

Sarah Phillips FOODEMEDIA

A SOCIAL MEDIA AGENCY
FOR FOOD LIFESTYLES.

All photography by Sarah
Phillips, Founder,
@UglyProduceIsBeautiful
Instagram





Sarah Phillips

30 YEARS IN THE FOOD INDUSTRY

Recipe development, food product and brand development, product sales, social influencer

Author of multiple cookbooks, contributor to [nytimes.com](https://www.nytimes.com); founder of [CraftyBaking.com](https://www.craftybaking.com)

Launched innovative products to NY metro food stores; created p-o-p recipe programs for specialty food manufacturers; on-air TV food expert, national media spokesperson.

Won photography award from National Geographic, created covers and stories in major food magazines and media.

What we can do for Clients

Media / Marketing Partnerships with @food and @UglyProduceIsBeautiful

- Provide access to our 575,000+ Instagram followers, many of whom are influentials in the food industry
- Create special programs and sponsorships that present Client as innovative and progressive
- Advise on brand strategy related to building communities for Client around their social mission and food waste initiatives



FOODEMEDIA CLIENTS

- Campbell's Soup
- Bolthouse Farms
- Gotham Greens
- The Little Beet, NYC
- Radisson Hotels & Resorts
- Canon Cameras USA
- Bank of America
- Patina Restaurant Group
- All-Clad
- Lodge Cast Iron
- Laduree USA
- Michael Aram
- Jonathan Adler
- Sears
- Kraft Foods – Philadelphia Cream Cheese Brand
- Illy Coffee and Chef Marcus Samuelsson
- NBC Universal
- Unilever (Fruittare Fruit Bars)
- Starbucks / Teavana
- Blue Apron
- Weight Watchers
- Cargill (Truvia Brand)
- Whole Foods NY
- Melissa's Produce
- MasterCard



Case Study

UGLY PRODUCE & FOOD WASTE

- Launched Jan, 2016
- Zero Marketing & Advertising Budget
- Published on Social Media & Website
- Target Audience: Millennials, Do-Gooders.



Problem Solving

Our goal is to support Client's launch and help sustain their new concept through social media, photography, events, recipes, how-tos, and tips (in conjunction with CraftyBaking.com, our encyclopedic site started in 2000).

Ugly produce is part of our larger American food waste problem, although it occurs worldwide. Americans are throwing out the equivalent of \$165 billion each year. From farm to fork, ugly produce and uneaten food ends up rotting in landfills as the single largest component of U.S. municipal solid waste, where it accounts for a large portion of U.S. methane emissions. And all those inputs used to produce that food - soil, water, fertilizers, and human labor - are also wasted!





