

**Taste Before You Waste:
Year End Report 2020**

*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

December 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 Taste Before You Waste's growth and developments from abroad. Lara in the meantime stepped back from the coordination role at the end of 2019 and took up a position as an independent workshop coordinator in collaboration with her own business. Isabel became the general coordinator at the beginning of 2020.

The past year of Taste Before You Waste was characterised by our continued existence! Through the changing Covid-19 regulations in Amsterdam our physical activities have been on an inconsistent basis. When possible, the weekly wasteless dinners, markets, workshops, caterings and presentations have continued. Throughout a large portion of the year we turned our energy to supporting more vulnerable people with donations of surplus food. Using our strong and proactive network of food heroes, we were able to create and sustain our Fiets to Feed project whereby we donated food daily to spaces such as Wij Zijn Hier, Wereldhuis, Nieuwland, Dokhuis and De Regenboog Groep. In our assertion that food waste is both an environmental and a social issue, this opportunity for societal assistance was well executed by our team.

We are still very proud to say that we organised or participated in **258** activities, including markets, the Fiets to Feed food deliveries, dinners, caterings and presentations. This led to an estimated **18,176 kg** of food saved and more than **3094** face to face interactions with individuals. We are happy to see an increase in kilograms of food saved compared to last year and are greatly thankful for the continued support throughout this difficult year from a number of our partners. We are eternally grateful for the help of our amazing team, the food donations by our partner organisations and the awesome individuals supporting Taste Before You Waste with their donations. In total we had 14 interns taking on different tasks within Taste Before You Waste, apart from them there were also around 100 different ambassadors who volunteered.

In search of a coordinator to pass her role and responsibilities to Isabel struggled to find a suitable individual. In the light of the pandemic this challenge became a pinnacle point for restructuring the entire organisation in order to create a number of sustainable

coordinator positions, rather than just one. This restructuring process has opened up a number of doors for improvement within Taste Before You Waste that will be tackled in the coming year.

Myself, Sophia, Lara and 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 and hope to prolong this change in our next recruitment process in early 2021.

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 branch in Utrecht has continued its efforts to reduce food waste in their best capacity considering the circumstances.

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)



Joel Branco
(Treasurer up to
November 2020)



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 certain previous coordinators.

Executive Team

Throughout 2020 Isabel Allen was the sole part-time general coordinator, with the support of Metella Senni as co-coordinator via an Erasmus+ internship from March until November.

Next to these two members, we happily welcomed 14 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 Taste Before You Waste teams (i.e.: cooking, hosting, activism, transportation, PR, or education teams) to research, event management 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 Taste Before You Waste would not exist. Over the whole of 2020 we had the privilege to work with around 120 different food ambassadors who helped us either on a regular or ad hoc basis.

The Taste Before You Waste 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 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, which was highly effective in this turbulent year.

Having had to alter the working methods of the organisation multiple times due to the changing online/offline nature of covid regulations, most internships for 2020 have been centrally organised 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 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 2020, 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 **18,176** kg of edible food in 2020, almost double the food rescued in the previous year! 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 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. 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 caterings, the participants in our workshops, our many markets and other projects, we estimate to have had **3,094** direct contacts with people in the year 2020! This number does not include people that: 1) benefitted from our charitable donations (i.e. our Fiets to Feed project), 2) follow us on various social media platforms or 3) might have heard about us and our mission through other people. Without the quantitative measurement of personal impact from our Fiets to Feed project, we are unable to determine the full extent of our direct contacts.

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

Year	People Reached	Food Saved in Kg
2016	7403	11280
2017	4797	8378

2018	5505	9800
2019	7357	10775
2020	3094	18176

Break Down of our Impact per Activity-type

Activity Type	Amount Organised	People Reached	Food Saved in Kg
Food Cycle Markets	23	400	1633
Wasteless Wednesday Dinners	24	1237	1704
Wasteless Culture Monday	23	794	1633
Workshops	2	28	71
Catering	4	150	284
Conferences	1	85	0 (online)
Fiets to Feed	181	400 (estimate)	12,851
TOTAL	258	3094	18,176

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 but was extended from 15.00 to 17.00 for most of the summer months in order to increase accessibility.

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 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 23 markets in 2020!

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 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 the lockdowns of 2020, we organised online events in order to keep our community engaged. This consisted mostly of documentary screenings and discussions but live workshops were also promoted.

During our total 47 Wasteless Dinners in 2020, we engaged 2,031 people from all walks of life to come and eat with us while saving 3,337 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 pretty 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 consciousness 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 2020 we had to significantly reduce the number of workshops produced and mainly focused on our Kombucha making. 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 in order 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 organisation or food-saving practises and recipes.

In 2020 we did 4 caterings in collaboration with long-time volunteer Hanneke from Hannibal's Kitchen. We offer two types of catering - social and commercial. 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 2019, on 31st December 2019, the number of followers on Facebook was 8,254. By the end of the year, on the 22nd December 2020 we had 9,043 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 1,993 followers compared to the 1,592 we had in December 2019.

