Carrot ginger soup! Sauté onions, add a little cayenne and veggie broth. It's my fall/winter staple.

 **tiger\_tigar**  
Ginger bread!! Use a basic spice or ginger bread recipe, adjust liquids down a bit to account for the carrots. Zucchini bread recipe would work too, sub carrot ginger mush for zucchini.

 [Leave a comment...](#) 

### THE STORY:

The other day, I came home from school to find a few tupperware containers full of macerated vegetables. My girlfriend was preparing a juice cleanse and had processed a lot all at once to drink during the week. I wondered what the dehydrated smashed carrots and ginger would taste like, so I sat down with a spoon and started to eat. Sadly, not delicious. Getting people to eat disgusting food is not a battle I want to fight, but maybe I could get people to give me some good ideas on how to use the food. So I snapped the photo you see and posed the question on Instagram. Got some great recipes and ideas in response.

### FROM THE USER:

*Carrot ginger soup!  
Saute onions, add a little cayenne & veggie broth. It's my winter staple.*

GUIDING INSIGHT (from research):

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**Everyone has their own TRUSTED SOURCES (or food experts) where they turn for advice, recipes and inspiration.**

KEY QUESTION:

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How can we leverage the expert network to build a movement around wasting less by eating more.



## Sources

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### APPROACH:

During the interview process, one of the probes centered around exploration with food and where new recipes and techniques are found.

### FROM THE USER: LEE-SEAN

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*I get a lot of my ideas from family recipes. My grandma and mom are both great in the kitchen. I think a lot of the famous chefs just take old family recipes and reinvent them. It's nothing new.*

### FROM THE USER: MIYA

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*I check in to "Smitten Kitchen" religiously. She's just got so much great stuff up there.*

## GUIDING INSIGHT (from research):

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**Engaged eaters have a strong relationship with their food. They love the SOCIAL side of food and eating. It's a feel-good, enjoyable experience.**

## KEY QUESTION:

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How do we tap into that to motivate action around wasting less?

## Dinner-Party Details: Food&Friends

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### APPROACH:

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Observations and informal interviews at 5 dinner parties and food-based social gatherings. Probes included: "What's top of mind when I say the word food?" and "How do you feel about dinner parties?"

### GOALS:

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Better understand social dynamics around food and motivations for social eating.

### FROM THE USER: HANNAH

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*We have a regular weekly dinner party with some of our friends. It's a chance to do something together, connect, & enjoy good food & company.*



GUIDING INSIGHT (from research):

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Eating is a highly pleasurable, MULTI-SENSORY experience in a way that recycling & composting just isn't.

KEY QUESTION:

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How do we capitalize on the multi-sensory nature of food and eating to motivate good behavior?

## Five-Sense Analysis

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APPROACH:

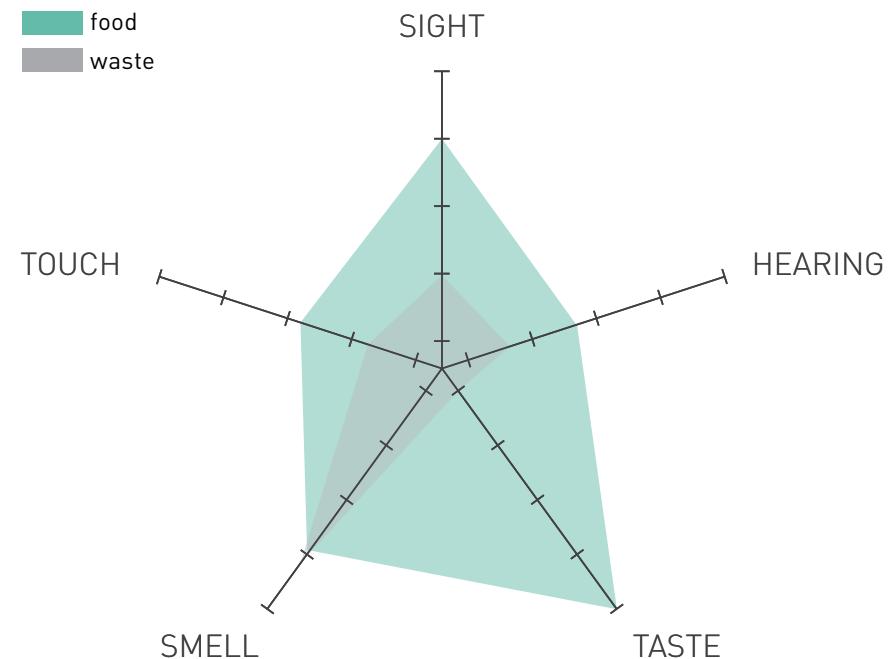
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"On a scale of 1-5, when you think about \_\_\_\_\_, how much does it stimulate your sense of \_\_\_\_\_?" Clear and simple. Ask both in terms of food / eating and in terms of food waste.

GOALS:

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Understand the user's sensory associations when it comes to food and waste.



FROM THE USER: HANNAH

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*I love the sensory stimulation. Obviously, smell & taste are the big ones. If it tastes bad or smells bad you did something wrong. But I actually really like the visual. Even just raw vegetables.*



*What are you gonna do about it?*

-Cheryl Heller

## A new thesis emerges

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*With a renewed focus  
on getting people to  
eat more of the edible  
food in their lives, I  
crystallized a new  
thesis direction ... and  
started ideating and  
prototyping.*

### **WHAT FOLLOWS.**

It took me a long while to realize that I was digging the wrong hole deeper at the beginning of my thesis work. I had spent so much time trying to engage people and motivate them to think and act in a less wasteful way, but had been pulling the wrong lever.

With a renewed focus on getting people to eat more of the edible food in their lives (akin to the top two bars of the EPA Hierarchy), I crystallized a new thesis direction that seemed like it was big enough to interpret and play with but concrete enough to give me some clear constraints (freedom within the frame).

At that point, it was time to start ideating and prototyping to learn if it was truly possible to excite foodies and engaged-eaters to think differently about the food in their lives.

In the following pages, I'll give you a brief overview of the thesis direction and the guiding principles and key features. In the next section, I'll walk you through the 3 prototypes that I ran and show some of the learnings and impact.