Promotions

Co-branded Sponsorships & Social Media



Canon



Chef Curtis Stone
Bosch



Radisson Hotels &
Feeding America



Bank of America



Promotions

Co-branded Sponsorships & Social Media



4J Foods

Chef J Waxman



All-Clad



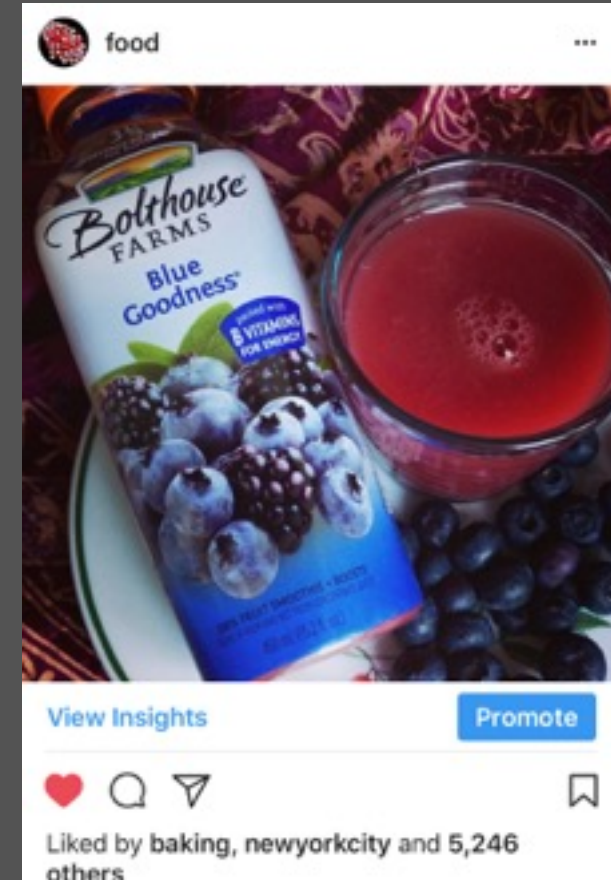
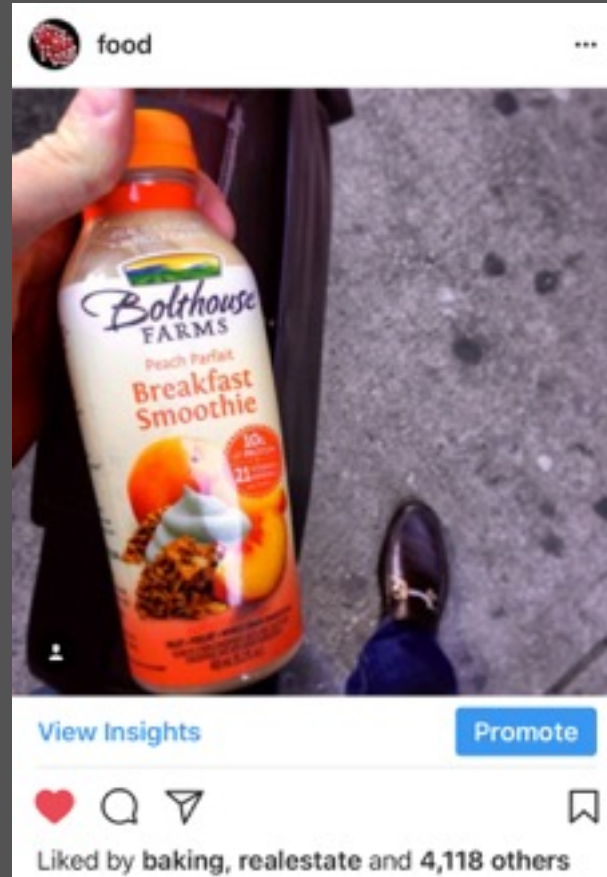
All-Clad



Lagostina

FOODEMEDIA

CLIENTS - Bolthouse Farms 11/2013





GOTHAM GREENS/UGLY GREENS: Just launched 3/2018 NYC & Chicago Whole Foods

Partnerships

Co-branded Food Waste Initiative

Gotham Greens' technologically advanced, urban greenhouse facilities, located in New York City and Chicago, provide customers with a year-round, local supply of premium quality, pesticide-free produce grown under the highest standards of food safety and environmental sustainability.



perfectly delicious on the inside

As much as 50% of the food we produce in the US is thrown away.¹ That's over 70 billion pounds wasted each year² or nearly 250 pounds per person.³ Wasted food represents a squandering of resources, unnecessary harm to the environment, and disregard for the food insecure. Much of what's discarded is done merely for cosmetic reasons. This negatively impacts farmers, retailers, and ultimately consumers.

At Gotham Greens we're committed to providing our customers with the perfect quality greens and herbs, sustainably grown in our urban greenhouses in New York and Chicago. By growing locally, year-round, we significantly reduce food waste that results from long distance transportation. But, sometimes, even our highly pampered greens get a little bruised and blemished during the harvesting and packaging process. Rather than send them to compost, or worse, throw them out, we've come to really enjoy eating them for what they are: perfectly fresh, nourishing, locally grown greens. By making our Ugly Greens available to you, we're hoping to play a small role in bringing attention to the issue of food waste.

Same great taste — just a little rough around the edges.