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 relatively tired 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 organisations 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 in order 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 2020

TASTE BEFORE YOU WASTE

BALANCE SHEET AS PER 31 DECEMBER, 2020 (AMOUNTS IN €)

Assets	2020	2019
FIXED ASSETS		
Inventory	2.525	700
CURRENT ASSETS		
Accounts Receivable	-	1.152
Accruals	-	-
Taxes	2.770	3.700
Cash & Cash Equivalents	7.389	5.083
Total Current Assets	10.159	9.935
Total Assets	12.684	9.935
Liabilities		
EQUITY		
Reserve Operational surplus (negative)	(9.268)	(8.945)
Result 2019	-	(323)
Result 2020	1.209	-
	(8.059)	(9.268)
CURRENT LIABILITIES		
Accounts Payable	3.102	3.184
Income tax	371	314
Other Current Liabilities	17.270	15.705
Total Current Liabilities	20.744	19.203
Total Liabilities	12.684	9.935

PROFIT & LOSS ACCOUNT 2020
(AMOUNTS IN €)

	2020	2019
	€	€
Income		
Sales	-	8.205
Donations	14.987	21.832
Subsidies	6.800	-
Total Income	<u>21.787</u>	<u>29.587</u>
Expenses		
Cost of Sales	13.837	22.064
General Expenses	6.741	7.486
Total Costs	<u>20.578</u>	<u>29.910</u>
Operating Result	<u>1.209</u>	<u>(323)</u>

NOTES TO THE BALANCE SHEET

GENERAL

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

FIXED ASSETS

	2020	2019
	€	€
Opening Balance	-	-
Investments	2.525	700
Divestment	-	(700)
Depreciation	-	-
Other movements	-	-
Ending Balance	<u>2.525</u>	<u>700</u>

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

CURRENT ASSETS

	2020	2019
	€	€
VAT	2.399	3.700
Income Tax	371	-
Ending Balance	<u>2.770</u>	<u>3.700</u>

LIQUID ASSETS

The liquid assets balance on 31 December 2020 amounted to EUR 7.389 (2019: 5.083) and is freely available.

	2020	2019
	€	€
Current account	7.335	4.943
Paypal account	54	140
	<u>7.389</u>	<u>5.083</u>

EQUITY

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

	2020	2019
	€	€
Opening balance	(9.268)	(8.945)
Operating result	1.209	(323)
Ending balance	<u>(8.059)</u>	<u>(9.268)</u>

TAXES AND SOCIAL SECURITY CONTRIBUTIONS

	2020	2019
	€	€
Income tax	<u>371</u>	<u>314</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.

	2020	2019
	€	€
Payable salaries	8.578	8.542
Accrual salary costs 2016	8.692	7.120
Other	-	42
Total	<u>17.270</u>	<u>15.704</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:

	2020	2019
	€	€
Revenue activities (workshops, catering)	-	8.205
Donations (general, wasteless diners)	14.987	21.382
Subsidies	6.800	-
Total	<u>21.787</u>	<u>29.587</u>

ACTIVITY EXPENSES

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

Breakdown by type of expenses	2020	2019
	€	€
Production expenses workshops & wasteless diners	873	4.200
Project management - allocated wages	18.082	17.864
NOW Subsidy	(5.118)	-
Total	<u>13.837</u>	<u>22.064</u>

GENERAL EXPENSES

The general expenses can be broken down as followed:

	2020	2019
	€	€
Rent	2.178	5.373
Office expenses	-	81
Marketing	212	82
Travel	-	1.065
Other Expenses	4.351	1.245
Total	<u>6.741</u>	<u>7.846</u>

Salaries and Employee expenses	2020	2019
	€	€
Wages and social security	12.964	17.864
Allocation wages to Project management	(12.964)	(17.864)
Total	<u>-</u>	<u>-</u>

On December 31, 2020, the Foundation had one employed staff member (2019: 1).

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

RESULT APPROPRIATION

The Board of the Foundation Taste Before You Waste proposes to add the operating result for 2020 of EUR 1.209 to the Foundation's equity which then amounts to EUR 8.057 (negative).

Amsterdam, 30 April 2021

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 customised 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 emphasise 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 "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 Taste Before You Waste 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

Taste Before You Waste has really felt the impact of the Covid-19 pandemic in 2020. We have had to alter the way we function and how we create income multiple times and it became clear that in order to create stronger financial stability and sustainability we needed to change our outlook. Our aims from the previous year to incorporate more workshops and regular events were very much scuppered and we began to focus more retrospectively on how we could make the organisation 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 organisation, for the organisation. In the final weeks of 2020 we decided to grow our board team by introducing new members and also advisory members who can help to flatten the structure of the organisation and support the coordinator through their previous knowledge of their volunteer/intern experiences. In 2021 we hope to see decisions, such as this, bridging the gaps of communication within Taste Before You Waste.

The network and community of Taste Before You Waste in Amsterdam is at the core of the organisation. Through the past year we have worked to maintain our communications as much as possible through our online events and our volunteering opportunities. We have also become a full collective member of Dokhuis (where we are located) which has enabled us to contribute within another community. In having joined the collective we have obtained a new storage space, to be completed by March 2021, which assists to concrete the longevity of our organisation and our wasteless dinners.

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 is still a focal goal for 2021. Having been able to buy a new cargo bike with fund money we aim to safely maintain our equipment and purchase more suitable objects to increase the safety and comfort of our food ambassadors, as well as to design these products to share our mission in a visible way. Through assessing our image as a foundation, we have decided to take a strong focus on marketing for the upcoming year in order to create a more cohesive presentation of Taste Before You Waste.

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