

# Taste Before You Waste: Year End Report 2016

*Serving Consciousness on a platter is how we want to revolutionise the Food System, one neighbourhood at a time.*



**Foundation Taste Before You Waste**

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The Netherlands

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## Preface

*In 2016 Taste Before You Waste (TBYW) made the big step to register at the Chamber of Commerce on the 10th of February, 2016 and become an official foundation after having worked as an informally organised group for 3.5 years. This decision has set the tone for 2016 as it enabled us to offer paid activities next to the charitable ones, rent an office-space, hire 2 full-time coordinators and thus take the organisation to the next level.*

*As a result of having two coordinators, both our team and the amount of activities we organised increased significantly. Over the whole of 2016 we've had 14 interns taking on coordinating tasks or starting their own projects within TBYW, apart from them there were also 80 different ambassadors who volunteered their time and who were committed to making this year one of the most impactful so far.*

*We are very proud to say that we organised or participated in 211 activities ranging from Food Cycle Markets, demonstrations and Community Dinners to Workshops, presentations, event caterings and charitable food donations. This led to an estimated 11,280 kg of food saved and more than 7400 face to face interactions with consumers. All of this would obviously not have been possible without the help of our amazing team, the food donations by our partner organisations and the awesome individuals supporting TBYW with their donations, for which we are eternally grateful.*

*TBYW had a lot of positive impact on the issue of food waste in 2016 and our hard work was recognised by both governmental and non-governmental institutions, granting us an ANBI Status and several other nominations and prizes. Unfortunately, our financial situation, on the other hand, was not as positive. We closed the year with a negative operating result of €22,617. To ensure the future (financial) sustainability of the organisation, some changes needed to be made. In February 2017 it was agreed to replace one of the employee positions with a voluntary one to be able to cut back on the cost of wages. Moreover, we have set up a separate department for acquisition and hired an intern to systematically report on the financial situation of the organisation.*

*For 2017, we are very determined to keep the high standard already set, in terms of impact, while focussing more on stabilising our financial situation. Other plans for the coming year include setting up a vermi compost system, organising a second weekly dinner and expanding on both our catering activities and educational workshops.*

*All in all, we believe it will be a promising year!*

*Warm Regards,*

*Helena Andriesse*

(Chair)

## The Team

### The Board

As a Foundation, all legal responsibility of Taste Before You Waste falls on our three-person board, which on average meets every 6 weeks:



Helena Andriesse (Chair)



Joel Branco (Treasurer)



Coby Babani (Secretary)

### Advisory Board

To flatten the hierarchical structure and to safeguard transparency, fluidity and the participatory nature of our organisation, we have an Advisory Board which has the right to provide the Board with both solicited and unsolicited advice with the aim of promoting the affairs of the Foundation. The Advisory Board consists of the members of the coordination team, as well as the interns.

### Executive Team

In 2016, there were two paid full-time coordinators in charge of facilitating all the day to day activities. Next to the full-time coordinators, we happily welcomed 14 students who decided to do their internship with us. The intern's commitment ranged from 10 to 40 hours per week and their roles varied from facilitating one of the TBYW teams (i.e.: cooking, hosting, activism, transportation, PR, or education teams) to research, photography, or managing our social media accounts. Last but not least, the executive team includes our (regular) Food Ambassadors who worked between 1 and 3.5 hours a week on a voluntary basis and without whom TBYW would not exist. Over the whole of 2016 we had the privilege to work with 80 different food ambassadors who helped us either on a regular or ad hoc basis.

The TBYW executive team is a very dynamic one. Most of the people involved are students, so our team composition changes significantly every semester. The only ones who have a fixed position are the full-time coordinators. This constant flow of people always brings new energy, ideas and motivation along. Moreover, we want to give as many people as possible the chance to have an intense learning experience within our organisation, and the chance to create their own positive impact on our society and the world around us.