Ugly Greens by Gotham Greens.
Joining the fight against food waste.

Check out some of our favorite food waste warriors:

FEED BACK UGLY Fruit & Veg IMPERFECT produce UGLY PRODUCE IS BEAUTIFUL HUNGRY HARVEST Misfit TOAST



THE LITTLE BEET: AURIFY BRANDS New York City & Expanding

Melt Shop, The Little Beet and The Little Beet Table, Fields Good Chicken, MAKE Sandwich, and Five Guys Burgers and Fries.

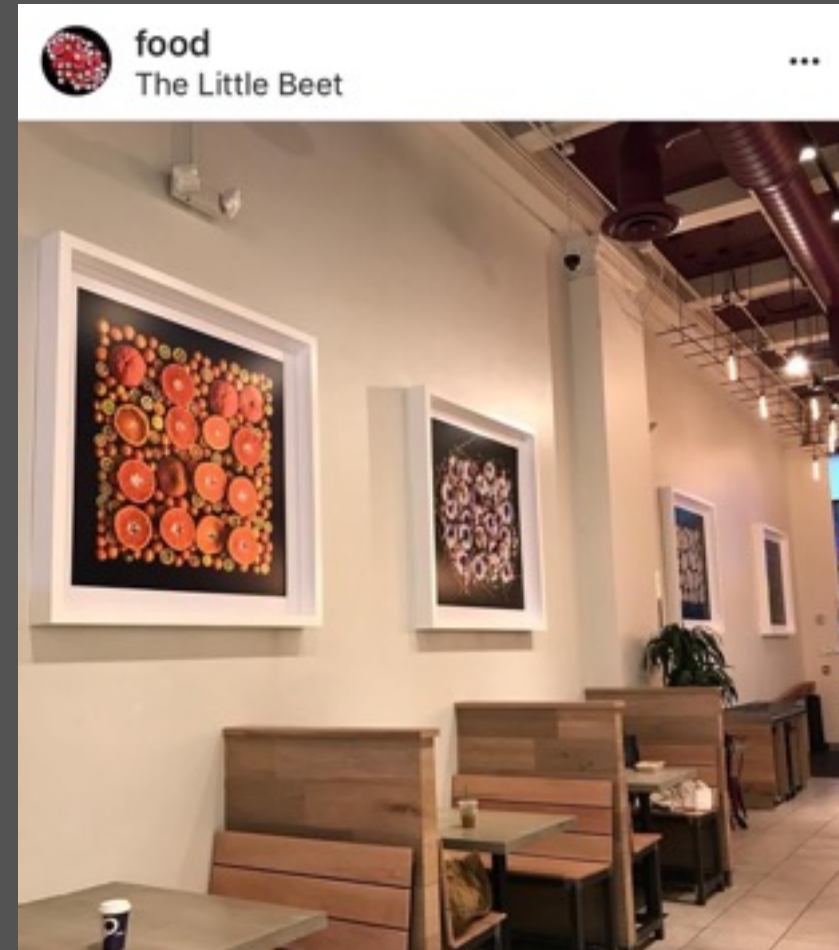
Partnerships

Co-branded Food Waste Initiative

The Little Beet was founded with one simple philosophy: To serve real food deliciously.

Inspired by local, seasonal and natural ingredients, we created a menu that offers wholesome food that makes you feel real good about eating it, and even better after.

All of the ingredients are carefully sourced from farmers and purveyors we trust, so you can too.





Partnerships

Ugly Produce CSA in NYC


Co-branded

FARMER SHARE WITH LOCAL ROOTS NYC



FARMER SHARE

Cost For Remaining Summer Season: \$30 Cost Per Week: \$4 Distributed: Weekly Start Date: Week of July 26 Orders Due: July 21st at 11:59pm



Every year in the United States, six billion pounds of perfectly good fruits and vegetables go largely unharvested or un sold, for aesthetic reasons. These outcasts are being called "ugly produce" or "imperfect produce" by the media – or produce that is misshapen or bruised, sometimes with a bit of scarring; it's produce that's still wonderful to eat and is not spoiled.



