

**Taste Before You Waste:  
Year End Report 2021**

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



**Foundation Taste Before You Waste**

Plantage Doklaan 8

1018 CM, Amsterdam

The Netherlands

December 2021

## Contents

Preface	3
The Team	4
The Problem: Food Waste	5
Mission Statement	7
Key activities	7
Impact	7
Financial Report	12
How You Can Help	16
Looking Forward	17
References	19

## Preface

As an advisor and board member I still get to enjoy Taste Before You Waste's growth and developments from abroad. This year I had the pleasure of visiting Amsterdam and was able to help the team with practical matters, such as putting a safety deposit box in the storage room, fixing up the cargo bike and other smaller things. Isabel in the meantime stepped back from the coordination role in May 2021. With the goal of flattening the hierarchy and spreading the responsibilities of the general coordinator; TBYW core team is now split into three roles. These positions consist of an administrator, human resources, and a dinner coordinator.

Through the changing Covid-19 regulations in Amsterdam our physical activities have been on an inconsistent basis. When possible, the weekly wasteless dinners and markets have continued. Other activities like workshops and caterings have been on hold. We soon realized we didn't have the bandwidth in our core team to organize more than the dinners and did not have enough volunteers to facilitate. It had come to a point where we did not know if we could continue existing as an organization that relies mainly on volunteers. After an emergency meeting with the board, the core team and an invitation of volunteers joining the meeting, we were able to set our priorities straight. Questions like; Does it still make sense to be a foundation with a board, when at the same time we want to flatten the hierarchy? Do we still have enough motivated people to hold up and keep the organization going? Do we need to rethink the activities that we can offer, so that we don't spread ourselves too thin? Since having the emergency meeting, we have been working from those standpoints.

We are still very proud to say that we organized **36** activities, including dinners, markets and the Fiets to Feed project. This led to an estimated **2,547 kg** of food saved and more than **481** face to face interactions with individuals. Even though this was our slowest year we are greatly thankful for the continued support throughout this difficult time from several of our partners. We are eternally grateful for the help of our amazing team, the food donations by our partner organizations and the awesome individuals supporting Taste Before You Waste with their donations. In total we had 3 interns taking on different tasks within Taste Before You Waste, 5 coordinators in total throughout the year (including the transition of Isabel leaving), apart from them there were also around 50 different ambassadors who volunteered.

*With the practice and knowledge, we acquired this year on restructuring the organization, we look forward to putting all of that into gear next year.*

*Warm Regards,*

*Luana Carretto (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 4 weeks. Due to the nature of the pandemic this year, almost all meetings have been via Skype and meetings have become more regular.



Luana Carretto  
(Chair)



Remi Samad  
(Treasurer)



Coby Babani  
(Secretary)

### **Advisory Board**

To flatten the hierarchical structure and to safeguard transparency, fluidity, and the participatory nature of our organization, 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 certain previous coordinators.

### **Executive Team**

Throughout 2021 the general coordinator has been replaced by three coordinators to spread out the responsibilities, hence also flattening the hierarchical structure. The coordinator roles consist of an administrator, Zoe Bonnet, she takes care of the info@ email, pays the bills, and keeps track of the agenda. The second coordinator is Flora McMahon who is our Human resource scout (a.k.a talent coordinator). She

does all of the communication with the volunteers and coordinates the new recruitment of interns. Lastly the dinner coordinator's tasks has been taken over by Zeb Marvin, who oversees the volunteers at the dinners and makes sure everything is running smoothly. With these positions, we cover the daily tasks of running the foundation at a base level. All work a maximum of 10 hours a week and are the only ones who are being paid a volunteer fee of 180 euros a month per person.

Next to that we have had three interns to help us with social media, graphic design, outsourcing and cultural programming. The interns' commitments ranged from 5 to 15 hours per week. Not only do they commit to their tasks, but also step in where needed, i.e food pickup, volunteering at the dinners or markets.

Last but not least, the executive team includes our (regular) Food Ambassadors who worked between 2 and 8 hours a week on a voluntary basis and without whom Taste Before You Waste would not exist. Over the whole of 2021 we had the privilege to work with around 50 different food ambassadors who helped us either on a regular or ad hoc basis.

