



# Afresh

## 2021 Impact Report

Fresher food, happier customers, healthier business



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# Letter from Our CEO

## Focus on Fresh: A Call to Action



Food is, and always has been, foundational to the health and happiness of everyone on this planet. It gives us the nutrition we need; it brings us together with friends, family, and our communities; and it's essential to the biodiversity of our environment. And although we grow more than enough to feed everyone, millions of people don't have access to the nutrition they need. Meanwhile, billions of pounds of once-edible food go into landfills every year.

More than \$1.5 trillion of food is sold in the U.S. every year and \$408 billion of that goes completely uneaten. While our food system is miraculously productive, inefficiencies in the food supply chain remain systemic. Lost days of shelf life throughout the supply chain create waste at grocery stores and moldy berries when we open our fridge at home. This is a problem that can and must be solved. So we're stepping up to the plate. At Afresh, we combine human insight and transformative technology to prevent waste and drive access to fresh, nutrient-dense food in the process.

Our Fresh Operating System reduces grocery store food waste by up to 25% and enables stores to stock food with 2+ days longer shelf life. So when we buy groceries at a store that partners with Afresh, what we buy lasts longer at home and less of it goes into the trash. By our estimate, if every grocer in the U.S. used Afresh, we could collectively prevent 1.1 billion pounds of food waste, eliminate 620,000 metric tons of GHG emissions, and save more than 22.5 billion gallons of water.

Fresh is the past, present, and future of our food system—and the waste we create today will impact our planet for years to come. Businesses need to pull every lever they have to ensure future generations continue to enjoy life's greatest joys, like sharing a fresh-made meal with friends or that delicious first bite into a bright, crisp apple.

I'm proud of what we've accomplished at Afresh since setting out on this mission, and we're just getting started!

A handwritten signature in black ink, appearing to read 'Matt Schwartz'.

**Matt Schwartz**, Co-founder and CEO of Afresh



# Building a Fresher Future



## We're committed to making a positive impact on the planet

At Afresh, we know it's possible to make a positive impact by doing good business. Every decision we make advances our mission while helping grocery stores stay profitable, too. Reducing food waste is the biggest opportunity we have to prevent further harm to the planet, so we're building the solutions to solve that problem and starting with grocery store fresh departments—a place that millions of people rely on to keep their families healthy and happy.



### Our mission

To eliminate food waste and make fresh food accessible to all.



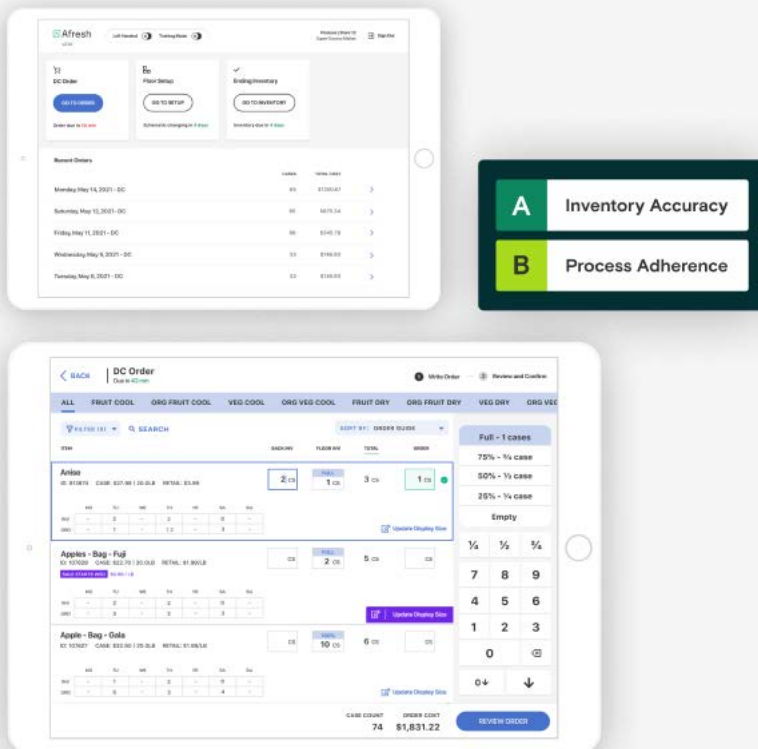
### Our vision

A world where everyone has the food they need and none of it goes to waste.



