

**Taste Before You Waste:  
Year End Report 2018**

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



**Foundation Taste Before You Waste**

Plantage Doklaan 8  
1018 CM, Amsterdam  
The Netherlands  
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## **Preface**

*Since leaving the Netherlands in 2017 to travel through Asia in search of knowledge and experience in communal living, self-sufficiency, co-creation and permaculture, I have been appointed as Chair of TBYW's Board. I now advise the coordinators with my expertise and experience, as well as getting to enjoy how the organisation keeps on growing to new heights.*

*Sophia, for her part, dared to hold her position alone, ensuring continuity for all the activities, consisting of weekly wasteless dinners, markets, workshops, and occasional social caterings, lectures and school programmes. With such frequent activities and our belief in community, we were able to cultivate a space for sharing experiences, best practises, knowledge and world views on food, sustainability and environmental justice. We extended the invitation to engage with these topics to our guests by introducing a second weekly dinner with cultural programming.*

*We are very proud to say that we organised or participated in **138** activities, including markets, dinners, catering, lectures and our first seasonal festival. This led to an estimated **9,800** kg of food saved and more than **5,500** face to face interactions with individuals. 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. Over the whole year 2018 we've had 28 interns taking on coordinating tasks or starting their own projects within TBYW, apart from them there were also 120 different ambassadors who volunteered their time and who were committed to making this year as special as it has been.*

*We are happy to announce that our financial situation is also steadily improving and we are making the necessary steps to break even.*

*In search of a coordinator to pass her role and responsibilities to Sophia found Lara, a particularly engaged and connected team member, who is ready to lead our community and stand up for the people and the environment. From September to December 2018, Lara completed a traineeship working closely with Sophia. She will officially start the sole coordination of TBYW as of January 2019 and Sophia will continue her involvement in the organisation on a voluntary basis.*

*In 2018 we also installed 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 was getting lost through disposing it together with general waste. That is why we applied for a subsidy with the Gemeente Amsterdam (municipality) in 2017. In 2018 we were awarded with the construction of 'worm hotel' financed by the municipality.*

*Seeing our community at our current location in Amsterdam is still growing we want to follow our mission of 'Revolutionizing the food system one neighborhood at a time' and spread out to help communities around the city to reach more positive environmental impact, while engaging the people in delicious neighborhood dinners. More specifically, we strive to support communities setting up their own TBYW Wasteless Dinners with the aim of them taking over once they are ready. Through this, we hope to encourage citizens to take initiative in the strive towards a more environmentally conscious city. Our end goal is to reduce the food waste one neighborhood at a time, while building up a network of similar organisations and partners.*

*Myself, Sophia and now Lara - us three women have given rise, shape and direction to Taste Before You Waste over the years. We believe female leadership is vital for a more inclusive and sustainable future.*

*On top of all the impact and interactions we were able to have with our team here in Amsterdam, we are also happy to inform you that the other informally and independently organised branches in Bussum, Utrecht, Kingston (Canada) and Auckland (New Zealand) have continued their efforts to reduce food waste.*

*We start 2019 with a good financial and organisational outlook for the coming year and those to come.*

*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 6 weeks. As Luana now lives abroad, she mostly attends our meetings remotely via Skype.



Luana Carretto  
(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**

Throughout 2018 Sophia was the sole part-time general coordinator. Lara, her successor, completed an internship, preparing her for her future position, from September to December 2018.

Next to the coordinator, we happily welcomed 28 students who decided to do their internship with us. The interns' commitments ranged from 10 to 30 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 8 hours a week on a voluntary basis and without whom TBYW would not exist. Over the whole of 2018 we had the privilege to work with around 120 different food ambassadors who helped us either on a regular or ad hoc basis.

The TBYW executive team is a very dynamic one. Many team members are students or recent graduates, so our team composition changes significantly every semester. The only one who has a fixed paid position is the general coordinator. Although we still experience a constant flow of people bringing new energy, ideas and motivation into our team, we experienced a shift in 2018. Of our interns and other core team members, more than ever before decided to stay beyond the commitment they had initially made with us and/or their university, which had a positive effect on our operational continuity.

### **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, The Hague and internationally in Kingston, Canada and Auckland New Zealand! 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 by creating a forum on this subject for like-minded people;
- organising other educational activities, including 'food cycle markets', dinners, workshops, 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 the quantitative and qualitative impact of our actions is quite tricky. By summing up and giving an overview of our activities in 2018, 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 **9,800** kg of edible food in 2018. This number was calculated using the average amount of food rescued per pick-up, which was quantified to be around 70 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 **5,500** direct contacts with people in the year 2018! 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, and we are looking forward to prosper in 2019!