## The Problem: Food Waste

Our food system is currently failing. At every step along the food supply chain, from agricultural production to household consumption, perfectly edible food is discarded unnecessarily (Gustavsson, Cederberg, & Sonesson, 2011), mounting to a total of 40% percent of all food produced for human consumption. Apart from the wastage of the food itself, scarce resources are exploited in an unsustainable manner (GO Science, 2011), causing water shortages, soil degradation (Dani, 2015), deforestation, declining fish stocks (Stuart, 2009), greenhouse gas and methane emissions (GO Science, 2011). In a world threatened by the possible effects of anthropogenic (man-made) climate change, pending water scarcity and many other environmental problems, the pressure of agriculture on the Earth's ecosystem might be justified under the guise of necessity, but certainly not in order to produce unnecessary waste.



Design: Luana Carretto

At the same time, we are faced with the challenge of sustainably feeding an ever-growing world population that is expected to reach 9 billion by 2050 (Parfitt et al., 2010) and over 800 million people worldwide are already living in hunger (Institution of Mechanical Engineers, 2013). The fact that in some developed countries there is up to 200% more food available than what their population physically needs - which results in unnecessary waste (Stuart, 2009, p. 175) - while in other places people are starving, indicates that there is a fundamental imbalance “in the distribution of food and the resources with which to access it” (FAO, IFAD, & WFP, 2002, pp. 9–10). Therefore, a wasteful food system is both environmentally irresponsible and socially unacceptable.

With 38% of all food waste in the Netherlands coming from individuals (Gustavsson et al., 2011), it is clear to us that this is largely a civic problem in need of a bottom-up solution. We,

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as consumers, have the power to push for structural change and eliminate a large amount of food waste if we own up to our responsibilities.

## Mission Statement

Our mission at Taste Before You Waste is to raise awareness about the enormous amount of food that is thrown away every day and educate people about what they can do to prevent this from happening. With knowledge of the problem and its solutions, the Foundation strives to inspire consumers to take matters into their own hands and be part of the solution.

Taste Before You Waste has been popping up all over the Netherlands, in Bussum, Utrecht, The Hague and even Kingston, Canada! Serving consciousness on a platter is how the Foundation wants to revolutionise the food system, one neighbourhood at a time.

## Key activities

The Foundation seeks to achieve its objective by:

- spreading information via the Foundation's website and through other channels, on how food waste can be prevented and creating a forum on this subject for like-minded people;
- organising other educational activities, including 'food cycle markets', dinners, debates and film screenings;
- maintaining an international network of like-minded organisations (satellite groups) and persons, that propagate the organisation, get administrative support and are allowed to bear the name and logo of the Foundation, under yet to be determined conditions.
- providing non-profit catering activities that strengthen and disseminate the social goal of the Foundation;
- and all that is connected therewith or may be conducive thereto, as long as it contributes to the achievement of the above mentioned objective of the Foundation.

## Impact

Naturally, estimating or even measuring the impact of our actions is quite tricky. By summing up and giving an overview of our activities in 2016, combined with the scientific work an intern did in the context of her study assignment, we can hopefully transmit a sense of the impact Taste Before You Waste has had in the past year.

### Overall Impact

All-in-all, our organisation rescued an estimated 11,280 kg of edible food in 2016. This number was calculated using the average amount of food rescued per pick-up, which was quantified to be 71 kg (Sandoval Martinez, 2016, p. 52). Basically, every pick-up is directly linked to one of our activities, so by multiplying the average amount of food saved per pick-up by the number of activities, we reached the overall calculation for last year. All of

these goods were used to raise awareness on the issue of food waste and building consciousness on the role consumers play in this context.

From what we can estimate through the number of servings at dinners and caterings, the participants in our workshops, our many markets and other activities, we estimate to have had 7403 direct contacts with people in the year 2016! This number does not include people that: 1) benefitted from our charitable donations, 2) follow us on various social media platforms or 3) might have heard about us and our mission through other people.

In sum, it has been a successful year for Taste Before You Waste, we do not regret taking the step to become an officially registered organisation and are looking forward to prosper in 2017!