### Our values

Kindness  
Humility  
Proactivity  
Candor



### Eliminating food waste with purpose-built tech.

Our Fresh Operating System makes it easy for store teams to place accurate orders that prevent waste and keep shelves stocked with the fresh foods we all love and need.

## Our tech

Afresh builds AI-driven solutions specifically for the challenges of fresh food. We created the world's first **Fresh Operating System** to transform fresh inventory, ordering, merchandising, forecasting, and store operations. Our product empowers store teams to place perfect orders that prevent food from going to waste while increasing top-line sales. Today, grocers across the United States use Afresh to generate game-changing results that are good for business, communities, and the planet.



## Our team

We're a diverse bunch that's taking on climate change and solving some of the biggest problems in the fresh food supply chain. And it's changing how fresh food reaches millions of peoples' plates, including our own. At Afresh, the work we do has a ripple effect that makes a much bigger impact than any of us could as individuals. Here, everyone can grow a meaningful career while they help the planet, too.



# **Our Impact on the Planet**

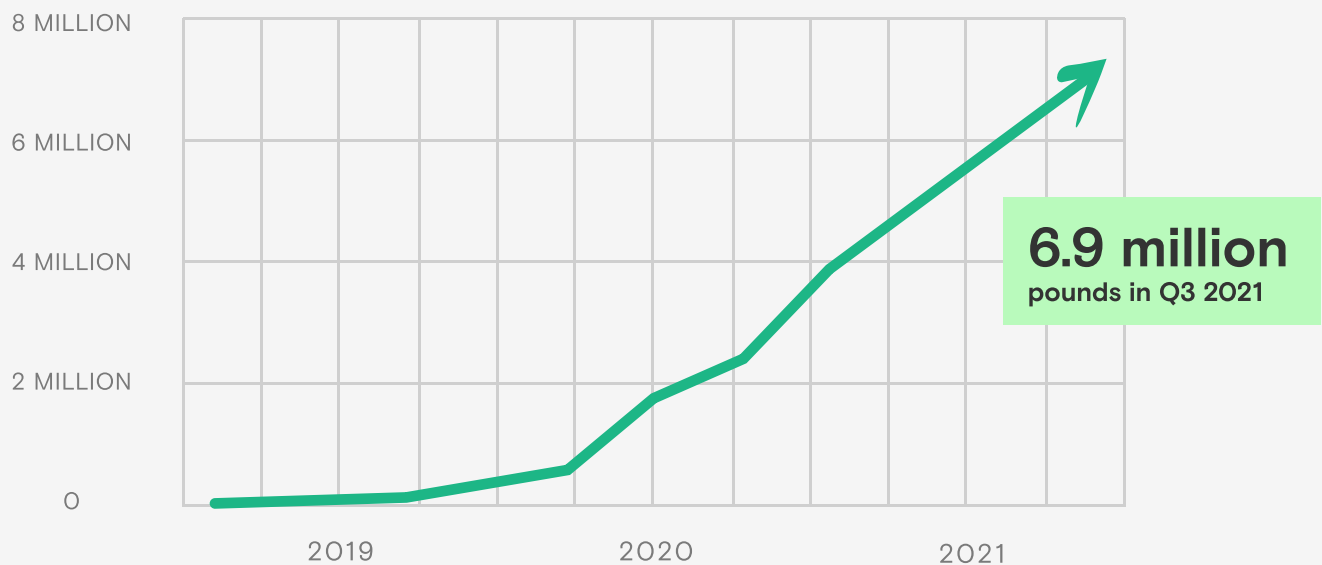


## Reducing food waste is the number one solution to curbing climate change

According to Project Drawdown, cutting food waste in half by 2050 would dramatically reduce carbon dioxide emissions and prevent massive waste along the food supply chain.