*Would you eat damaged produce?*



*Like these apples?*

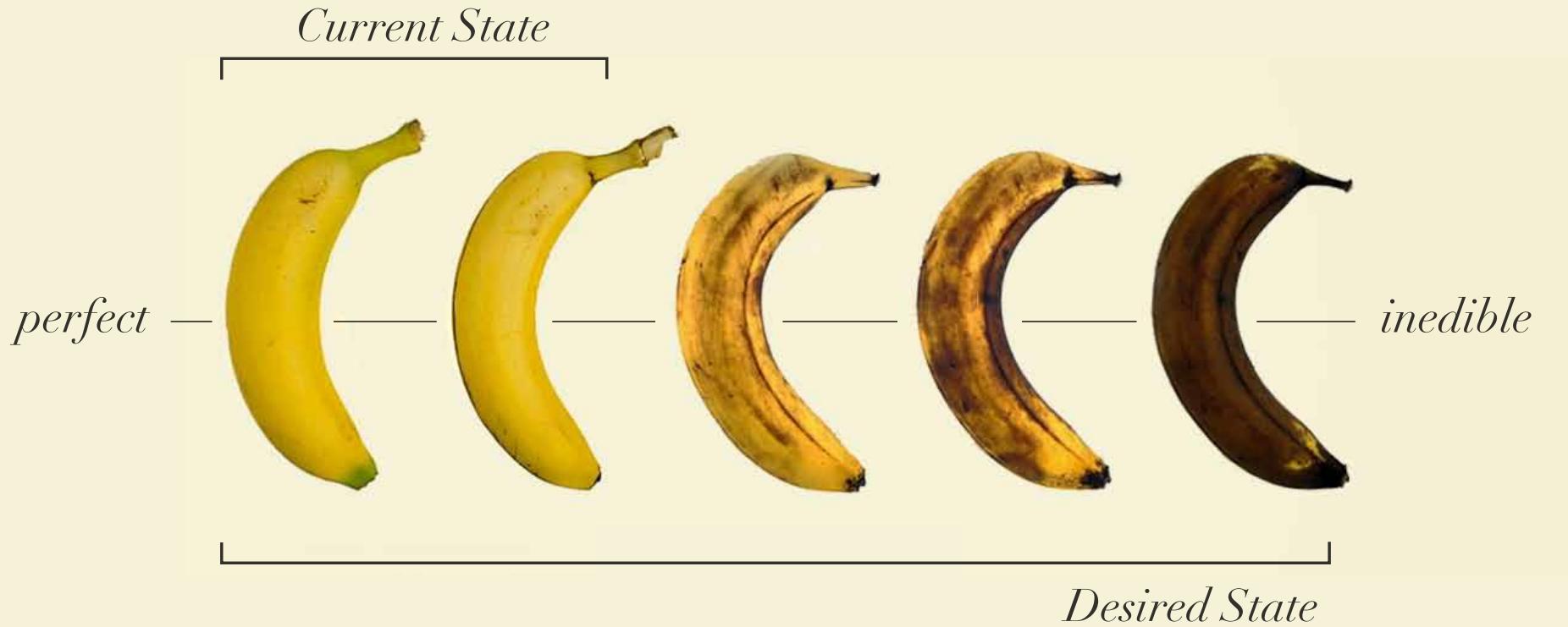


*How about an aged potato?*

*Or “aesthetically imperfect” carrots?*



# Spectrum of Desirability



Food exists on a spectrum from “Perfect” (i.e., super fresh, brand new, spotless, etc.) all the way to “Inedible” (i.e., totally spoiled and intolerable). Right now, many of us eat a very narrow slice of what I’m coining the “Spectrum of Desirability.” This happens for a number of reasons. We perceive the other stuff as being unsafe or not good, or we don’t have the time or knowledge to use it, or we’re uncertain and would rather not take a chance with our health and safety. But imagine how big the collective impact would be if each of us moved our line to encompass more. If we acknowledged the latent potential in much of the food that currently gets neglected. We can actually eat so much more of the food in our lives. And with that I urge you to...



*ee | eat everything*



*Inspiring & empowering anyone  
who cooks and eats to make the  
most of the food in their lives.*

## **SOME GUIDING PRINCIPLES**

Don't judge a book by its cover, or a banana by its peel.

From tip-to-tail, root-to-stalk. There's a use for almost everything.

Aging is beautiful (& tasty). Some of our finest foods are aged.

Spoiled and rotten can still be safe (& good). Vinegar is rotten wine.

## Dinner Party Prototypes

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# *The birth and growth of the Salvage Supperclub*

## **The Prototypes**

To bring “Eat Everything” into the real world and see if real people, like NYC foodies, would actually embrace it, I started to host some dinner party prototypes. The main goal of the prototypes was to see if people would come to eat food that they would typically neglect and if they would actually pay for it. Beyond that, we tested a range of names for how to talk about it, how to create the right atmosphere, how to use the meal as a teaching moment without feeling preachy, and most importantly, how to stay focused on the goal of food waste reduction without being fringe and turning people off.

What follows is a walk through each of the three prototypes, showing: what the invitation looked like, some of the food sourcing, some of the menu items, what the event looked like, impact and testimonials.

In the final section, following this one, we’ll discuss how the idea could scale and the impact that would have.

# PROTO 1

## NAMES:

- Zero Kitchen Supper Club
- Dumpster Dinner Party
- Cook'd Clean Canteen

## DESCRIPTION

For the first prototype, we hosted 12 people at the DSI studio. They were all sent 1 of 3 invitations (on the following page) to gauge the language and visual style that would most adequately capture the idea and compel foodies to attend. The guest list was created by crowdsourcing the names and email addresses of foodies which were submitted by friends and family.

Suggested donation for the evening was \$5 (to see if people would pay for a meal like this).

Average donation:

**\$16.20**



# DUMPSTER DINNER PARTY

YOU'RE INVITED!

## The Deal:

In America, we send more than 30% of the total food supply to the dump... much of which is still perfectly edible.

## The Dinner:

We're rescuing those potentially prime provisions from their ill-begotten fate. Join us for a **5 course tasting menu** full of inventive dishes inspired by famous chefs from around the world, who regularly use many of the ingredients that the rest of us overlook.