Considering the nature of the pandemic and all its uncertainties, we've had many inconsistencies with being able to run our programs. This also created frustrations in the abilities to do certain tasks or were pushed to do things last minute. Motivation and energy of the volunteers, frankly the whole team, was the price that was paid. Never before did we have such difficulties recruiting ambassadors to support us with our activities. Unfortunately, the activities suffered under these conditions. Thus, we decided to only organize the Wednesday dinners, to focus all our energy in getting that running smoothly. We are so grateful to the volunteers who made all those evenings possible.

Having had to alter the working methods of the organization multiple times due to the changing online/offline nature of covid regulations, half of the meetings for 2021 have been centrally organized online.

### **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, 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

Taste Before You Waste is a foundation with the mission to reduce consumer food waste by providing citizens with the inspiration, knowledge, and opportunity for responsible and waste-free consumption. We create a welcoming community of foodies from all over the world by hosting donation-based events such as Food Cycle Markets, Wasteless Dinners, Educational Workshops, Event Caterings and Presentations, showcasing that the food which is currently regarded as waste is actually delicious and valuable.

Taste Before You Waste has been popping up all over the Netherlands, in Bussum, Utrecht and internationally in Kingston, Canada and Auckland, New Zealand! Serving consciousness on a platter is how the Foundation wants to revolutionize the food system, one neighborhood 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 by creating a forum on this subject for like-minded people;
- organizing other educational activities, including 'food cycle markets', dinners, workshops, debates and film screenings;
- maintaining an international network of like-minded organizations (satellite groups) and persons, that propagate the organization, 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 the quantitative and qualitative impact of our actions is quite tricky. By summing up and giving an overview of our activities in 2021, 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 organization rescued an estimated **2,547** kg of edible food in 2021, which has been the lowest to count from all the previous years. This number was calculated using the average amount of food

rescued per pick-up, which was quantified to be 71 kg of food we rescue at supermarkets (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 these goods were used to raise awareness on the issue of food waste and building consciousness on the role consumers play in this context. Having used varying sizes and numbers of cargo bikes this year, we also assume that this estimation is lower than our actual collection amount.

From what we can estimate through the number of servings at dinners, and our markets, we think to have had **481** direct contacts with people in the year 2021! This number does not include people that: 1) benefitted from our charitable donations (i.e. de Regenboog Groep), 2) follow us on various social media platforms or 3) might have heard about us and our mission through other people.

Having had to cancel many events and reduce the number of guests able to attend them due to covid regulations, our concretely measurable impact has been significantly reduced this year. We hope to have still created an impact of awareness with the events we were able to host safely.

**Year comparison of food saved and people reached**

<b>Year</b>	<b>People Reached</b>	<b>Food Saved in Kg</b>
<b>2016</b>	7403	11280
<b>2017</b>	4797	8378
<b>2018</b>	5505	9800
<b>2019</b>	7357	10775
<b>2020</b>	3094	18176
<b>2021</b>	481	2547



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

Activity Type	Amount Organized	People Reached	Food Saved in Kg
Food Cycle Markets	4	125	284
Wasteless Wednesday Dinners	10	328	701
Wasteless Culture Monday	2	28	142
Workshops	0	0	0
Catering	0	0	0
Conferences	0	0	0
Fiets to feed	20	unknown	1420
<b>TOTAL</b>	<b>36</b>	<b>481</b>	<b>2547</b>

#### **Food Cycle Markets**

The Food Cycle Market is often held weekly at our location in the Dokhuis Galerie (Plantage Doklaan 8-12, 1018 CM Amsterdam), on Tuesdays from 16.00 to 17.00. This year it was placed outside near the Dokhuis at the Mahatma Gandhi park for most of the summer months to increase accessibility since inside activities were prohibited for most of the beginning of year due to COVID.