From day one at Afresh, we've kept our mission of eliminating food waste and making fresh food accessible to all at the forefront. Our growing team of talented Afreshies builds solutions that enable a future where fresh, delicious food stays out of the landfill and nourishes our communities, and we're proud to show off our impact!

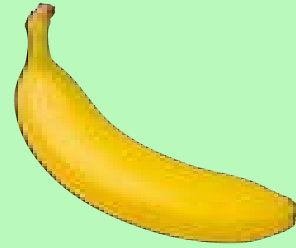
### Cumulative pounds of food waste prevented by Afresh



## We're tackling climate change, one banana at a time

Pounds of food waste prevented

**6.9  
MILLION**



That's like keeping **6.6 million bananas** out of the trash

Metric tons of GHG emissions avoided

**3,818**



That's like eliminating **5,091 flights** from San Francisco to New York

Gallons of water saved

**140  
MILLION**



That's enough to fill **1.12 billion 16-oz. bottles**





# The (Solvable) Problem of Food Waste



## There's no denying it: We all need to take action to reduce waste now

According to the Intergovernmental Panel on Climate Change (IPCC), dramatic reductions to carbon dioxide and other greenhouse gas emissions are essential to avoid reaching a global warming tipping point—and eliminating wasted food is one of our biggest opportunities to do that. Fresh food significantly impacts both human and environmental health; while 1 in 8 Americans lack access to the food they need, 108 billion pounds of food in the U.S. gets thrown out every year.

Food waste happens in every segment of the supply chain, so we all have a role to play in limiting it. But retailers and consumers in particular can make a huge dent in how much they contribute. With intentional action, focused innovation, and purpose-built technology we can all take steps to dramatically reduce harm on the planet.



### What is food waste?

Uneaten food and inedible parts that are landfilled, incinerated, disposed of down the sewer, dumped, or spread onto land.

## The food we throw away drives climate change and drains our resources

**4%** of U.S. GHG emissions

**18%** of cropland use

**14%** of freshwater use

**24%** of landfill inputs

Food in landfills is the **largest component (22%) of municipal solid waste**. As it decomposes, food produces methane, a greenhouse gas (GHG) that warms the planet up to **86x faster than carbon dioxide**.

## Food waste happens across the supply chain



FARMS



# 16%

More than **three-quarters** of agri food waste comes from unharvested crops.



MANUFACTURING



# 2%

In this sector, nearly **90%** of wasted food is dairy and eggs.



RETAILERS



# 40%

More than **two-thirds** of food waste from retailers is from the fresh category.




HOUSEHOLDS



# 43%

For households, food waste accounts for **one-quarter** of their annual grocery budget.



# **2021: A Changed Grocery Landscape**



## This year was marked by the many ways we all adapted

Retailers improved omnichannel shopping experiences, updated merchandising to meet growing demand for fresh food, and made big commitments to sustainability.

Throughout the year, supply chain bottlenecks, changing consumer demand, and a labor shortage of more than one million unfilled jobs created unique challenges and opportunities for innovation.

As everyone continued adapting to a world changed by the COVID-19 pandemic, we were delighted to see the dedication retailers had to keeping customers safe and stocked, creating transformative shopping experiences and driving innovation in their own businesses. And when it comes to 2022, we can't wait to see what they bring to the table!

### 81% of grocery retailers

saw an increase in sales across fresh, frozen, and refrigerated foods in 2021.



### Consumers put more food on the table this year



**51%**  
Eating at home



**42%**  
Cooking at home



**39%**  
Grab-and-go meals



**32%**  
Online purchases



## In 2021, commitments to sustainability increased...

72%



Consumers who'd prioritize shopping at a grocery store committed to food waste

68%



Food retailers that see social and environmental responsibility strategies as a differentiator

59%



Consumers who are very or extremely concerned about food waste

**...and keeping those commitments will be better for businesses and the planet.**



# Our Impact in Grocery Stores



## Every grocery store is core to the community it serves

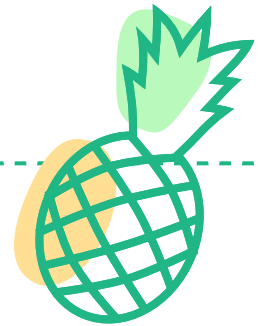
Grocery stores are places we go every week (or more), where we get to know the people who order our produce and where we buy the fresh, delicious foods that feed our families.