## The Details:

SUNDAY, March 9th - 7:00pm

132 W. 21st Street, 5th Floor  
New York, NY 10011

\$5 Suggested Donation

Wine will be served.



# MOST EXCITING INVITATION!!

Generated the most buzz and dialogue, but for many, it led them to believe that the food was all dumpster dived. Polarizing.



## ZERO KITCHEN Supper Club

### YOU'RE INVITED...

to an evening of inventive cuisine as our chef explores and shares the amazing potential of our most overlooked and underutilized foods. This vegetable forward meal gives new meaning to "kitchen thrift."

#### RSVP

Josh | 917.573.3382  
[jtreuhaft@sva.edu](mailto:jtreuhaft@sva.edu)  
Seating is limited

#### DETAILS

SUNDAY, March 9 - 7:00pm  
132 W. 21st Street, 5th Floor  
New York, NY 10011

#### JUST \$5

Suggested donation.  
Drink included.

# THE COOK'D CLEAN CANTEEN

A SUSTAINABLE SUPPER CLUB

# INVIT- ATION

#### DETAILS

Sunday, March 9  
7:00pm (prompt)

132 W. 21st St.  
5th Floor  
New York, NY  
10011

\$5.00 (Donation)  
Four Courses  
Alcohol served  
And dessert

# ALL THE TASTE. NO FOOD WASTE.

SPACE IS LIMITED. RSVP: Josh // [jtreuhaft@sva.edu](mailto:jtreuhaft@sva.edu) // 917.573.3382

MOST ELEGANT / REFINED.

# ZERO

## Dinner Menu - March 9, 2014

### First Course: Bread

Bread Selections: Rice Baked Bread & Day Old Discarded Oils: Lemon Infused Olive Oil; Orange Infused Olive Oil. Spreads: Coffee Infused Butter, Not An Ugly Apple Butter.

### Second Course: Soup

The Soup: Creamless Cream of Mushroom  
The Scoop: Vegetable stock made from kitchen trimmings.  
"Passed over" produce from Stop and Shop.  
Mushrooms pulled from shelf at Key Food Park Slope.

### Third Course: Salad

Broccoli Stalk Slaw in a Creamy Ginger Cashew Sauce  
The Scoop: Broccoli Stalks generously donated from a restaurant kitchen in Crown Height Brooklyn. Julienned Zucchini and Ginger "Passed Over" Produce from Stop and Shop.

### Breather: Smoothie

Banana Apple Spinach Citrus  
The Scoop: Extra Ripe Banana, Premium Aged Spinach, Ignored Apple from Nostrand Market Discount.

### Fourth Course: Main

Vegetarian "Meatballs" Marinara  
The Scoop: Day Old Bread rounds from home; juice bar pulp donated from Veggie Juicer on Franklin Ave. Mushrooms pulled from shelf at Key Food Park Slope.

### Dessert

Red Wine Chocolate Cake and Ice Cream of Ripe Bananas

I collaborated with my friend Meredith Lanoue (a salvage chef in her own life) to develop a 6 course tasting menu where every course featured at least one salvaged ingredient. The menu told the story of all the dishes and where every ingredient came from so every guest knew what they were eating, prior to eating it. The KEY finding:

*You don't need to tell me where all the ingredients came from before I eat it. I came to this dinner knowing it would be salvaged.*

On the following pages, you'll find a few before and after shots to give you a feel for the type of ingredients and dishes we served.

## BROCCOLI STALKS

*Donated from a restaurant that  
wasn't going to use them.*



# STALK SALAD

*Julienne broccoli stalk and carrot  
peel salad with aged ginger dressing*





*AGED & BRUISED FRUIT*  
*Spotted peat, ripe banana & wilted spinach*



## SMOOTHIE SHOT

*Spotted pear, extra ripe banana,  
wilted spinach & a touch of lime.*





## VEGETARIAN MEATBALLS

*Made with day-old breadcrumbs, donated juice pulp from a juice bar & ‘deinventoried’ mushrooms from a grocery store.*

# IMPACT ANALYSIS.



*2oz - Orange Peel  
1oz - Lemon Peel  
32oz - Day-old Coffee  
16oz - Unaesthetic Apples  
14oz - Day-old Rice  
40oz - Day Old Breads  
12oz - Veg Scraps for Stock  
72oz - Deinventoried Mushrooms  
64oz - Broccoli Stalks  
10oz - Juice Pulp from the Juice Bar  
6oz - Aged Zucchini  
9oz - 3 Aged Potatoes  
8oz - 2 cups of breadcrumbs  
48oz - 12 bananas  
14oz - 2 cups of wine*

*total saved*

**21.75lbs (348oz)**

*per capita saved*

**1.8lbs (per person)**

*I had an apple at work the day after the dinner. With my first bite,  
I noticed the inside of the apple was a little bruised and brown.  
Normally this would have been unappealing to me, but given the  
happenings of the night before, I finished it and it was fine.*

-Jeremy Cap (Columbia // SUMA)

THEY ASKED FOR  
RECIPES

*Forbidden Fruit Smoothie*



• zero kitchen.co

*Broccoli Stalk Slaw*



skbook

*I'm definitely not as worried any more about getting sick from these foods, especially if they're a day or two past their prime or expiration date.*

-George P (Market Researcher)

## PROTO 2

NAME:

**Salvage Supperclub**

DESCRIPTION

For the second prototype, we hosted the dinner in a much homier setting, at an apartment in a luxury apartment building on Lexington Ave. The atmosphere was more convivial. We had 16 guests (full capacity) and a waitlist of 6.

The chef for the evening was Sarah Natow, who had slightly more culinary training than Meredith from dinner 1, but was not a trained chef. She had worked in a soup kitchen so knew very well how to work with salvaged ingredients.

Suggested donation for the evening was \$10.

Average donation:

**\$13.40**





60 people were put on the initial invite list. All of them liked to eat. Most of them liked to cook. Some of them hosted Supperclubs of their own. All of them received the same invitation (at left) which clearly stated the core focus of the meal.

