

**Taste Before You Waste:
Year End Report 2019**

*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

June 2020

Contents

Preface	3
The Team	5
The Problem: Food Waste	6
Mission Statement	8
Key activities	8
Impact	8
Financial Report	12
How You Can Help	17
Looking Forward	18
References	19

Preface

As an advisor and board member I still get to enjoy TBYW's growth and developments from abroad. Sophia in the meantime stepped back from the coordination role in the beginning of 2019 and volunteered in TBYW's contribution to the climate movement, assisting in setting up the new catering activities, advising the coordinators and board, and designing the new website. Lara became the general coordinator in the beginning of 2019.

The past year of TBYW was characterized by our active involvement and support during local and global demonstrations and protests. We see the urge of teaming up with the larger climate movement to demand corporates and municipalities to take responsibility for their actions and inactions to further push for system change. We now understand the urgency to go beyond consumption choices and education, to learn from each other how to act collectively and hold our leaders accountable. This is why we have become more directly involved in the climate movement, joining forces with groups like Extinction Rebellion, Fridays for Future, Code Rood, ASEED. We see our role and added value as feeding the movement, supporting the protesters with our lovingly prepared surplus.

Besides, we ensured further continuity for all our activities, consisting of weekly wasteless dinners, markets, workshops, social and commercial caterings and presentations. 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. Seeing the need to spread out to other neighborhoods we laid the groundwork for opening a new dinner in 2020 called 'Oogst van Oost'. It will be located in the Javastraat, the street where TBYW was born 7 years ago when Luana first started rescuing food there. As a result of seeing the organisation's steady growth, in the second half of 2019 we took the first steps to delegate and restructure the responsibilities lying on the general coordinator by having two additional dinner coordinators.

*We are very proud to say that we organised or participated in **155** activities, including markets, dinners, caterings, presentations, protests and our second seasonal festival. This led to an estimated **10,775** kg of food saved and more than **7,357** face to face interactions with individuals. We are happy to see an increase in numbers compared*

to last year and are greatly thankful for all the support throughout the year. We are eternally grateful for the help of our amazing team, the food donations by our partner organisations and the awesome individuals supporting TBYW with their donations. In total we had 28 interns taking on different tasks or coordinating a new location within TBYW, apart from them there were also 130 different ambassadors who volunteered.

In search of a coordinator to pass her role and responsibilities to Lara found Isabel, a particularly pro-active and caring team member, who is ready to take on the responsibility of leading our community through 2020. During the second half of 2019 September, Isabel completed a traineeship working closely with Lara. Her role as sole coordinator of TBYW will officially start in January 2020 and Lara will continue on a voluntary basis.

Myself, Sophia, Lara and now Isabel - us four 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.

Warm Regards,

Luana Carretto (Chair)

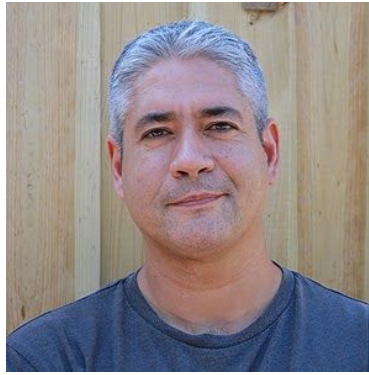
The Team

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 2019 Lara was the sole part-time general coordinator. Isabel, her successor, completed an internship, preparing her for her future position, from September to December 2019.

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 2019 we had the privilege to work with around 130 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, like last year, we experienced that core team members, more than ever before decided to stay beyond the commitment they had initially made with us and/or their university. We believe this 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 2019, 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 **10,775** kg of edible food in 2019. 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 supermarket (Sandoval Martinez, 2016, p. 52) and around 15 kg of surplus we get from a catering company. 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 **7,357** direct contacts with people in the year 2019! 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 2020!

Year comparison of food saved and people reached

Year	People Reached	Food Saved in Kg
2016	7403	11280
2017	4797	8378
2018	5505	9800
2019	7357	10775

Break Down of our Impact per Activity-type

Activity Type	Amount Organised	People Reached	Food Saved in Kg
Food Cycle Markets	40	400	2840
Wasteless Wednesday Dinners	40	2483	3240
Wasteless Culture Monday	41	1962	3321
Workshops	19	232	192
Catering	13	2030	891
Conferences	1	100	81
Festival	1	150	210

TOTAL	155	7357	10775
--------------	------------	-------------	--------------

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 40 markets in 2019!

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 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 81 Wasteless Dinners in 2019, we engaged 4,445 people from all walks of life to come and eat with us while saving 6,561 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 amount of people in 2019. 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, to around €5.7 in 2019, with €5.70 on average for the Monday and Wednesday dinners.

Workshops

We run tailor-made workshops prepared by TBYW for those who wish to learn more about food waste in an educational, interactive environment. Workshops are important tools that not only heighten consciences 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 up the topic range through facilitating collaborative workshops with other organisations, 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 2019 we started with organising those workshops on a regular basis. Throughout the year, we organised 19 workshops, engaged 232 participants and saved approximately 192 kg of food.

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 2019 we did 7 social caterings and 6 commercial caterings. We consider a catering a social one if we sponsor the catering or only get compensated for the direct costs. We call it a commercial one, whenever we make extra income through the catering service.

Summer Festival

In June 2019 we organised our second seasonal festival: the TBYW Summer Festival! It was a wonderful day-long celebration, including workshops, discussions, poetry and music performances and of course our rescued goodies

Online Presence

The community following us online has been steadily growing. At the start of 2019, on January 1st 2019, the number of followers on Facebook was 6,610. By the end of the year, on the 31st of December 2019 we had 8,254 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 Pinterest, so we also increased our impact through these social media channels. On Instagram we now have 1.592 followers.