The technology we create helps retailers turn sustainability goals into world-changing achievements.

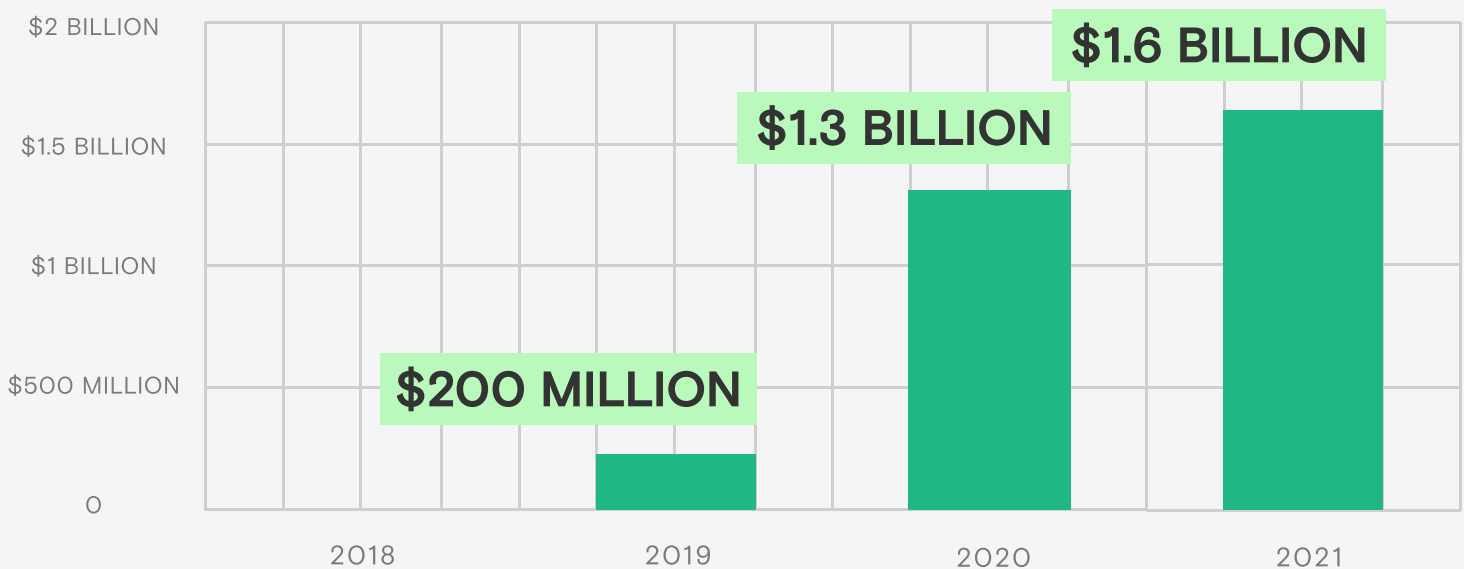
We're putting transformative, AI-driven tools into the hands of the people who order and stock the food that fills the shelves of our local fresh departments.

Afresh has been a game changer. Our customers now enjoy the freshest produce, better in-stock conditions, and can trust our top quality every day.

**Todd Pepin**  
Chief Merchandising  
and Marketing Officer,  
[Fresh Thyme](#)



### Value of food ordered with Afresh in USD



## Afresh drives sustainable success in every store

Reduced shrink

**394  
BPS**

Bottom-line savings

**\$4.9  
MILLION**

Food ordered with Afresh

**6.7 BILLION LBS.**

Fresher food

**+2 DAYS**

post-sale shelf life

Better orders

**97%**

adherence to order  
recommmendations

# Our Impact on People



## We're a company founded on the principle that our business should be good for the planet

At Afresh, our mission is engrained in everything we do. We're inspired by the shared value our technology creates for businesses, people, and the planet. But it's not the only way to fulfill our mission.