22 RSVP'd for the event which is a 37% acceptance rate, fairly high for this type of event. From that response, it felt as if we were on to something. Especially since more half of the attendees were not people I knew. An interesting response:

*It really felt like it was going to be a refined event based on the invitation. I was excited for days leading up.*



*Meryl, the hostess, created a really warm, eclectic, casual environment. Sarah, the chef, created a simple and tasteful 4 course meal, each course featuring a range of neglected ingredients donated from friends, classmates and, most importantly, from farmers at the farmers market (Migliorelli & Norwich Meadows Organic).*



## UNAESTHETIC CARROTS

*Donated from Norwich Meadows Organic Farm at the Union Square farmers market.*

## *SIAMESE SPROUTED ONION*

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*Donated from Norwich Meadows Organic Farm  
at the Union Square farmers market.*





## *ROOT VEGETABLE FETTUCCINE*

*Reclaimed rutabaga and carrot cream sauce topped with a soft-boiled egg and garnished with carrot greens.*

*Share!*





*This “premium aged” red pepper doesn’t look so great at first glance, but if you look past its wrinkled skin, there’s a perfectly delicious (and slightly more sweet) pepper there. Don’t judge a book by its cover. We made...*



*AGED PICKLED PEPPER*



## AGED FIELD GREEN SOUP

*Wilted greens and carrot greens. Scrap soup stock. Premium aged pepper, pickled.*

*Yum!*





*Extra-ripe bananas make great desserts. They're sweet and have a really rich banana flavor. These were donated by classmates at DSI who weren't going to eat them. Little did they know, they would become...*



## BANANA CUSTARD TART

*Super ripe banana custard with a cookie crust, salvaged from a corporate workshop*



*As was the case with the first meal, they finished basically every scrap on every plate during every course. In fact, guests begged for more banana custard (seconds) on the dessert. And lucky for them, we had some left.*

*Thanks for Eating Everything*



*including this beautiful,  
premium aged pepper*

**20lbs**

Together, the 16 of us ate about 20 pounds of delicious food that would have been discarded needlessly. You'll never see your food the same.

## IMPACT ANALYSIS.

- 36oz - Veggie scrap for soup stock*
- 24oz - Wilted greens for soup*
- 60oz - Rutabaga for pasta sauce*
- 18oz - Unaesthetic carrots for pasta*
- 4oz - Carrot greens (soup & garnish)*
- 5oz - Aged red pepper*
- 44oz - Super Ripe banana (dessert)*
- 22oz - Salvage cookies (dessert)*
- 35oz - Unaesthetic apples (latke sauce)*
- + 72oz - Unaesthetic Potatoes (latkes)*

*total saved*

**20lbs (320oz)**

*per capita saved*

**1.25lbs (per person)**

*Now, when I go to the grocery store I don't think I'll be so judgemental when it comes to what a potato looks like. I'll know that I can cut off problem spots and it will taste the same. Before, I was a bit shallow when it came to how my produce looked.*

-Callie Key (Marketing Coordinator)

*This was such an inspiring experience. I had no idea you could do this. I'd love to try to do a dinner myself in the coming months. Would it be cool if I reached out to get some help?*

-Lukas Huh (Designer)