Except for offering an alternative source for groceries that saves valuable food from going to waste, we find that giving away food invites people into a conversation about our food system. For one, we are not used to seeing imperfect produce in the supermarket, so being exposed to the natural variations in fruits and vegetables, their different stages of ripeness and their deliciousness despite or even because of these reasons, educates us as food consumers. Secondly by making the market freely accessible or pay-as-you-feel, we are making social and sustainable food choices accessible to people with less financial means. Thirdly laying out the food waste from the stores of only one street, helps visualize just how huge the problem is. Finally, we are trying to cultivate a space for exchanging cultures, recipes, food conservation

methods, sustainable practices and more. We organized a total of 4 markets in 2021.

### **Dinners**

Twice a week, on a Monday and Wednesday from 18.30 (or 18.00 with dining slots during the later months), we host Wasteless Dinners. In salvaging produce from Amsterdam East and using it for our dinners we reduce food waste, but we also take the opportunity to share our story with you and show your creative ways to deal with your (imperfect) produce, hopefully inspiring you to implement a less wasteful behavior at home.

We work with a pay-as-you-feel policy because we want to make social and sustainable food choices and eating-out accessible to people with less financial means.

The twist on Mondays is our co-created performances, workshops, discussions or screenings. We offer a platform for filmmakers, organizations, musicians, performers and other creative minds to share their ideas on mostly pro-environmental and social topics. This year due to the lack of volunteers, we decided to stop hosting the Monday evenings and move all the activities to the Wednesday dinners. This way it could attract more people and we could spend more time on recruiting volunteers to keep our community engaged.

During our total 10 Wasteless Dinners in 2021, we engaged 328 people from all walks of life to come and eat with us while saving 701 kg of food! The number of dinner guests has been growing since we moved to Dokhuis from 1325 in 2016, to 2237 in 2017, reaching capacity in 2018 and still reaching around the same number of people in 2019. However, with the repercussions of the covid pandemic hitting Taste Before You Waste hard, our numbers have significantly declined this year. We hope that our online outreach has assisted our engagement, see below for more detail.

### **Workshops**

We run tailor-made workshops prepared by Taste Before You Waste for those who wish to learn more about food waste in an educational, interactive environment. Workshops are important tools that not only heighten consciousnesses on food waste but offer skills that teach participants how to integrate conscious consuming behavior in everyday life. Seeing that food waste is just one of the problems polluting our planet, we decided to open the topic range through facilitating collaborative workshops with other organizations, foundations, and individuals. With this we aim to empower our guests to return to making their own e.g. Kombucha, Natural Cleaning products and Kefir, rather than buying it and creating unnecessary waste. Besides we use the collaborative workshops

to educate our guests about how to consume more consciously through e.g. workshops about plastic waste and a healthy vegan diet.

In 2021 we unfortunately had zero workshops due to the lack of volunteers. We decided to only focus on running the Wednesday community dinners smoothly. Taste Before You Waste also worked collaboratively with The Root of Life to present 'Resilience of Change' workshops. Through the hard work of ex-coordinator, Lara Egbring, the ANMEC fund was awarded, and these workshops have existed online and offline to create a foundation of strength for those working as activists within our network.

### **Catering**

We offer catering services for collaborative events to contribute to support or sponsor. Providing food for an event or a group is a wonderful tangible way of showing your alliance for interconnected causes. A catering experience with Taste Before You Waste is not just like any other. We use the opportunity to share our story, put the wonky veggies in the spotlight and answer any questions you might have about our organization or food-saving practices and recipes.

In 2021 we had no caterings due to the same reasons mentioned above with other activities. We consider a catering to be social if we sponsor the catering or only get compensated for the direct costs. We call it commercial, whenever we make extra income through the catering service.

### **Online Presence**

The community following us online has been steadily growing. At the end of 2020, the number of followers on Facebook was 9,043. By the end of this year, December 2021, we had 9,601 followers. That also means that the overall reach of our posts has increased immensely and more people see our events on their timelines. At the same time, we became more active on other platforms such as Instagram and LinkedIn, so we also increased our impact through these social media channels. On Instagram we now have 2,242 followers compared to the 1,993 we had in December 2020.