Businesses that put social impact at the forefront are necessary in the world today. We're excited to partner with Afresh as we continue to work towards ending hunger in our community.

**Katy McKnight**

Director of Community Engagement at the San Francisco-Marin Food Bank

In 2021, we established a partnership with the SF-Marin Food Bank



We are dedicated to doing good work that goes beyond business results by directly serving individuals and families who struggle with food insecurity.

In the future, we want everyone to have access to the food they need, but that's not a reality yet. As a distributed company that works across multiple cities and states, we facilitate opportunities to support communities Afreshies call home.

Everyone should have access to the food they need and we want to make that a reality. As a company, we'll continue to address hunger directly by contributing time and money to organizations that drive access to food.

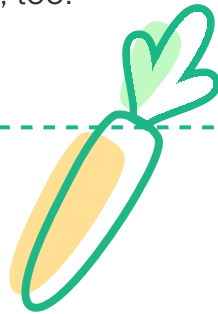
## Less waste, better taste

We all need fresh, healthful food but it's not always affordable or goes bad before we can eat it, leading to a continued cycle of waste. In fact, up to 25% of the food consumers buy gets thrown away. As the population grows and the impacts of climate change become more prevalent, repercussions and resource losses from unnecessary waste will put an even bigger strain on our planet.

Afresh lets customers reduce their own food waste footprint by helping grocery stores stock fresher food that lasts longer at home, too!

### Focus on fresh

By shopping at stores that use Afresh, customers support grocers' efforts to keep food out of landfills, too!



## Our tech helps shoppers reduce waste, too



### More time to use what you buy

Fresher food on shelves means less of it goes to waste at home



### More money to spend on other items

Reduced waste means you can allocate less of your budget to food



### More in-store when you need it

Shelves stay full with 80% higher in-stock rates

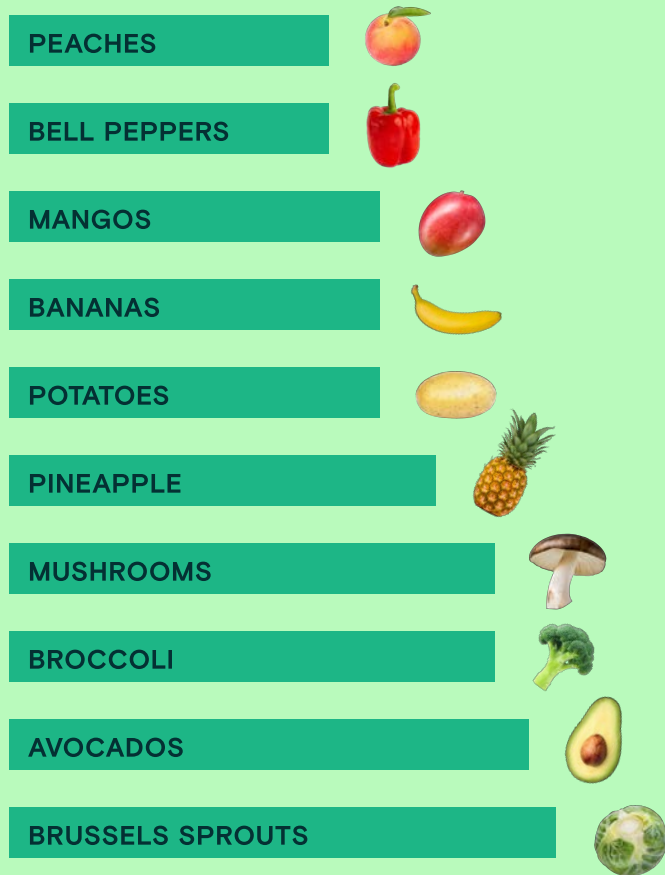
A large pile of fresh produce, including bananas and leafy greens, with a yellow overlay.

