

EcoPork: Less Waste, Great Taste!

Food waste is a problem in America. Our supermarkets waste 43 billion pounds of food every year and 40% of food is never eaten, resulting in \$165 billion of wasted food. Global food waste is responsible for roughly 10% of human greenhouse gas emissions. Additionally, 70% of American grain goes to feed livestock while many citizens remain food insecure. These statistics highlight an opportunity to produce animal feed from food waste. In Japan, recycled food waste produces feed that is half the cost and yields higher value and better tasting meat. Thus, the effectiveness of a business centered around converting food waste to feed is technologically proven.

My idea is to create a service and product based business aimed at converting food waste from food retailers and restaurants into animal feed. My initial product will be liquid, probiotic pig feed to make "EcoPork". Vehicles will collect food waste at participating local establishments, transport it to our nearby processing plant, and convert it to our "EcoPork" feed. Liquid feed reduces cost of production and emissions, while probiotic lactic acid bacteria increases nutritional value and extends room temperature shelf life due to low pH inhibiting microbial growth. Our feed will then be distributed to local farms, which will produce sustainably-fed, better tasting pork, or as we will call it "Less waste, Great taste!". For future expansion, organization and categorization of raw food waste can lead to designing feed for different livestock and flavor profiles.

To promote our business and our food waste recovery service, our business model will include closed loop "EcoPork" co-marketing and branding partnerships with "member companies" for a modest annual fee. We will then focus on facilitating connections between participating local farms and food retailers and restaurants, all of whom can exclusively use our unique "EcoPork" name and logo. Pork produced from our food waste-recycled feed will be allotted and promoted only to food retailer and restaurant "partners" who supply our food waste, giving them access to lower-priced high quality "EcoPork" products. This will foster greater relationships between member pork suppliers and member establishments.

Our co-marketing initiatives will form a closed loop with benefits for all participants, helping local farms and establishments. Farms will save money, produce better tasting pork, and have guaranteed purchasers of their products. Meanwhile, establishments will reduce their carbon footprints and gain access to sustainably-fed, better tasting pork via our "EcoPork" program.

Our business' impact is only restricted to how large its co-marketing and branding partnerships are. Whether in local communities or with nationwide adoption of our product and services, "EcoPork" animal feed will reduce the carbon footprint of businesses and livestock farms and allow food excess to yield a productive output. Our business will facilitate more grain to be reallocated for human consumption, which can help contribute to tackling food insecurity. As a result, we will enable better tasting food that is cheaper to produce, beneficial for the environment, and healthier for communities. "EcoPork: Less Waste, Great Taste!"