### **Fiets to Feed**

With most of our usual events being on hold we have had to change the dynamic of Taste Before You Waste's activities. With the resources we have available (our excellent volunteers and brand new bakfiets) we were able to bring surplus food to community spaces supporting more vulnerable people. This meant that the food was not only 'saved from the bin' but also received by those who have reduced access to it. We donated food to organizations such as Wij Zijn Hier, Wereldhuis, Nieuwland, ClinkNOORD and De Regenboog Groep's Zeeburg location. In receiving funding from

Postcode Loterij we have purchased a new cargo bike to expand this project whilst also increasing the amount of food we can rescue for our other regular events.

All events only occurred when permitted by Covid-19 regulations.

## Financial Report

### ANNUAL REPORT 2021 TASTE BEFORE YOU WASTE

Balance sheet as per 31 December, 2021

(Amounts in €)

	Assets	
	2021	2020
	€	€
<b>Fixed Assets</b>		
Inventory	2.020	2.525
<b>Current Assets</b>		
Accounts Receivable	-	-
Accruals	-	-
Taxes	464	2.770
Cash & Cash Equivalents	3.730	7.389
<b>Total Current Assets</b>	<b>4.194</b>	<b>10.159</b>
<b>Total Assets</b>	<b>6.214</b>	<b>12.684</b>
	Liabilities	
<b>Equity</b>		
Reserve Operational surplus (negative)	(8.059)	(9.268)
Result 2020	-	1.209
Result 2021	(1.059)	-
	<b>(9.118)</b>	<b>(8.059)</b>
<b>Current Liabilities</b>		
Accounts Payable	-	3.102
Income tax	-	371
Other Current Liabilities	15.332	17.270
<b>Total Current Liabilities</b>	<b>15.332</b>	<b>20.744</b>
<b>Total Liabilities</b>	<b>6.214</b>	<b>12.684</b>

## Profit & Loss Account 2021

(Amounts in €)

	2021	2020
	€	€
<b>Income</b>		
Sales	700	-
Donations	7.255	14.987
Subsidies	200	6.800
<b>Total Income</b>	<b>8.155</b>	<b>21.787</b>
<b>Expenses</b>		
Cost of Sales	4.869	13.837
General Expenses	4.345	6.741
<b>Total Costs</b>	<b>9.214</b>	<b>20.578</b>
<b>Operating Result</b>	<b>(1.059)</b>	<b>1.209</b>

## Notes to the balance sheet

### General

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

### Fixed assets

	2021	2020
	€	€
Opening Balance	2.525	-
Investments	-	2.525
Divestment	-	-
Depreciation	505	-
Other movements	-	-
Ending Balance	<b>2.020</b>	<b>2.525</b>

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

### Current Assets

	2021	2020
	€	€
VAT	93	2.399
Income Tax	371	371
Ending Balance	<b>464</b>	<b>2.770</b>

**Liquid Assets**

	2021	2020
	€	€
Current account	3.335	7.335
Paypal account	396	54
	<u>3.730</u>	<u>7.389</u>

The liquid assets balance on 31 December 2021 dropped to EUR 3.730 (2020: 7.389) and is freely available.

**Equity**

	2021	2020
	€	€
Opening balance	(8.059)	(9.268)
Operating result	(1.059)	1.209
Ending balance	<u>(9.118)</u>	<u>(8.059)</u>

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

**Taxes and Social Security Contributions**

	2021	2020
	€	€
Income tax	0	371

**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.

	2021	2020
		€
Payable salaries	7.509	8.578
Accrual salary costs 2016	7.823	8.692
Other	-	-
Total	<u>15.332</u>	<u>17.270</u>

**Commitments not mentioned on the balance sheet**

The Foundation has a rental commitment of EUR 460 a month which is monthly terminable.

### Notes TO the operating account

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

#### Income

The income can be specified as followed:

	2021	2020
	€	€
Revenue activities (workshops, catering)	700	-
Donations (general, wasteless diners)	7.255	14.987
Subsidies	200	6.800
Total	<b>8.155</b>	<b>21.787</b>

#### Activity Expenses

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

	2021	2020
	€	€
Production expenses workshops & wasteless diners	3.191	873
Project management - allocated wages	4.549	18.082
NOW Subsidy	(2.871)	(5.118)
Total	<b>4.869</b>	<b>13.837</b>

#### General Expenses

The general expenses can be broken down as followed:

	2021	2020
	€	€
Rent	1.507	2.178
Office expenses	90	-
Marketing	-	212
Travel	-	-
Other Expenses	2.748	4.351
Total	<b>4.345</b>	<b>6.741</b>

#### Salaries and Employee expenses

	2021	2020
	€	€
Wages and social security	1.678	12.964
Allocation wages to Project management	(1.678)	(12.964)
Total	-	-

On December 31, 2021, the Foundation had one employed staff member for 3 months (2020: 1).

