

# 10 Reasons to Support Ugly Fruit & Veg

*By Jordan Figueiredo*

EndFoodWaste has started a campaign to rally the public to demand ugly fruit and veg at major retailers the world over. At least 20 percent of all produce is wasted just because of its size, shape, colour, or appearance. Why should we support ugly fruit and veg?

**Here's 10 good reasons...**





1

As much as 40% of produce goes uneaten because it doesn't meet retailers' strict cosmetic standards ([U.K. Global Food Security Programme](#)) ([NRDC](#)) ([United Nations Environmental Program](#)). In other words, that produce is considered wonky or "ugly" fruit and veggies.

2

About 50% of all wasted food happens at the farm and in transit before the food even reaches the distributors, stores and our plates ([FAO](#)). Much of this waste is due to retailers' strict cosmetic standards for produce.

3

About 1 billion people are chronically undernourished or "hungry" ([FAO](#)). Our extra (often wasted) food, could feed the world's hungry more than their entire diet ([Tristram Stuart](#)).

4

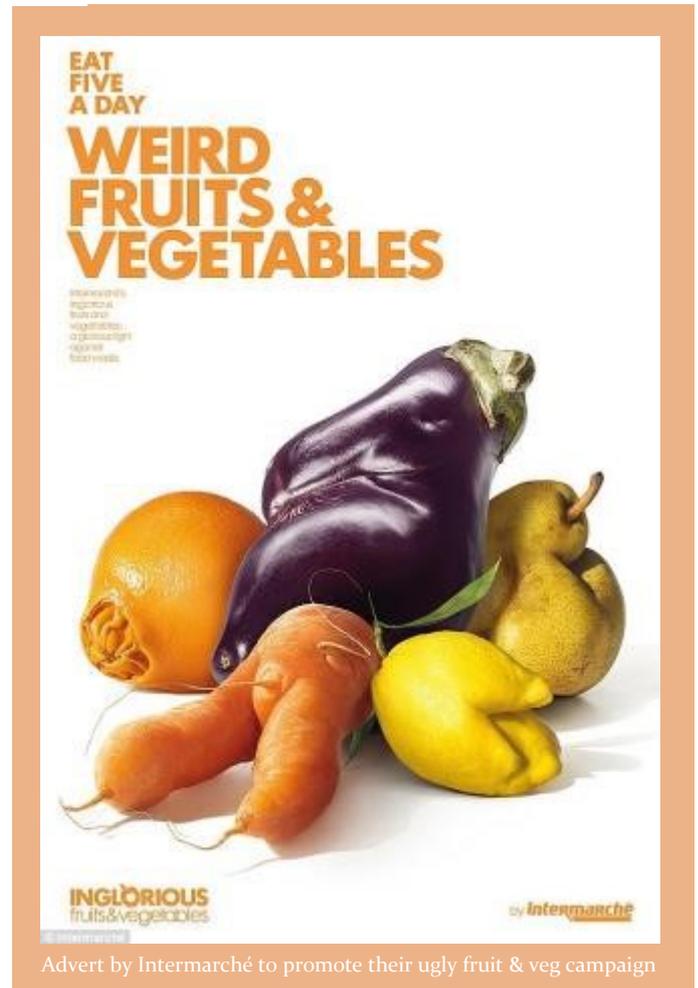
There will be an estimated 9 billion people in the world by 2050. With that, and more and more soil becoming unusable, 70% more food will be needed than we produce today ([FAO](#)).

5

Approximately 10% of human-made greenhouse gas emissions come from producing, transporting, storing and preparing food that is never eaten ([Tristram Stuart](#)).

6

If we planted trees on the land we use to grow food we waste, we could theoretically offset a maximum 50 - 100% of the world's human-made greenhouse gas emissions ([Tristram Stuart](#)).





7

After finding ugly fruit and veg is just as delicious and nutritious as other produce, the growth in selling “ugly” has exploded around the world since [Intermarché’s Inglorious Fruits and Vegetables campaign](#) in France in Spring 2014.

8

In a U.K. study, almost half of those surveyed are interested in buying ugly fruit and veg. And in 2012 the “ugly” market was the fastest growing produce sector in the U.K. ([Mintels](#)).

9

Some retailers, such as Sainsbury’s, are committed to selling “ugly” and buying all fruit and veg from farmers due to their impressive Courthauld Commitment goals of 1% waste.

10

Asda, after finding in surveys that 75% of shoppers would buy “ugly” if cheaper, is now working with mega-celebrity chef Jamie Oliver for the new “Beautiful on the Inside” campaign that will now save 10-20% of crops and thereby support farmers to sell more as well.



So while you can find “ugly” or cosmetically imperfect fruit and veg at farmers’ markets and small corner markets, supermarkets now represent 75-80 percent of all food retail outlets in the developed world.

That’s why if you currently shop at a supermarket, it is important to lobby your store for ugly fruit and veg lines or ranges. **BV**

[Click here](#) to find out where “ugly” is (or isn’t) being sold around the world and to demand your supermarkets sell ugly!

There is also a [DemandUgly toolkit](#) on our website with readymade social media messages that you can use on Facebook & Twitter.

You can follow [UglyFruitAndVeg](#) on Twitter for more ugly, wonky fun.



**End Food Waste.org**

To end food waste, hunger, and climate change. All at the same time.