Much of ugly produce in the US is thrown away and our Local Roots farmers compost it or feed it to their animals because it is rejected by our market system which prefers "perfect produce"; this is a huge part of our growing food waste system. Every pound grown represents a sizable investment of energy, water, land, natural and human resources. Let's not waste it. One of the simplest things you can do to help the planet is to buy and eat "ugly produce".

Local Roots NYC has partnered up with Ugly Produce is Beautiful to bring you our FARMER SHARE: 3lbs of produce each week that are slightly scarred or bruised but still beautiful despite what traditional markets tell us and still perfect to cook with. You'll receive 2-3 varieties of vegetables selected by our lovely farmers at a price that's under retail value. With our Farmer Share, you'll get extra items to cook with while our farmers can get more out of their bounty.

Our new Farmer Share is an **add-on** to our Vegetable Share. You must have a vegetable share or place an order for one – new orders will have the weeks they miss refunded. To avoid the late fee, use code "alproduceisbeautiful" at checkout.

Help eliminate food waste and grow your vegetable bounty

[ADD TO CART](#)





PATINA RESTAURANT GROUP 2016, 2017

60 locations in restaurants and performing arts centers across the country.

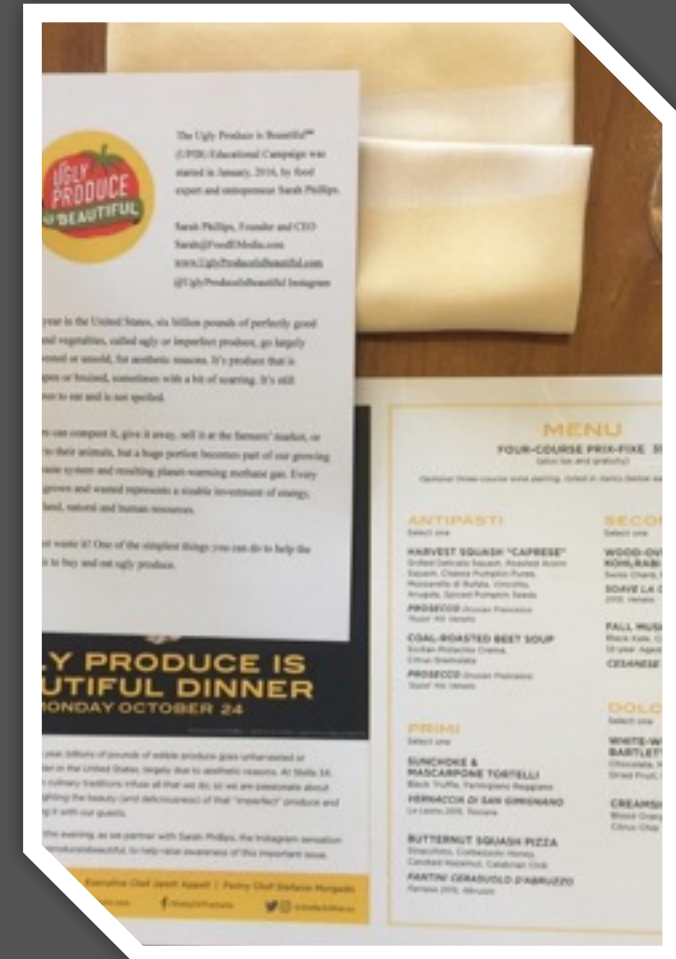
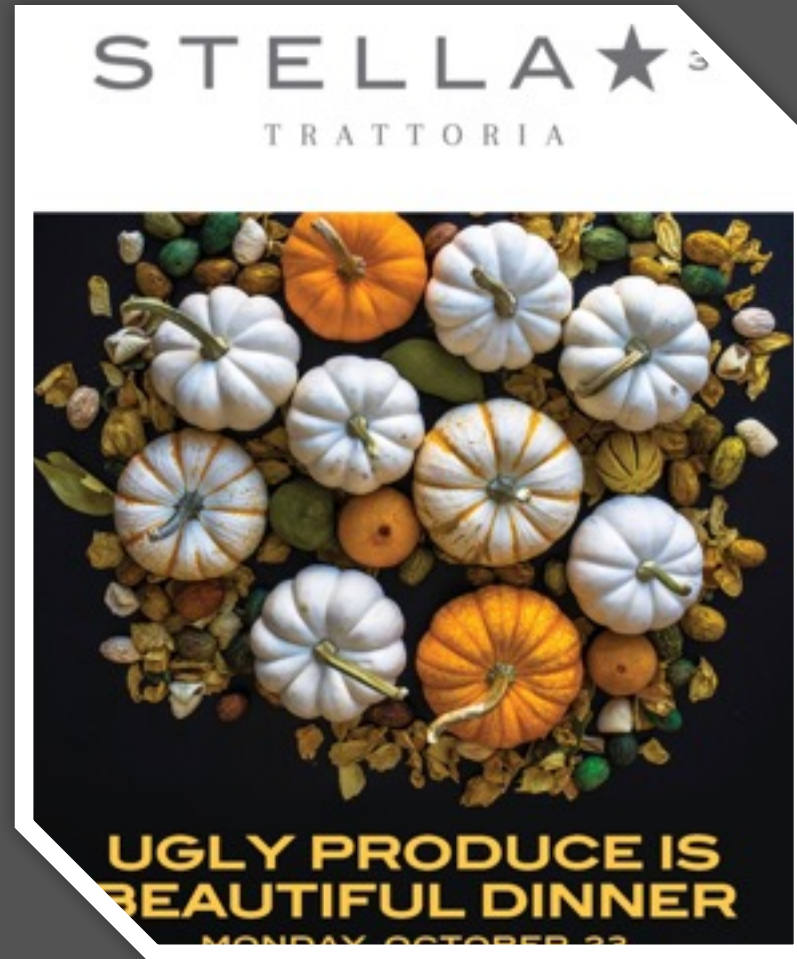
Events