PROTOTYPE 3

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# SALVAGE SUPPERCLUB

*fine dining in a dumpster* ►



..∞ | *salvage supperclub*

# **SALVAGE SUPPERCLUB**

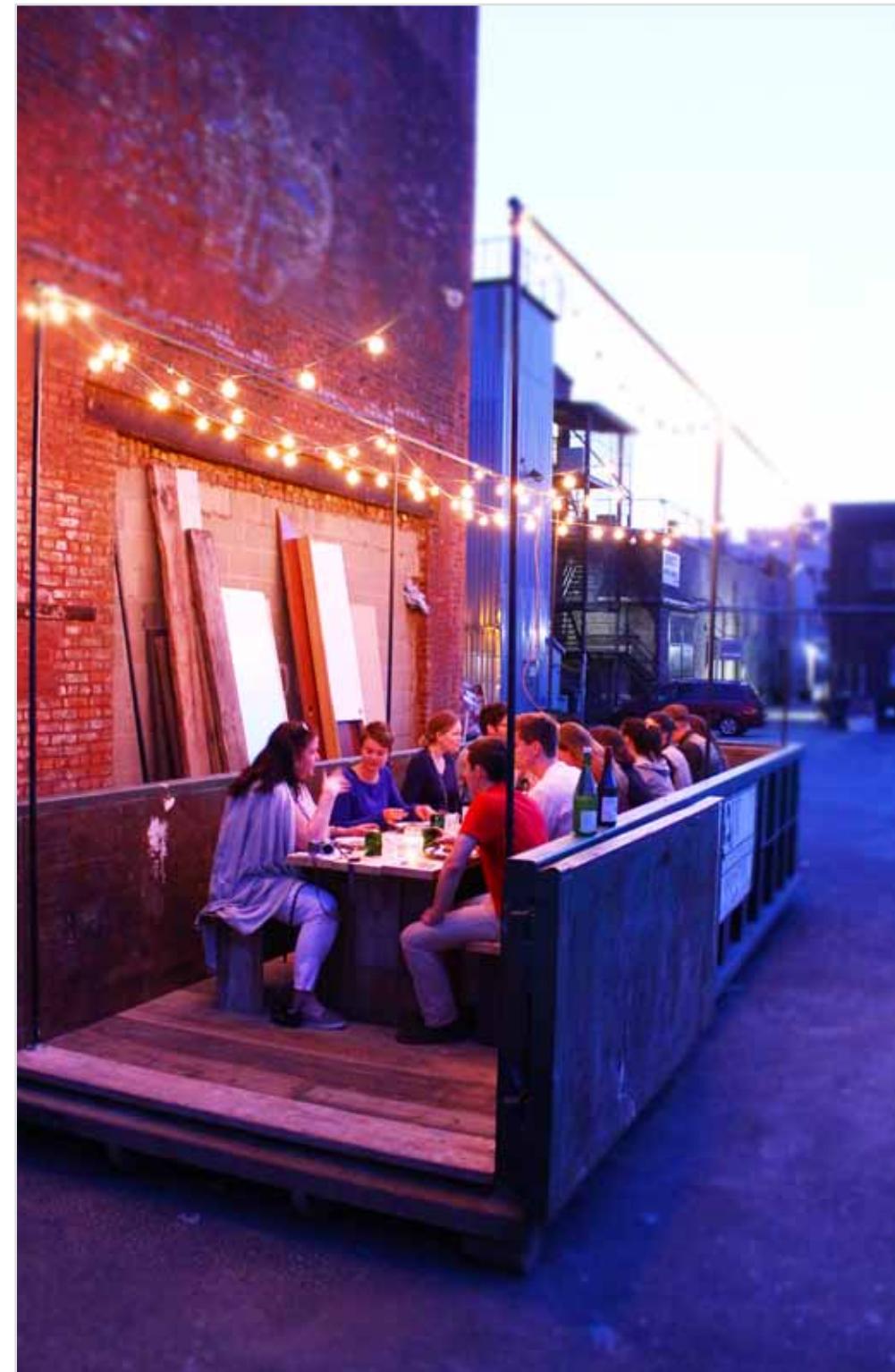
## Full of untapped potential

For the third prototype, we tried to push the envelope a bit, to move the Salvage Supperclub to a level that would capture the public imagination and generate a compelling and interesting story that people wanted to share far and wide. Since many foodies are already the go-to source for food info within their networks, the hope was to offer them something that they could share more widely to get more people interested and involved (and to eat some wonderful food and learn a bit about eating everything in process).

So we built a rustic chic, 16-person, communal table dining room inside of a demolition dumpster and held our meal al fresco along the Gowanus canal in the back lot at Build It Green!NYC Brooklyn. For me, the dumpster was a symbolic gesture in a way: Just like much of the food that we waste looks strange on the outside but is still good on the inside, the dumpster was...well...it was a dumpster on the outside. But inside, it was a wonderful and warm dining room where people came together and had an amazing meal that showed them just how much can be done with the food that we all-too-often neglect.

It was the most ambitious prototype to date and it was a complete success. We had a full house, a waitlist of 8 people who wanted to come, a guest who's writing a story for Gothamist, 6 delicious courses and tons of great conversation.

Suggested donation for the meal was \$20 per person. And the **average donation ended up being \$22.40 per person**, 5% of which is being donated to City Harvest to help feed the hungry.





..∞ | *salvage supperclub*

Dinner Menu - April 13, 2014

Chefs: Celia Lam and Pedro Robles  
Host / Sponsor: Build It Green!NYC



**480 Eastern Pkwy**



**Migliorelli  
F A R M**

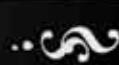


**RefreshGlass**

*At the end of the day, making things happen is all about relationships. The Salvage Supperclub (Dumpster Dinner Party) would not have been possible without all of the great collaborators, partners and sponsors that helped make it a reality. Social Innovation at its finest. We had produce donated from DSI classmates, roommates from 480 Eastern Pkwy, Norwich Meadow Organic Farm, Migliorelli Farm, Berried Treasures Farm and the Natural Gourmet Institute test kitchen. Build It Green!NYC donated salvaged building materials and hosted us at their Gowanus location. Refresh Glass donated glassware made from salvaged wine bottles. And of course, we had four amazing chefs from the Natural Gourmet Institute, led by Celia Lam.*



*The evening couldn't have happened without the discipline, skill and excitement of Celia Lam, the head Chef for the evening. She was a true inspiration and a wonderful collaborator, bringing a heightened level of polish and professionalism to the Salvage Supperclub.*

 | *salvage supperclub***Dinner Menu - April 13, 2014**

Chefs: Celia Lam and Pedro Robles  
Host / Sponsor: Build It Green! NYC

**Refresher**

Apple ginger lemon juice shot

**Tasters**

Ripened eggplant baba ghanoush &  
roasted cumin carrot hummus on toast

Rainbow table-potato latkes topped  
with pineapple applesauce

**Soup**

Slow-roasted parsnip, apple & potato soup  
drizzled with an infused oil

**Salad**

Warm spring salad with sauteed  
apples and toasted pecans

**Dessert**

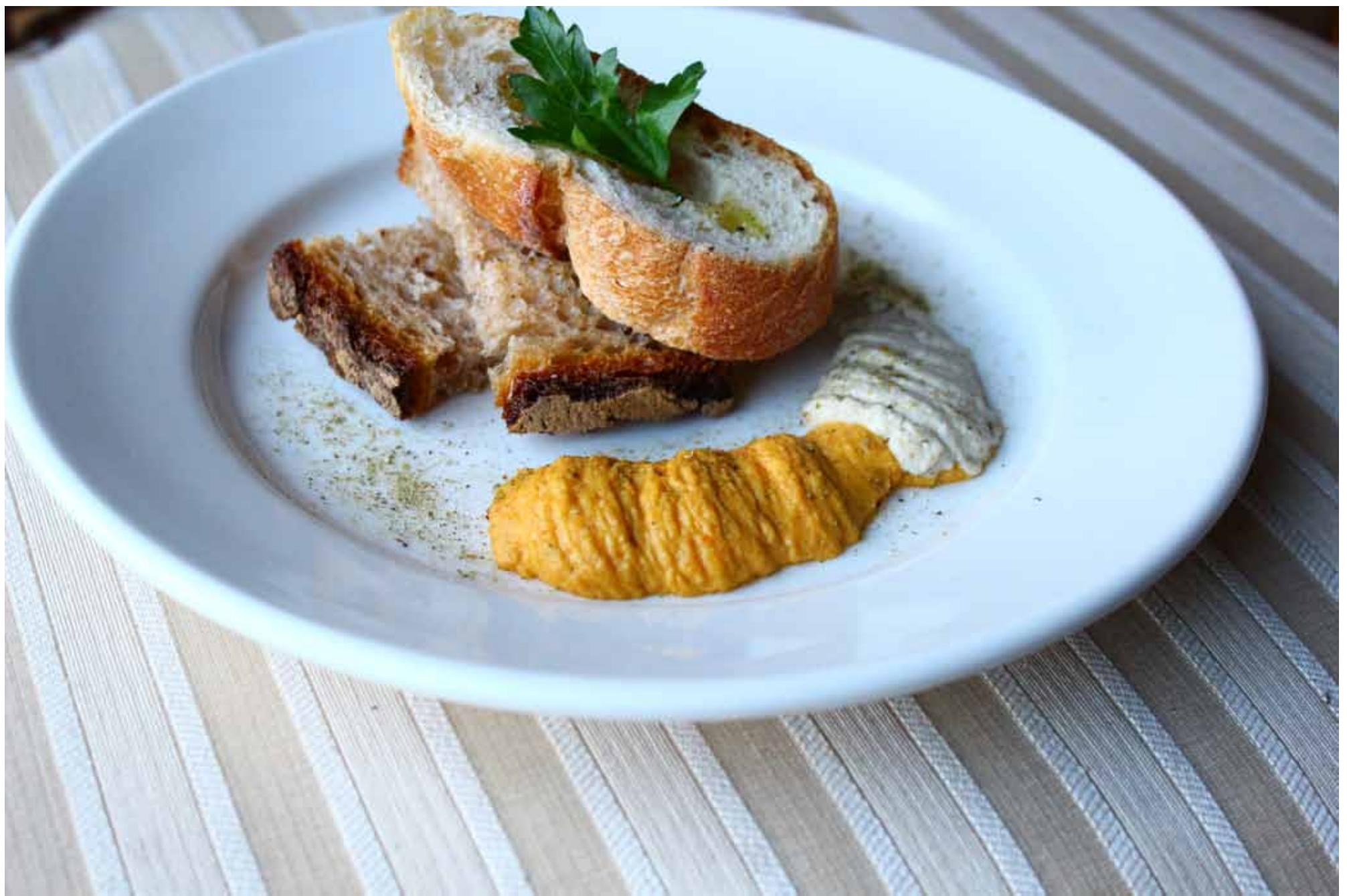
Ripened banana & chocolate spring rolls  
topped with coconut cream