# **Afreshies: The Best of the Bunch**

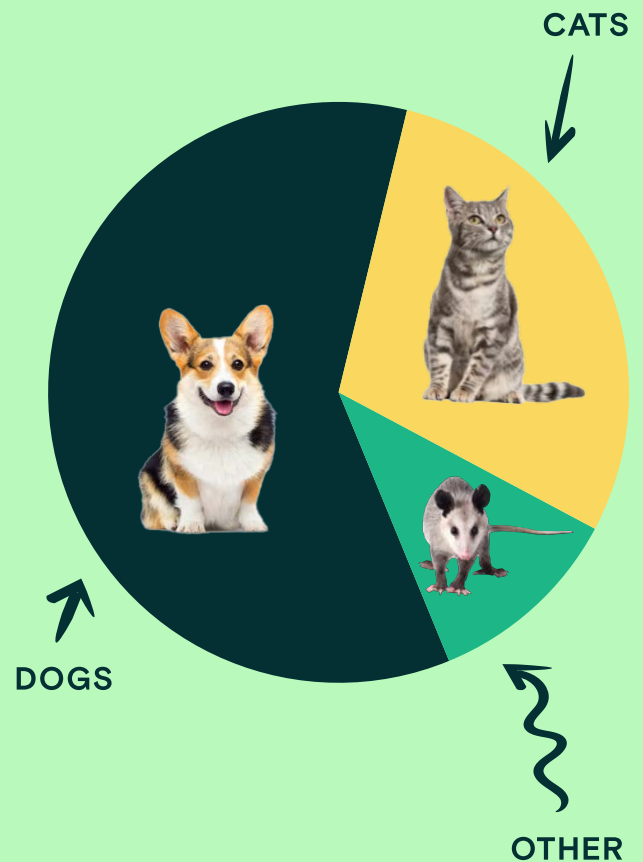


## Afresh to the core: our people and philanthropy

### Afreshies' favorite fruit and veg



### Afreshies' favorite pet



Donated to nonprofits:

**\$12,000**

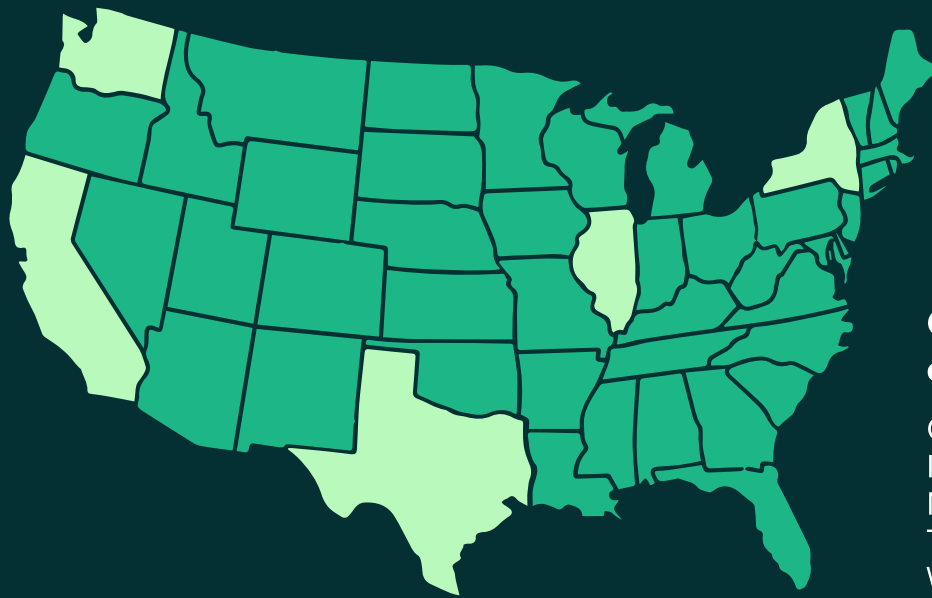
We proudly supported these organizations in 2021

[Alameda County Community Food Bank](#)  
[Asian American Justice Center](#)  
[Associated Students University Of California](#)  
[Black Girls Code](#)  
[Glide Foundation](#)  
[SF-Marin Food Bank](#)  
[Sylvia Rivera Law Project](#)  
[Techtonica](#)  
[The Hidden Genius Project](#)  
[Yearup](#)