Financial Report

ANNUAL REPORT 2019

TASTE BEFORE YOU WASTE

balance sheet as per 31 December, 2019

(Amounts in €)

Assets

	<i>2019</i>	<i>2018</i>
<i>Fixed Assets</i>		
<i>Inventory</i>	<i>-</i>	<i>700</i>

Current Assets

<i>Accounts Receivable</i>	1.152	4.782
<i>Accruals</i>	-	635
<i>Taxes</i>	3.700	-
<i>Cash & Cash Equivalents</i>	5.083	1.273

Total Current Assets **9.935** **6.690**

Total Assets **9.935** **7.390**

Liabilities

Equity

<i>Reserve Operational surplus (negative)</i>	(8.945)	(8.893)
<i>Result 2018</i>	-	(52)
<i>Result 2019</i>	<u>(323)</u>	<u>-</u>
	(9.268)	(8.945)

Current Liabilities

<i>Accounts Payable</i>	3.184	-
<i>Social Security</i>	314	1.811

<i>Other Current Liabilities</i>	<u>15.705</u>	<u>14.524</u>
Total Current Liabilities	19.203	16.335
Total Liabilities	<u>9.935</u>	<u>7.390</u>

Profit & Loss Account 2019

(Amounts in €)

	2019	2018
	€	€
<i>Income</i>		
<i>Sales</i>	8.205	3.174
<i>Donations</i>	21.832	25.656
Total Income	<u>29.587</u>	<u>28.830</u>
<i>Expenses</i>		
<i>Cost of Sales</i>	22.064	22.399
<i>General Costs</i>	7.846	6.483
Total Costs	<u>29.910</u>	<u>28.882</u>

Operating Result

(323) (52)

*Notes to the balance sheet**General*

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

Fixed assets

	2018	2017
	€	€
<i>Opening Balance</i>	-	-
<i>Investments</i>	700	700
<i>Divestment</i>	(700)	-
<i>Depreciation</i>	-	-
<i>Other movements</i>	-	-
<i>Ending Balance</i>	<u>-</u>	<u>700</u>

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

Current Assets

2019	2018
€	€

VAT 3.700 -

Liquid Assets

The liquid assets balance on 31 December 2018 amounted to EUR 5.083 (2018: 1.273) and is freely available.

	2019	2018
	€	€
<i>Current account</i>	4.943	350
<i>Savings account</i>	-	-
<i>Paypal account</i>	140	923
	<u>5.083</u>	<u>1.273</u>

Equity

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

	2019	2018
	€	€
<i>Opening balance</i>	(8.945)	(8.893)
<i>Operating result</i>	(323)	(52)

<i>Ending balance</i>	<u>(9.268)</u>	<u>(8.945)</u>
-----------------------	-----------------------	-----------------------

Taxes and Social Security Contributions

	2019	2018
	€	€
VAT	-	1.811
Income Tax	314	64
<i>Ending balance</i>	<u>314</u>	<u>1.872</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.

	2019	2018
	€	€
<i>Payable salaries</i>	8.542	7.404
<i>Accrual salary costs 2016</i>	7.120	7.120
<i>Other</i>	42	-
<i>Total</i>	<u>15.704</u>	<u>14.524</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:

	2019	2018
	€	€
<i>Revenue activities (workshops, catering)</i>	8.205	3.174
<i>Donations (general, wasteless diners)</i>	21.382	26.656
<i>Total</i>	<u>29.587</u>	<u>28.830</u>

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 2019 we started more regularly organising weekly workshops on Tuesday evenings. Due to lack of a workshop coordinator we struggled in the second half of the year to continue with this activity on a weekly basis. Therefore our goal for 2020 is to bring regularity to this activity with organising it twice a month instead of on a weekly basis.

The network and community of TBYW in Amsterdam is at the core of the organisation. Through the past year we have strengthened our relationship with the activist networks within the city. This stance is something we hope to progress with, whether this is in the capacity of support in food waste catering, or being present at actions that align with our mission and values. Emphasising that food waste is both an environmental and social issue, there is a broad spectrum of support and action that we can take within the activist networks of Amsterdam. In being part of this different space in the

city, we also aim to connect to different people and different communities. Also outside of activism, our aim to revolutionise neighbourhoods in the fight against food waste continues. With the setup of new dinners in the city and elsewhere, we strive to inspire individuals that in turn support diverse communities through the TBYW initiative.

As an internal aspect to the TBYW core team, we hope to progress with our funding techniques and strategies in order to create sustainable positions with the potential of freelance or salaried posts to allow for the continued growth of TBYW.

Furthermore, we are aiming to resolve the issue of food scraps/refuse that result from our wasteless dinners. We are combating food waste at our core yet when we hold our dinners, as hospitality events, we create small amounts of natural refuse that are currently not sustainably disposed of. Increased financial support would allow us to collaborate with the neighbourhood and its community spaces in order to create innovative methods of waste management, also aligning with our core value of connecting with our surrounding location. We have previously worked with the concept of worm hotels but would also love to further such solutions via the Bokashi compost method which requires the purchase of certain equipment and an increased space for storage.

Purchasing more suitable pick up equipment (bakfiets, raincoats etc.) so that our volunteers feel safer and more supported during this vital part of the organisation. Our current two cargo bikes are in desperate need of repair but better yet, replacement. The purchasing of new carrier bikes is essential to the functioning of TBYW. We would also love to hold a budget for the maintenance and storage of new bikes in order to appropriately care for this integral equipment.

As of January 2020 the leadership of TBYW will be passed on from Lara to Isabel. 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 further.

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