Annual - 2016 & 2017

Menu focused on local, seasonal and ugly produce sourced from farms.

Co-branded social media campaign.

Ticketed event.



UGLY PRODUCE BEAUTY PAGEANT, PETALUMA FAIRGROUNDS



Events

Co-coordinated event, obtained sponsors, provided sales and marketing support, developed recipes, provided audience development through social media, and provided brand consulting.



Ugly Produce is Beautiful partnered with the California Farmers' Guild to host the Ugly Produce Beauty Pageant during the Farmer Olympics on September 17, 2016, in Petaluma, California.

The Guild is an agricultural community founded by farmers for farmers who collaborate toward the economic viability of local agriculture as well as the social networks necessary to attract, cultivate and sustain a new generation ready to work the land while building a healthier food system.

Today there are ten Guilds across northern California. Now a project of Ag Innovations 501c3 - to convene dynamic leadership collaborations that create innovation for a food system that realizes society's shared best hopes for the future.

UGLY PRODUCE BEAUTY PAGEANT, PETALUMA FAIRGROUNDS



Events

SPONSORS

Baker Creek Heirloom Seeds

Lodge Cast Iron



Baker Creek Seed Heirloom Seeds Company in Petaluma, CA and MO has agreed to be one of the sponsors for the Ugly Produce Beauty Pageant. Baker Creek, both a retail store and mail-order company, carries one of the largest selections of seeds - over 1800 varieties - from the 19th century, including many Asian and European varieties. The company has become a tool to promote and preserve our agricultural and culinary heritage.



Lodge Cast Iron, famous for their cast iron skillets, was founded by Joseph Lodge in Tennessee four generations ago. They sponsored first, second, and third place prizes for the Ugly Produce Beauty Pageant, and they've been very generous in their support.

CONCLUSION



We would like to work with you to put together an inspiring campaign and initiative to combat food waste.

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