### **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</b>	42	420	2940
<b>Wasteless Wednesday Dinners</b>	40	2800	2800
<b>Wasteless Culture Monday</b>	40	1600	2800
<b>Workshops</b>	3	45	210
<b>Catering</b>	12	400	840
<b>Conferences</b>	1	40	

<b>Festival</b>	1	200	210
<b>TOTAL</b>	<b>138</b>	<b>5,505</b>	<b>9,800</b>

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

The Food Cycle Market is held weekly at our location in the Dokhuis Galerie (Plantage Doklaan 8-12, 1018 CM Amsterdam), on Tuesdays from 16.00 to 17.00.

Apart from 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 visualise just how huge the problem is. Finally we are trying to cultivate a space for exchanging cultures, recipes, food conservation methods, sustainable practises and more. We organised a total of 42 markets in 2018!

### **Dinners**

Twice a week, on a Monday and Wednesday from 18:30, 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 behaviour 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 new twist on Mondays are our co-created performances, workshops, discussions or screenings. We offer a platform for filmmakers, organisations, musicians, performers and other creative minds to share their ideas on mostly pro-environmental and social topics.

During our total 80 Wasteless Dinners in 2018, we engaged 4,400 people from all walks of life to come and eat with us while saving 5,600 kg of food! The number of dinner guests has been growing since we moved to Dokhuis from 1325 in 2016, to 2237 in 2017, and now we are at 4,400 in 2018. On top of the positive development in terms of the number of guests, we have also been able to increase the average donation per person from around € 4.5 in 2016 to around €5.6 in 2018, €6 on average for the Monday dinners and €5.34 on average for the Wednesday dinners. To achieve this we started informing our guests at the entrance about our mission, our dinner concept and about the purpose of their donations. Along with these verbal cues we introduced a flyer with a short questionnaire on their satisfaction with their meal, their financial situation and their involvement in TBYW. We intended to trigger self-reflection on an appropriate donation and it seems to have been effective.

### **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 organisation or food-saving practises and recipes.

In 2018 we did 10 social caterings. We consider a catering a social one if we sponsor the catering or only get compensated for the direct costs.

### **Winter Festival**

In December 2018 we organised our first seasonal festival: the TBYW Winter Festival! It was a wonderful day-long celebration, including workshops, discussions, poetry and music performances and of course our rescued goodies

All in one price!

### **Online Presence**

The community following us online has definitely been growing. At the start of 2018, on January 1st 2018, the number of followers on Facebook was 5,152. By the end of the year, on the 31st of December 2018 we had 6,659 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 a significant number of followers that will soon reach the 1000 mark.

## Financial Report

### BALANCE SHEET AS PER 31 DECEMBER, 2018 (AMOUNTS IN €)

<b>A s s e t s</b>	<b>2018</b>	<b>2017</b>
<b>FIXED ASSETS</b>		
Inventory	700	-
	<u>700</u>	<u>-</u>
<b>CURRENT ASSETS</b>		
Accounts Receivable	4.782	3.337
Accruals	635	1.199
Cash & Cash Equivalents	1.273	2.815
<b>Total Current Assets</b>	<u>6.690</u>	<u>7.391</u>
<b>Total Assets</b>	<u><u>7.390</u></u>	<u><u>7.391</u></u>
 <b>L i a b i l i t i e s</b>		
<b>EQUITY</b>		
Reserve Operational surplus (negative)	(8.893)	(22.617)
Result 2017		13.724
Result 2018	<u>(52)</u>	<u>-</u>
	(8.945)	(8.893)
<b>CURRENT LIABILITIES</b>		
Accounts Payable	-	-
Taxes & Social Security	1.811	1.655
Other Current Liabilities	<u>14.524</u>	<u>14.269</u>
<b>Total Current Liabilities</b>	<u>16.335</u>	<u>16.284</u>
<b>Total Liabilities</b>	<u><u>7.390</u></u>	<u><u>7.391</u></u>

**PROFIT & LOSS ACCOUNT 2018**  
**(AMOUNTS IN €)**

	<b>2018</b>	<b>2017</b>
	€	€
<b>I n c o m e</b>		
Sales	3.174	12.271
Donations	25.656	15.100
Prize Money	-	-
Subsidy	-	1.600
<b>Total Income</b>	<u><b>28.830</b></u>	<u><b>28.971</b></u>
<b>E x p e n s e s</b>		
Cost of Sales	22.399	7.758
General Costs	6.483	7.489
<b>Total Costs</b>	<u><b>28.882</b></u>	<u><b>15.247</b></u>
<b>Operating Result</b>	<u><u><b>(52)</b></u></u>	<u><u><b>13.724</b></u></u>

## NOTES TO THE BALANCE SHEET

### GENERAL

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

### FIXED ASSETS

	<b>2018</b>	<b>2017</b>
	€	€
Opening Balance	-	-
Investments	700	1.123
Divestment	-	1.123
Depreciation	-	-
Other movements	-	-
	<u>700</u>	<u>1.123</u>
Ending Balance	<u><b>700</b></u>	<u><b>1.123</b></u>

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

### ACCRUALS

Specification:

	<b>2018</b>	<b>2017</b>
	€	€
Billable revenue	-	-
Prepaid Expenses	-	-
Other accrued expenses	-	-
	<u>-</u>	<u>-</u>
	<u><b>-</b></u>	<u><b>-</b></u>

### LIQUID ASSETS

The liquid assets balance on 31 December 2018 amounted to EUR 1.273 (2017: 2.815) and is freely available.