## Afreshies across the U.S.

Our headquarters, founded in 2017

# SAN FRANCISCO



**Our biggest bunches  
of Afreshies live in:**

California  
Illinois  
New York  
Texas  
Washington

Working from 17 states, we have

# 115 EMPLOYEES

## Advocating for Afreshies

Here, every person makes an impact. We're committed to fostering a work environment where all people, regardless of their experiences or background, can do their best work while solving one of the biggest challenges we face globally.

We regularly review our benefits, programs, and policies to ensure each person who comes into the company has the support and resources they need to learn, grow, and celebrate as they drive transformation in one of the world's most essential industries.



**Attract, hire, and retain diverse talent**



**Cultivate equitable promotion and career development programs**



**Foster a community where each unique identity is honored and celebrated**

We're committed to creating inclusive employee experiences at Afresh. We want everyone to know just how much they matter as individuals while we collectively push to meet the demands of our fast-growing impact on the planet. We're dedicated to ensuring Afreshies feel seen, heard, and sure of how much we're invested in fostering fulfilling careers for people working to make a difference in the world.

**Jenna W.**  
VP, Head of People



## Afreshie perspectives

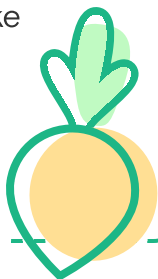
We live our values of kindness, humility, proactivity, and candor. From sharing our personal and professional wins in weekly Friday Wins to encouraging everybody on the team to take vacation, our priority is to create a workplace that's fun, supportive, inspiring, and purposeful.

We're committed to making sure every Afreshie has the support they need to be successful as we build solutions that create a fresher future for everyone.

### Fresh takes from Afreshies

Reducing food waste is one of the top solutions to solving climate change, and we are doing so within an industry that is eager for digital transformation. Not only is it incredibly exciting to see the tangible impacts of our work every time I visit the grocery store, being surrounded by colleagues who are likewise deeply mission driven makes Afresh feel like an incredibly special place to be.

**Julia L.**  
Customer Success Lead



Mental health care is a huge passion of mine and I want to empower each of us at Afresh to feel comfortable talking about mental health at work. During Mental Health Awareness month in May 2021, I organized an event that brought Afreshies together and helped us bring our full selves to work. Having the opportunity to do this reaffirmed my commitment to growing my career at Afresh.

**Ben G.**  
Talent Enablement Lead



Fresh supply chains are incredibly complex! It's a feat of human ingenuity (and a privilege) that many Americans can walk into a grocery store and get hundreds of different fruits and vegetables. That said, there is still SO MUCH opportunity to improve the efficiency of fresh supply chains and reduce food waste, which I'm thrilled to be working on!

**Nick B.**  
Deployment Lead



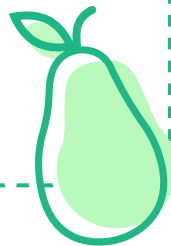
## When grocery stores use Afresh, everybody wins



As grocery chains grow more dedicated to sustainability, we'll continue to hire passionate people who want to help move our mission forward and develop the solutions businesses need to drive efficiency across the entire supply chain. At Afresh, we're not just doing a job. We're creating tools that will put our planet on the path to a future brighter future.

**Want to help change the world with the work you do every day?**

Find a pear-fect fit at [afresh.com/careers](https://afresh.com/careers)



### Building a fresher future



#### for businesses

Bigger margins  
Better sustainability



#### for people

Fresher food  
Fuller shelves



#### for the planet

Less waste  
Reduced emissions



# Want to become a partner?

Drive transformation in every store with Afresh

Our partners:

*Bashas'*

**Cub**

**FRESH THYME**  
MARKET™

**Albertsons**  
Companies

**NEW SEASONS**  
MARKET

**WinCo**  
**FOODS**

*The*  
**SAVE MART**  
COMPANIES

**heinen's**  
GROCERY STORE