During 2021, Taste Before You Waste received a total amount of € 2.871 of NOW subsidy, as compensation for the mandatory closure of the location, due to the Covid-19 measures. (2020: € 5.118)

### **Result Appropriation**

The Board of the Foundation Taste Before You Waste proposes to add the operating result for 2021 of EUR (1.059) (negative) to the Foundation's equity which then amounts to EUR (9.118) (negative).

Amsterdam, 22 June 2022

## **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 way most people actively engage is by volunteering or as we call it - becoming Food Ambassadors. Without 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 administrative and creative jobs - 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 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 to be able to run the organization 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 Taste Before you Waste**

As our mission is to "revolutionize the food system, one neighborhood 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 Taste Before You Waste branch in your neighborhood, 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**

Taste Before You Waste has still really felt the impact of the Covid-19 pandemic in 2021. Our aims from the previous year were to incorporate more workshops and regular events that were deprioritized, and we began to focus more retrospectively on how we could make the organization run more smoothly internally. This in turn created more frequent meetings with the board and has progressed to altering the role of the coordinator to make it more manageable in terms of training, workload, communication and to create a more widespread sense of responsibility within the organization. In the final weeks of 2020, we decided to grow our board team by introducing new members and advisory members who can help to flatten the structure of the organization and support the coordinator through their previous knowledge of their volunteer/intern experiences.

We have had to alter the way we function and how we create income multiple times, and it became clear that to create stronger financial stability and sustainability we needed to change our outlook. Our goal for next year is to create a buffer that can cover expenses like the monthly rent, salaries, and other ad hoc expenses, so that if/when we get hit by a low flow of income, we can still sustain ourselves.

With the start of decentralizing the organization last year, this year has been a trial and putting the words into practice. With this practice we want to structure our beliefs and insights to next year. More concretely, our aim is to have an intern being responsible for all the internal communication between the volunteers, board, and core group. This way we hope that not only is everyone informed, but also involved with decision making and other processes.

Thirdly, we want to make sure we get back on track with a regular volunteering schedule. With all the insecurities the pandemic brings, it also changes people's priorities or are plainly not able to come because of getting sick. Having a backup plan and applying them will be crucial. We hope to build our resilience like this for next year.

Lastly, our goal is to maintain these sights by revisiting them every quarter and keeping track, this way we can all keep ourselves accountable.

## References

Dani, S. (2015). Food Supply Chain Management and Logistics: From Farm to Fork. London: Kogan

Page

FAO, IFAD, & WFP. (2002). Reducing Poverty and Hunger: The Critical Role of Financing for Food, Agriculture and Rural Development. Rome. Retrieved from <ftp.fao.org/docrep/fao/003/Y6265E/Y6265E.pdf>

GO Science. (2011). Foresight. The Future of Food and Farming: Final Project Report. London.  
doi:10.1016/j.anifeedsci.2011.04.036

Gustavsson, J., Cederberg, C., & Sonesson, U. (2011). Global food losses and food waste. Food and Agriculture Organization of the United Nations. Rom

Institution of Mechanical Engineers. (2013). Global Food Waste Not, Want No. Retrieved from <http://www.fao.org/docrep/014/mb060e/mb060e00.pdf>

Parfitt, Julian, Mark Barthel, and Sarah Macnaughton. (2010). "Food Waste within Food Supply Chains: Quantification and Potential for Change to 2050." Phil. Trans. R. B 365: 3065-81

Sandoval Martinez, Daniela. (2016). Internship Report. Wageningen University

Stuart, Tristram. (2009). Waste: Uncovering the Global Food Scandal. London: Penguin Books