### **Break Down of our Impact per Activity-type**

<b>Activity Type</b>	<b>Amount Organised</b>	<b>People Reached</b>	<b>Food Saved in Kg</b>
<b>Food Cycle Markets &amp; Demonstrations</b>	59	1825	4189
<b>Community Dinners</b>	35	1325	2485
<b>Workshops</b>	21	601	25
<b>Presentations</b>	16	771	0
<b>Catering</b>	32	2881	1173
<b>Charitable Donations</b>	48	unknown	3408
<b>TOTAL</b>	<b>= 211</b>	<b>min. 7403</b>	<b>11,280</b>

### **Food Cycle Markets & Demonstrations**

Right at the beginning of the year, in January, we served ‘awareness on a platter’ by organising »Spice it up«, an anti-food waste demonstration on the Dam Square in Amsterdam. We handed out rescued spices, veggies and soup and informed people about our mission and what they can do to reduce food waste. This is also the concept we use at our weekly Food Cycle Markets. By taking a carrier bike filled with rescued goods to different locations in the city and distributing them every Saturday, we aim at broadening the range of people we reach, telling them about the issues around food waste and our organisation. Together with the markets on Tuesdays, which were held at a fixed location every week, we organised a total of 60 markets in 2016!

## **S**

Our dinners have become even more popular, especially since we moved from community center “De Meevaart” to our new location, the “Dokhuis Galerie”, in September 2016. Here, we can host up to 70 people per night and serve delicious 2-3 course meals on a donation basis. During our 35 Community Dinners in 2016, we engaged people from all walks of life to come and eat with us while saving thousands of kilograms of food! We like to combine these evenings with a side program, such as live music or documentary screenings, so the dinners keep getting cozier and more educational.

### **Educational Programme**

Apart from the above mentioned weekly activities, we also joined or organised several events that were more or less new to us and definitely worthwhile. We kicked off the educational workshop »Voedselhelden« [Food Heroes] which was given to 10 different primary school classes in Heemskerk & Beverwijk as well as 8 high-school classes in Amsterdam. During these theatrical workshops, we taught children in a fun and interactive manner about the enormous amount of food that is wasted and the consequences for our society and environment, as well as how to be food heroes themselves by reducing food waste. Through these workshops we were able to expand our target group and build consciousness among people from all ages. Other workshops have been held at various occasions, on different topics and with different age groups. Our range of workshops keeps on expanding all the time. Furthermore, Luana’s (our founder) reputation as experienced speaker was demanded 15 times throughout the year in order to pitch Taste Before You Waste in a social entrepreneurship course or give an inspiring full blown lecture on food waste and activism related issues.

### **Catering**

In 2016 we did 11 profitable and 21 social caterings\*. We started a catering-partnership with Manifesto, a coaching and accounting cooperative which organises an »Evening of Inspiration« every six weeks at which we serve food and present a small note on current Taste Before You Waste projects. In this way, we also broaden our professional network and hope to become more known for our caterings, which we - even though we do have the capacities and motivation - do not yet get appropriate numbers of requests for.

*\*We count a catering as a social one if it is cost-covering or if it comes at a loss.*

### **Online Presence**

The community following us online has definitely been growing. Whereas at the start of 2016, the number of followers on Facebook was at about 2800, we had roughly 3900 followers by the end of the year. That also means that the overall reach of our posts has increased immensely, so more people see our events on their timelines. The number of subscription for our monthly newsletter increased from 344 to 509 during 2016. At the same time, we became more active on other platforms such as Snapchat, Instagram and LinkedIn, so we also increased our impact through these social media channels.



## Other Social Activities

A very special event we co-organised was “Aan Tafel met Vluchtelingen”, a benefit event supporting Aid Delivery Mission’s mobile kitchen for refugees in Idomeni, on the border of Greece and Macedonia. Furthermore we collaborated with Azart, a sea-travelling theatre group; and Food Waste Fighters, a fellow food waste initiative, to invite refugees to a heartwarming dinner at the harbour followed by a witty theatre show on a boat.

Lastly, in the first half of 2016, we donated food to charities three times a week. However, due to several budget cutbacks at the charities they couldn’t process the food we were donating anymore. We tried finding new charities to work with, tried out several new collaborations, but couldn’t find fitting partners. This led us to the decision to only donate food (or our other services) to nonprofit causes on a project ad-hoc basis. This resulted in us reaching more people, because it’s a different crowd every time we donate food, instead of the same groups every week.