Celia and her team of sous chefs (all students from the Natural Gourmet Institute in NYC) were tasked with crafting an exciting and delicious 6 course tasting menu for the guests. The food needed to be beautiful and extremely tasty, but it also needed to be within reach for the home cook to prepare some of the dishes on their own. That way, the guests could use the recipes to EAT EVERYTHING in their own lives

The team totally delivered. With a few exceptions, they made an extraordinary and delightful meal totally within reach for most home cooks.

*I'm totally going to make that soup. And the carrot hummus. I actually have some soggy carrots in my fridge right now.*





*Overripe eggplant, unaesthetic carrots and unsalable sprouted onions make a roasted carrot and cumin hummus and an aged eggplant babaganoush, all served on a day old bread donated from Bien Cuit Bakery.*



*ROASTED PARSNIP, APPLE & POTATO SOUP WITH CHIVE OIL DRIZZLE. One of the biggest hits of the night. Also a great teaching moment: Fresh herbs are one of the ingredients that many find difficult to fully use before they wilt. Celia shared recipes with the guests for how to infuse their own oil to use the extra herbs.*



*RAINBOW 'TABLE-POTATO' LATKES WITH OVERLOOKED APPLESAUCE AND CABBAGE SLAW. Aesthetically unsalable "table" potatoes (those are the potatoes that the farmer brings to his own table because he can't sell them) from Berry'd Treasure Organic farm. Overlooked apples from Migliorelli. Purple cabbage donated by Nayla Attar at DSI.*



*Super-ripe banana and almond meal (leftover from making almond milk for another dish) come together for a beautiful banana custard tart with almond meal crust. Eat Everything.*

*yum!*



*Thanks for Eating Everything*



*like these sweet  
& juicy apples.*

**27lbs**

Together, we all ate about 27 pounds of delicious food that would have been discarded needlessly. You'll never see your food the same.

## IMPACT ANALYSIS.

*total people*

**16ppl**

*total saved*

**27lbs**

*per capita saved*

**1.68lbs (per person)**

*impressions*

-5000ppl email (Build It Green!NYC)

-8000ppl email (Natural Gourmet)

-Gothamist article in development

-Social media shares

*This was just a wonderful opportunity to collaborate on a really important initiative. I learned a ton and got to flex my creative muscles in the kitchen. I really hope to do more of these events.*

-Celia Lam (Chef - Natural Gourmet Institute)

*I'm really excited that some of our student Chefs got to be a part of this. I hope we can do more of them over the Summer...maybe with a more formal partnership and a bit more prep time.*

-Anthony Fassio (CEO - Natural Gourmet Institute)

*I've become more experimental and less judgmental about the way fruits and vegetables look and I've been thinking a lot more about making use of the entire product. ALSO, I have a black banana in my fridge that I'm going to use in a protein shake. It doesn't look too good but I know it'll taste pretty sweet.*

-Haya Shaath (Designer, DSI)