	<b>2018</b>	<b>2017</b>
	€	€
Current account	350	1.756
Savings account	-	-
Paypal account	923	1.059
	<u>1.273</u>	<u>2.815</u>
	<u><b>1.273</b></u>	<u><b>2.815</b></u>

## EQUITY

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

	2018	2017
	€	€
Opening balance	(8.893)	(22.617)
Operating result	(52)	13.724
Ending balance	<u><u>(8.945)</u></u>	<u><u>(8.893)</u></u>

## TAXES AND SOCIAL SECURITY CONTRIBUTIONS

	2018	2017
	€	€
VAT	1.811	1.655
Income Tax	64	-
Ending balance	<u><u>1.872</u></u>	<u><u>1.655</u></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.

	2018	2017
	€	€
Payable salaries	7.404	7.509
Accrual salary costs 2016	7.120	7.120
Total	<u><u>14.524</u></u>	<u><u>14.629</u></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:

	2018	2017
	€	€
Revenue activities (workshops, catering)	3.174	12.271
Donations (general, wasteless diners)	25.656	15.100
Prize money (Amsterdamse Universiteits-Vereniging Alumniprijs)	-	-
Subsidies (Stichting Anmeç)	-	1.600
Total	<u><u>28.830</u></u>	<u><u>28.971</u></u>

## ACTIVITY EXPENSES

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

<b>Breakdown by type of expenses</b>	<b>2018</b>	<b>2017</b>
	€	€
Production expenses workshops & wasteless diners	4.308	2.111
Project management - allocated wages	18.091	5.647
Total	<u><u>22.399</u></u>	<u><u>7.758</u></u>

## GENERAL EXPENSES

De general expenses can be broken down as followed:

	<b>2018</b>	<b>2017</b>
	€	€
Rent	5.332	5.487
Office expenses	57	537
Marketing	-	-
Other Expenses	1.094	1.465
Total	<u><u>6.483</u></u>	<u><u>7.489</u></u>

<b>Salaries and Employee expenses</b>	<b>2018</b>	<b>2017</b>
	€	€
Wages	14.874	4.755
Social Security	2.853	814
Travel costs	364	78
Allocation wages to Project management	(18.091)	(5.647)
Total	<u><u>-</u></u>	<u><u>-</u></u>

Op December 31, 2018 the Foundation had one employed staff member (2017: 1).

## RESULT APPROPRIATION

The Board of the Foundation Taste Before You Waste proposes to add the operating result for 2018 of EUR -52 to the Foundation's equity which then amounts to EUR 8.945 (negative).



## **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 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 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

In the past years we have been continuously adapting our activities to best cater to our team, our community and our cause. Now we have a solid set of activities, consisting of two weekly wasteless dinners, one of which is features educational and entertaining programming, one weekly food cycle market, as well as occasional caterings, lectures and other contributions for socially and sustainably themed events. In the coming year we intend to go forward with our set of weekly activities, while continuously improving the quality of the food offerings and educational value for all of them. We aim to become an even more inclusive and fair organisation by particularly inviting marginalised groups to our community.

In late 2018, we have also started experimenting with weekly workshops on Tuesday evenings at our location Dokhuis. The pilot workshops we organised were extremely popular and successful, which is why we decided to add it to our weekly activities and recruit an intern as the coordinator of our workshop series.

In our shared mission with the non-profit ASEED Amsterdam that is pushing towards sustainable agriculture, we want to look into closer collaborations in the form of a monthly reading group which gives the possibility of academic exchange of knowledge concerning topics along the food supply chain ranging from agriculture to the consumer food waste.

As of January 2019 the leadership of TBYW will be passed on from Sophia to Lara. Since the foundation is growing steadily in it's community and activities, the delegation of responsibilities is crucial to sustain future growth. Therefore we will investigate how to restructure the responsibilities lying on the general coordinator.

Recent developments and discoveries, such as the UN environmental report have led us to question our consumer-focussed approach to some extent. Our culture may have us prone to individualism and

consumerism, even when addressing structural issues like food waste. As have we, when we primarily focus conscious consumer choices with TBYW. But given the circumstances we now have to teach ourselves and teach each other how to act collectively and how to hold our leaders accountable for their actions and especially their inactions. This is why, TBYW, is going to be focussing on community building, networking, and advocating for a sustainable food system and environmental justice in the near future.

Working in the non-profit sector it is easy to become super focussed on a single issue and disconnected with other causes which keeps our voices relatively quiet and makes it difficult to reach critical mass, despite actually working towards interconnected goals. We have come to believe that we have a responsibility to make these connections visible so that we can act effectively collectively on climate change.

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