## Recognition

A milestone of 2016 was the achievement of our ANBI status, which certifies us as an official organisation devoted to the social good. This consequently means we do not need to pay taxes on donations we receive. Apart from this certification Luana was also nominated for the Duurzame Dinsdag prize in the category Food. She was presented with a second prize for her work with Taste Before You Waste by the AUV, the University of Amsterdam’s alumni association for the AUV Alumnus Award. At the Food Hack Weekend, organised by Innoleaps and YFM Amsterdam, Luana was chosen for the first prize and thereby won € 10,000 worth of guidance by an expert from Innoleaps.

## Financial Report

BALANCE SHEET AS PER 31 DECEMBER, 2016

### Assets

	2016 €	2015 €
<b>FIXED ASSETS</b>		
Inventory	<u>1.123</u>	<u>-</u>
	1.123	-

### CURRENT ASSETS

Accounts Receivable	2.782	-
Accruals	-	-
Cash & Cash Equivalents	10.312	-
	<u>13.095</u>	<u>-</u>

### Total Assets

<u><b>14.217</b></u>	<u><b>-</b></u>
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### Liabilities

#### EQUITY

Reserve Operational surplus (negative)	<u>(22.617)</u>	<u>-</u>
	-	-

#### CURRENT LIABILITIES

Accounts Payable	-	-
Taxes & Social Security	4.857	-
Other Current Liabilities	<u>31.977</u>	<u>-</u>
<b>Total Current Liabilities</b>	<b>36.834</b>	<b>-</b>

### Total Liabilities

<u><b>14.217</b></u>	<u><b>-</b></u>
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**PROFIT & LOSS STATEMENT 2016**

	<b>2016</b>	<b>2015</b>
	€	€
<b>I n c o m e</b>		
Sales	26.205	-
Donations	13.026	-
Prize Money	2.000	-
<b>Total Income</b>	<u><b>41.231</b></u>	<u>-</u>
<b>E x p e n s e s</b>		
Cost of Sales	59.132	-
General Costs	4.716	-
<b>Total Costs</b>	<u><b>63.848</b></u>	<u>-</u>
<b>Operating Result</b>	<u><u><b>(22.617)</b></u></u>	<u><u>-</u></u>

## NOTES TO THE BALANCE SHEET

### GENERAL

All assets and liabilities are valued at cost or nominal value.

### FIXED ASSETS

In December 2016, a laptop was purchased of which the costs have been activated and which will systematically be depreciated over its useful life.

	<b>2016</b>	<b>2015</b>
	€	€
Opening Balance	-	-
Investments	1.123	-
Depreciation	-	-
Other movements	-	-
	<hr/>	<hr/>
Ending Balance	<b><u>1.123</u></b>	<b><u>-</u></b>

Depreciation in the year of purchase is carried out pro rata.

### ACCRUALS

Specification:

	<b>2016</b>	<b>2015</b>
	€	€
Billable revenue	-	-
Prepaid Expenses	-	-
Other accrued expenses	-	-
	<hr/>	<hr/>
	<b><u>-</u></b>	<b><u>-</u></b>

### LIQUID ASSETS

The liquid assets balance on 31 December 2016 amounted to EUR 10.312 (2015: n.a.) and is freely available.

	<b>2016</b>	<b>2015</b>
	€	€
Current account	10.312	-
Savings account	-	-
	<hr/>	<hr/>
	<b><u>10.312</u></b>	<b><u>-</u></b>

## EQUITY

The foundation's equity consists of the cumulative operating results.

	<b>2016</b>	<b>2015</b>
	€	€
Opening balance	-	-
Operating result 2016	(22.617)	-
	<hr/>	<hr/>
Ending balance	<u><b>(22.617)</b></u>	<u><b>-</b></u>

## TAXES AND SOCIAL SECURITY CONTRIBUTIONS

	<b>2016</b>	<b>2015</b>
	€	€
VAT	2.939	-
Income Tax	1.918	-
	<hr/>	<hr/>
Ending balance	<u><b>4.857</b></u>	<u><b>-</b></u>

## OTHER CURRENT LIABILITIES

Other current liabilities are accruals for costs that relate to the fiscal year, but for which no invoice was received and/or were settled.