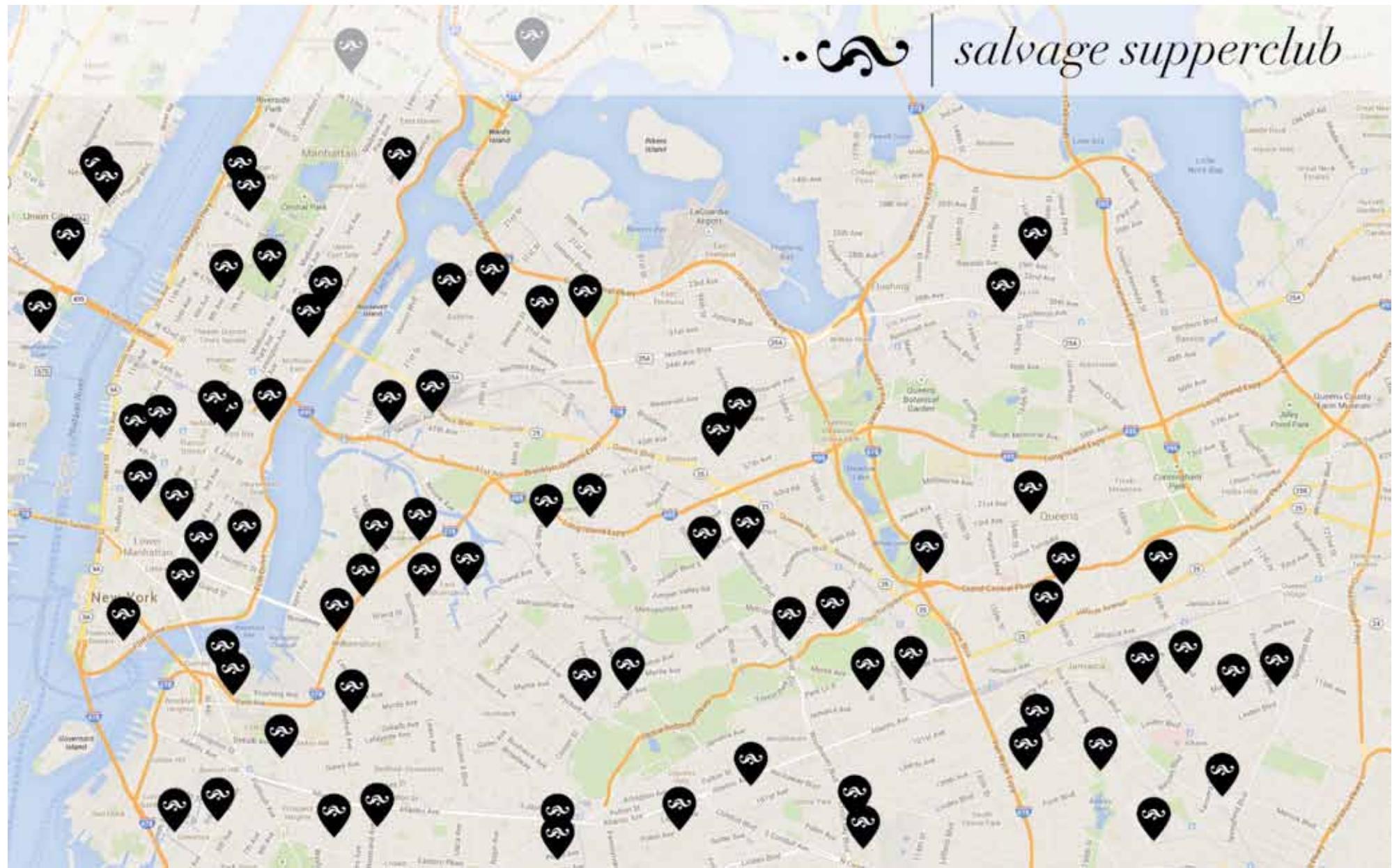
EAT EVERYTHING & SALVAGE SUPPERCLUB

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# HOW DOES IT SCALE



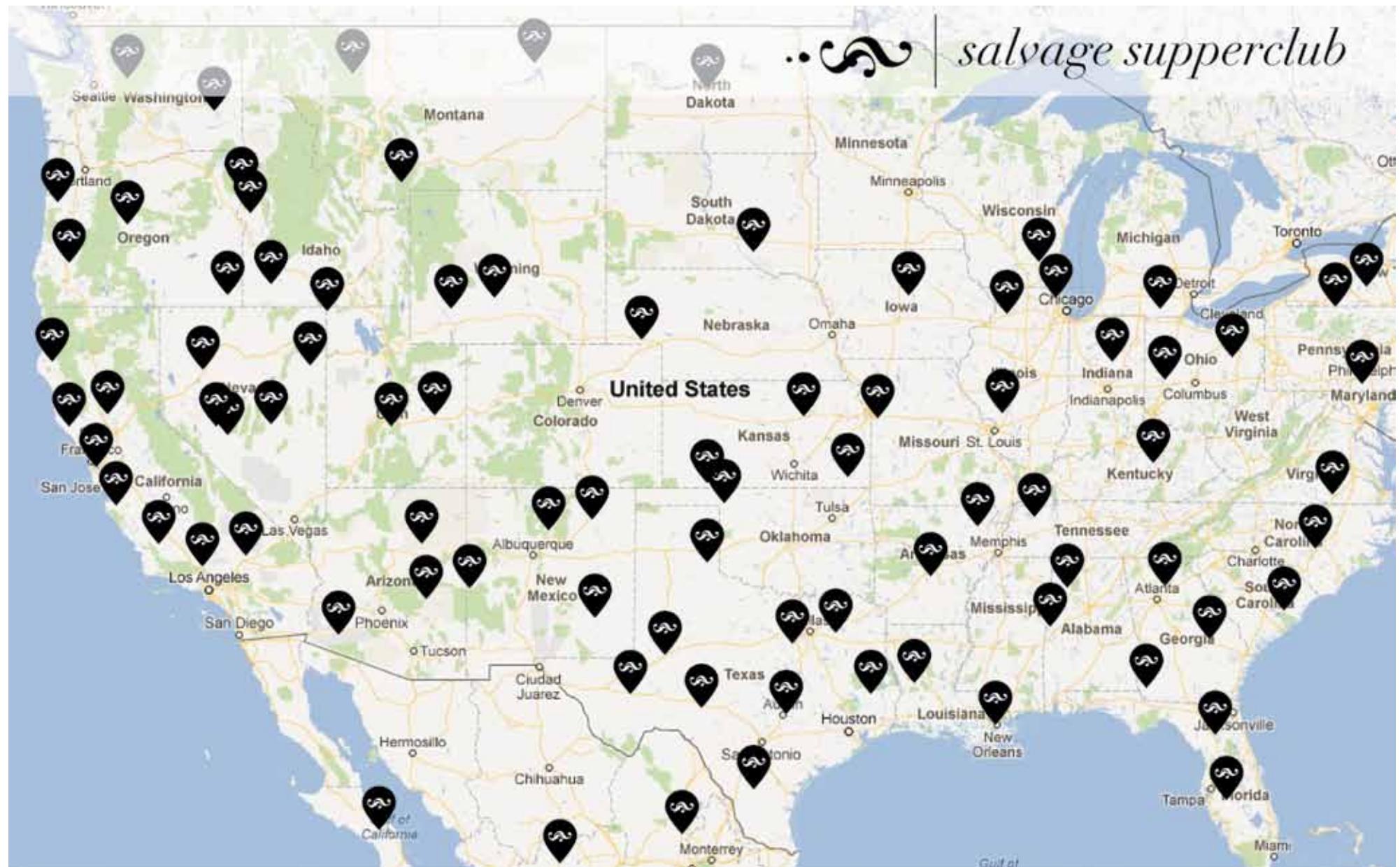
*salvage supperclub*



*So far we've held just three Salvage Supperclubs, touched 48 guests directly through our food and stories and saved 68 pounds of wonderful food from being underused. Imagine if more people were doing this in NYC. If more restaurants, chefs, culinary schools and individuals would participate in our Salvage Supperclubs or host their own. If more grocery stores and farms would donate their unsalable ingredients. Or if people would get together with their friends on Sunday and cook with the food that's left in the fridge.*

$$1.6 \text{ lbs/}per \quad X \quad 400,000ppl \quad = \quad \underline{\underline{640,000lbs}}$$

