

# WASTE LESS.

SCAN. SAVE. EAT.



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## CURRENT ISSUE

- Approximately \$165 billion worth of food each year is thrown away by Americans
- The average American household wastes \$2,200 on thrown away food per year



# IMPLEMENTATION

- Local
  - Morris County, New Jersey



# MOBILE APPLICATION

- WASTE LESS
  - Free
  - Easy to use
  - Interactive



# APP COMPONENTS

- Receipt Scanner
  - Will organize produce purchases on receipt by:
    - Price, item type, and expiration date
- Personal food waste coach:
  - Allows user to keep track of how much money and food wasted each week/month
    - This will raise awareness



# APP COMPONENTS

- Fridge Organizer
  - Will serve as a virtual refrigerator by displaying the contents in refrigerator on the mobile application
    - This will serve as a guide when purchasing more price



## APP COMPONENTS

- Notifications of foods nearing expiration date
  - Will provide a variety of recipes using said item to reduce the chances of waste
  - Provide locations of nearby soup kitchens



# APP COMPONENTS

- Portion Control
  - Will provide adequate portions based on the number of people in a household
  - Leftovers often get thrown out



A wooden surface with fresh vegetables including tomatoes, mushrooms, onions, and bell peppers.

# APP COMPONENTS

- News Forum
  - Will contain media, current events, and instructive ways to reduce food waste locally
  - Will include relevant media on how food waste is reduced nationwide
    - This will show awareness and hopefully give people an incentive on how to reduce this issue.



## PARTNERED WITH:

- The WASTE LESS app would partner with the Imperfect Produce Company based in San Francisco
- The company aims to reduce food waste by selling “ugly produce” at a discounted price
- WASTE LESS would be expanding their market as they do not currently have a mobile app



# EXPANSION

- Goal: for the app to be used to sell discounted food products that are at risk of being trashed
- Local farms will be contacted to partake in this initiative
- Once foundation is set and basis of distribution in Atlantic States is set up, we will look to expand to local farms nationwide



# INNOVATION COMPLICATIONS

- Receipt scanner
  - Illegible receipts
  - Deli's and small bakeries usually give out basic receipts without barcodes, so the receipt scanner would render useless
- To overcome these complications, a picture system can be implemented that a variety of banks use as well.
- Instead of typing out the groceries manually, a picture could be taken of the receipt and the information is inputted for the customer.



# References

- <https://www.imperfectproduce.com/how-grocery-delivery-service-works>
- <https://royalsocietypublishing.org/doi/full/10.1098/rstb.2010.0126>
- <https://www.cnbc.com/2015/04/22/americas-165-billion-food-waste-problem.html>