	<b>2016</b>	<b>2015</b>
	€	€
Payable salaries	15.200	-
Accrual salary costs 2016	16.777	-
	<hr/>	<hr/>
Total	<u><b>31.977</b></u>	<u><b>-</b></u>

## COMMITMENTS NOT MENTIONED ON THE BALANCE SHEET

The Foundation has two rental commitments of EUR 460 a month which are monthly terminable.

**NOTES TO THE PROFIT & LOSS STATEMENT**

Income and expenses are attributed to the financial year they relate to.

**INCOME**

The income can be specified as followed:

	<b>2016</b>	<b>2015</b>
	€	€
Revenue activities (workshops, catering)	26.205	
Private Donation (anonymous donor)	10.000	
Donations (Food Cycle Markets, Wasteless Dinners & General)	3.026	
Prize money (Amsterdamse Universiteits-Vereniging optimise)	2.000	
Total	<u><u>41.231</u></u>	<u>          </u>

## ACTIVITY EXPENSES

The expenses of the activities can be broken down as followed:

<b>Breakdown by type of expenses</b>	<b>2016</b>	<b>2015</b>
	€	€
Production expenses workshops & Wasteless diners	4.225	
Project management - allocated wages	54.907	
Total	<u><u>59.132</u></u>	<u><u></u></u>

## GENERAL EXPENSES

De general expenses can be broken down as followed:

	<b>2016</b>	<b>2015</b>
	€	€
Rent	2.114	-
Office expenses	780	-
Marketing	791	-
Other Expenses	1.031	-
Total	<u><u>4.716</u></u>	<u><u></u></u>

<b>Salaries and Employee expenses</b>	<b>2016</b>	<b>2015</b>
	€	€
Wages	48.854	-
Social Security	5.649	-
Travel costs	404	-
Allocation wages to Project management	(54.907)	-
Total	<u><u>=</u></u>	<u><u>=</u></u>

Op December 31, 2016 the Foundation had two employed staff members (2015: n.a.).

## OTHER INFORMATION

### RESULT APPROPRIATION

The Board of the Foundation Taste Before You Waste proposes to add the operating result for 2016 of EUR -22.617 to the Foundation's equity which then amounts to EUR 22.617 (negative).

### EVENTS AFTER BALANCE DATE

As part of the measures taken to optimise the financial situation of the Foundation and to ensure the continuity of the Foundation, Luana Carretto her employment was terminated as per 1 February 2017.

## How You Can Help

There are plenty of ways in which people contribute to our work at Taste Before You Waste.

### **Become a Food Ambassador**

The manner in which most people actively engage is by volunteering or as we call it - becoming Food Ambassadors. Without all of these lovely and motivated people, Taste Before You Waste could not exist. There are no limits to the options of voluntary work - from picking up the food to cooking or coordinational task on acquisition or finances - any kind of help is appreciated.

### **Become an Intern**

Especially for students who need to complete a compulsory internship for their studies, we offer the opportunity of highly customized internships that fit to the specific study subject and criteria. While doing an internship at Taste Before You Waste, we really want to encourage people to be proactive and very open about their wishes and ideas in order to match them with the needs and challenges of our foundation.

### **Donate**

Furthermore, everyone is of course more than welcome to give any kind of donation to support Taste Before You Waste. As it became clear from our Financial Report, we will have to rely more on external financial offerings in order to be able to run the organisation on the long-term. That is why we are going to emphasize and try to encourage more people to donate money, both at our activities and online. Money can also be invested indirectly through booking caterings or educational workshops and presentations.

### **Start your own TBYW**

As our mission is to “revolutionise the food system, one neighbourhood at a time”, we are proud that Taste Before You Waste is continuing to spread its circles by popping up in different cities in the Netherlands and even around the world to spread the message! If you want to start a TBYW Branch in your neighbourhood, do contact us!