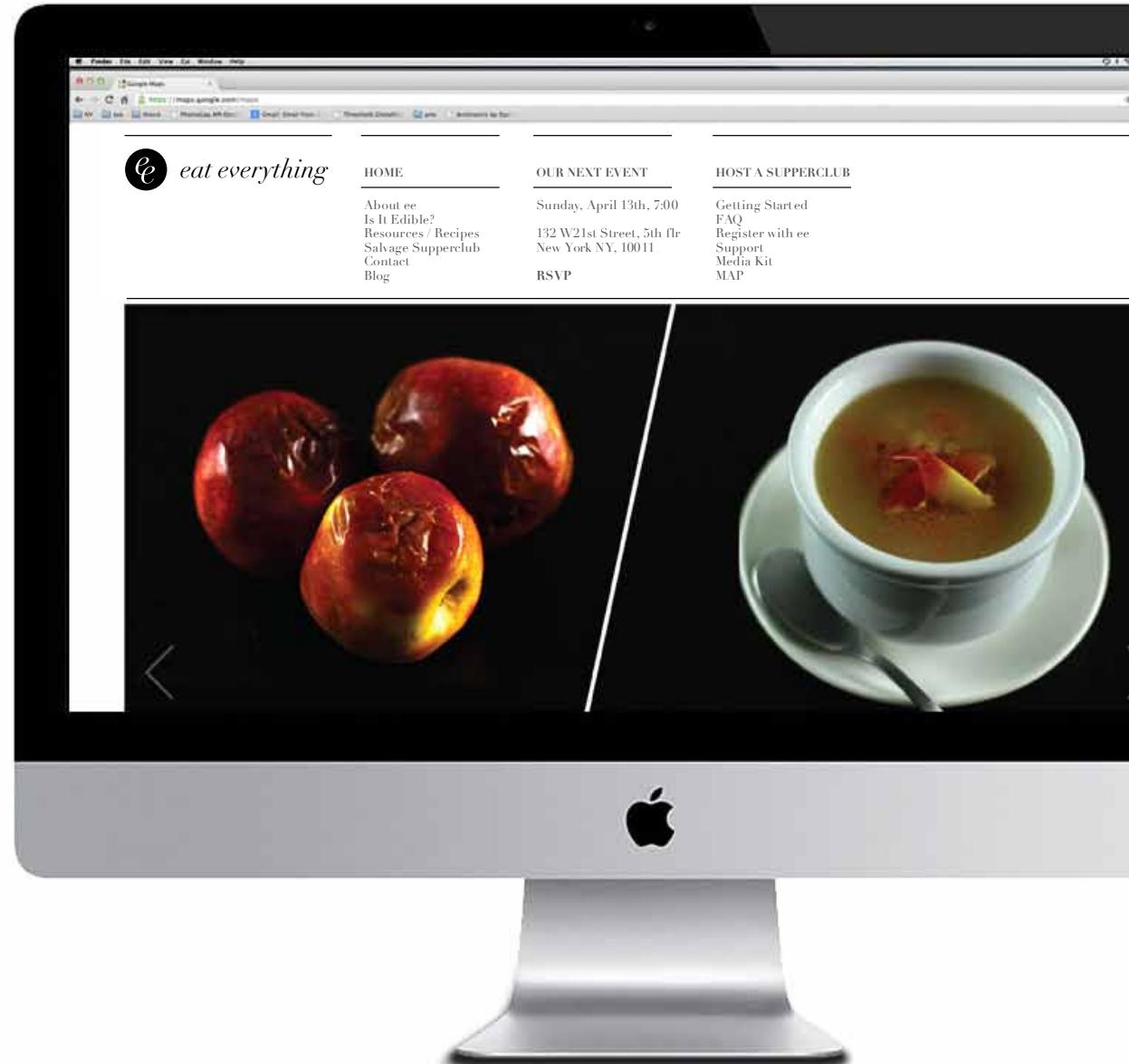
In fact, at our last meal, we averaged 1.6 pounds of food saved per person, and that was just one meal. So if we think about that at scale, even just in our city here in NY, eventually the numbers start to add up. Let's take that 1.6 pounds per person and assume that we can get just 5% of New Yorkers to EAT EVERYTHING. At about 8 million residents, 5% would be 400,000 people. If all of those people regularly joined a Salvage Supperclub or some other EAT EVERYTHING meal, that would be 640,000lbs of edible food being eaten...by people. That's less money sent to the landfill, more jobs created locally, expanding perception of what food is desirable (which would be great for farmers and retailers), and lots of full and satisfied people. And that's just the beginning. Think of how many people in NYC eat.



*And it shouldn't be limited to New York... People should EAT EVERYTHING, EVERYWHERE. The impact would be tremendous if people all over the US -- and the world -- started hosting Salvage Supperclubs of their own and eating more of the edible food in their lives. All it takes a spark and a realization that we can do things differently, and I think many of the food-loving, food-eating, food-cooking people out there could broaden their horizons and start taking advantage of the untapped potential in much of the food we toss.*

# *eateverything.org*

*Imagine if all of the people who were exposed to this new way of looking at food (whether through the Salvage Supperclub or otherwise) started to EAT EVERYTHING. If they took the approaches and put them into practice in their own lives, we'd see a sea-change in the amount of food waste coming out of our homes and our grocery stores. If all those people who ate at those dinners and beyond had an easy place they could go to ask questions about food safety; and find recipes for how to do more with the food they've got, or to find the closest Salvage Supperclub or find out how they can get involved and host their own, imagine the impact.*





*Next time you see food that looks like this...*

*e* | *eat everything*