### **Reduce your Waste**

Generally, it is our aim to inspire as many people as possible to reduce their food waste, see food as the precious and essential resource it is and tell friends and families about what we as consumers can do to decrease food waste and therewith tackle the issue from the bottom-up.

## Looking Forward

Looking forward, quite some organisational changes are lying ahead of us, but through long-term planning and preparation, we are more than optimistic that the organisation will



continue prospering and growing in 2017. The biggest transformation with regard to the internal structure was that Luana, the founder of Taste Before You Waste and one of the two fulltime-coordinators of the organisation left her function in February 2017. She will replace Helena as the chair of the board in July of the same year. This change has been anticipated for a very long time as Luana and her husband are moving abroad to start a project on self-sufficiency and alternative living. At the end of 2015, with her plans in mind, Luana already started transferring tasks and responsibilities to Sophia, who will continue the coordinative function on her own.

Parallely, we are aiming to employ a cook starting September 2017 in order to relieve Sophia who has been in charge of many cooking sessions until now. Overall, we are very satisfied with our organisational structure, especially the high number of interns and Food Ambassadors that join us every year. Our team and available positions will keep expanding; already in January 2017 we welcomed interns who opened up new departments within our organisation such as a Human Resources and a Finance department.

As far as our activities are concerned, we are hoping to increase the number of Community Dinners - or as we recently renamed them »Wasteless Dinners« from one to two per week by May 2017. Regarding the dinners' popularity, the big amounts of food we can rescue through them and the awareness we raise in accordance, we are currently busy with finding a possible new location for this second dinner. The conscious decision to not use the same spot as on Wednesdays derives from our ambition to reach individuals with a different socio-economic background.

Hoping for a wider range of products, we are going to approach organic shops soon in order to ask for collaboration. Our markets are generally going to stay the same, even though we are experimenting with taking the Saturday Food Cycle Markets to more existing fairs and markets in order to receive more direct attention from the public. As already mentioned in the chapter on our impact, we are aiming at receiving more bookings for our caterings and already started promoting them more intensively. We need to work more intensively on our financial sustainability, that is why we aim at establishing a membership programme where individuals as well as businesses can become regular donors.

Following up on the success of our 2016 educational workshops at schools, we are applying for funding to continue these sessions and inform many more pupils about the issue of food waste and what they can do about it. We would also love to offer regular educational workshops to the public, e.g. on food conservation, how to prevent food waste in general etc. In order to be able to do that, we also rely on funding through subsidies, which is something we are already working on through our recent applications for the ANMEC grant and the 'Maak je stad' funding .

Another project of ours in 2017 is to install a vermicompost - also called worm hotel - in the neighbourhood around Plantage Doklaan, where our office is. As we work with unprocessed

food, we regularly produce organic waste (i.e. peels and cores) at our cooking sessions. A big potential is lost through disposing it together with general waste. That is why we are in contact with Rowin Snijder, also known as »[Le Compostier](#)« on getting a wonderful compost build for us that would be open for everyone interested in the project.

To ensure the continuation of the project despite current financial deficits, we have to make some changes to our cash flow. As of December 2016 Sophia has officially been inactive, but continues to volunteer for the organisation. Luana and the board agreed on ending her contract as of February 2017 in order to save on expenses. In light of these financial challenges, a reassessment of our business model, coupled with the guidance from experienced business experts is in planning and will be intensified throughout 2017. We will also recruit a Finance intern for 2017, to keep close track of our income and costs and report on our financial situation on a monthly basis in order to intervene in due time and make adjustments if necessary. As mentioned above, our activities such as introducing a second weekly Wasteless Dinner as well as investing more time and effort in acquisition for our paid services should contribute to a more cost-efficient year ahead of us.

Summed up, we want to remain true to our current path and continue extending our activities and impact. We aim to become an even more inclusive and fair organisation by particularly targeting marginalised groups. Lastly, we plan to grow public presence and also expand our physical reach - revolutionising the food system one neighbourhood at a time.

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