



# Till Tomorrow

*Till Tomorrow* is a dual-functioning website dedicated to helping small farmers connect with consumers in their area while educating and providing resources to them about food waste.



## PROBLEM

What is the specific problem you identified within the brief topic?

Who experiences this problem, and how does it impact them?

Food waste is a financial and environmental issue. Households and restaurants are accountable for 47% of the food waste in the United States. Consumers struggle with knowing how to use their produce before it spoils. Additionally, throwing away food results in a loss of resources, money, and labor.

## PROCESS

How did you investigate this issue and what were your key insights?

What journey did you go through to get to your final proposal?

As our group researched potential topics, we came to the conclusion that food waste is a huge financial and environmental issue. In order to create a sustainable future, we must look at what's in our fridge today. Our project's outcomes are heavily reliant on our research, which caused us to pivot a few times while working. As we researched, we adapted and developed the idea of the website being mutually beneficial for farmers and customers.

## PROPOSAL

What is your proposed intervention?

How will it address the problem?

*Till Tomorrow* is a dual-functioning website that connects farmers and consumers. The website acts as a resource for the consumer, providing information about local farms and educating one how to avoid food waste, while the other portion of the website provides advertising for small farms.

# SOCIAL

How is your approach benefiting people and generations to come?

How have you considered diversity and inclusion in your proposal?

How have you brought in different voices and perspectives?

Our focus on consumers reducing food waste helps them spend less money by using all of their food, therefore not wasting it. By encouraging consumers to shop locally and in season, the food will also be fresher and have a longer shelf life, allowing more time to use it before it spoils. Encouraging more people to shop locally also helps support local farmers and keeps their businesses going by giving them more security and a reliable source of income. In turn, this gives consumers a local, reliable food source. It builds a community between farmers and consumers where they can rely upon one another for resources and support. One way *Till Tomorrow* helps consumers reduce food waste is by providing recipe ideas for different foods and leftovers on their website. The recipes come from farmers as well as the community at large. There are recipe options for different allergies, dietary restrictions, and cultures to ensure there are recipes for everyone.

A farm profile webpage. Each profile has a section about the farm as well as their location and contact information.

# ENVIRONMENTAL

How does your proposal make a positive difference for the natural world in your chosen context? How have you considered effective use of resources including materials and processes that can do more good short and long term for people and planet?

*Till Tomorrow* makes a difference for the natural world by reducing emissions. When shopping locally, food doesn't travel as far, reducing emissions created when transporting food to other destinations. Food waste is also the single most common material placed in landfills in the United States, comprising 24% of landfilled material and 22% of combusted municipal solid waste. Food that is trapped in landfills decomposes slowly without oxygen, producing methane. Globally, the emissions from food waste are responsible for 8% of greenhouse gases emitted by humans. By reducing food waste, we can lower these emissions and help combat climate change.

Our proposal aims to reduce food waste and ensure the resources used to make food are used effectively and don't go to waste. Making use of more already-made food can lessen the need for new food production and the resources used in the process. This can reduce greenhouse gas emissions, projected deforestation, biodiversity loss, water pollution, and water scarcity. By reducing food waste, *Till Tomorrow* ensures the resources utilized by the food system are used effectively to reduce harm to the environment and help the consumer use more of their food, aiding people and the planet both short and long term.

## Learn About Food Waste

The environment footprint of U.S. food waste by food supply chain stage

### Repercussions of Food Waste

Did you know that 35% of the United States food supply is lost each year? The majority of this food waste happens in homes and restaurants and is mainly due to leftovers. This food ends up in landfills, where it makes up 24% of landfilled material and 22% of combusted municipal solid waste in the U.S. When in landfills, food decomposes slowly and without oxygen, which produces methane, a greenhouse gas that is 84 times more powerful than carbon dioxide over a 20-year period. Globally, food that is produced but not eaten is responsible for 8% of the world's greenhouse gas emissions. On top of that, food that is lost or thrown away in households encompasses all of the resources used to grow, process, package, store, and distribute the food up until it's in your hands. This means when you throw food away, all of the resources used to get that food to you are wasted, further contributing to emissions and the warming of our planet.

In Vermont, food scraps make up about 30% of an average family's waste. By reducing your food waste, you can help lower emissions and make sure that the resources used to get that food to you don't go to waste. On top of that, making use of more already-made food can lessen the need for new food production and the resources used in the process.

Food production uses up land, water, machinery, and more when creating food and getting it into your hands. By reducing the need for new food production, we can shrink projected deforestation, biodiversity loss, greenhouse gas emissions, water pollution, and water scarcity. Decreasing your food waste helps our planet, but it can also help you personally. On average, households that reduce their food waste save about \$370 per person each year. By using all of the food that you buy, you'll save money by not wasting food and help save the planet at the same time.

## How to Reduce Food Waste

### Tips to Reduce Food Waste

Want to reduce your food waste but aren't sure where to start? Here are some helpful tips to get you started!

**Meal Plan:** Plan out your meals for a week or two, make a shopping list of only the items you need, and stick to it. It will help you buy only what you need so that you'll be able to go through all of your food before it goes bad, and it will help you save money at the same time! To help you get started, our [Shop](#) has notepads and lists you can personalize to include the food you buy and/or eat on a regular basis.

**Organize Your Food:** Moving older food to the front of your fridge and cupboards and newer food to the back will help you reach for/ use the older food first and before it goes bad. As an extra tip, make a list of all of the food you have in your fridge, cupboards, and freezer to help you keep track of exactly what you have. Visit our [Shop](#) for inventory lists to help you get started.

**Prepare Food for Storage:** Different foods have different ways they prefer to be stored, which can help extend their shelf life. Many foods can also be canned or frozen to be kept long-term until you're ready to use them. Check out our [Food Storage](#) page for more information and tips on how to prepare and store different food items to keep them good for both the short and long term.

**Shop Local:** By shopping locally and in season, food will be at peak freshness when you buy it, allowing you more time to use it before it spoils. On top of that, the food doesn't have to travel as far to get to you, reducing emissions that occur when food is distributed to further locations. Visit our [Farmer Profiles](#) page to learn more about local farms near you. You can help support local businesses while reducing your food waste at the same time!

**Use Leftovers:** If you have leftovers from a meal, store them in the fridge for later that week or in the freezer for further in the future. Have leftovers you want to spruce up or an ingredient you don't know what to make with? Check out our [Recipes](#) page, where you can search by ingredient or leftovers to get recipe ideas!

A webpage detailing the environmental impacts of food waste and tips to reduce food waste. Each food waste tip links to another resource on *Till Tomorrow's* website.

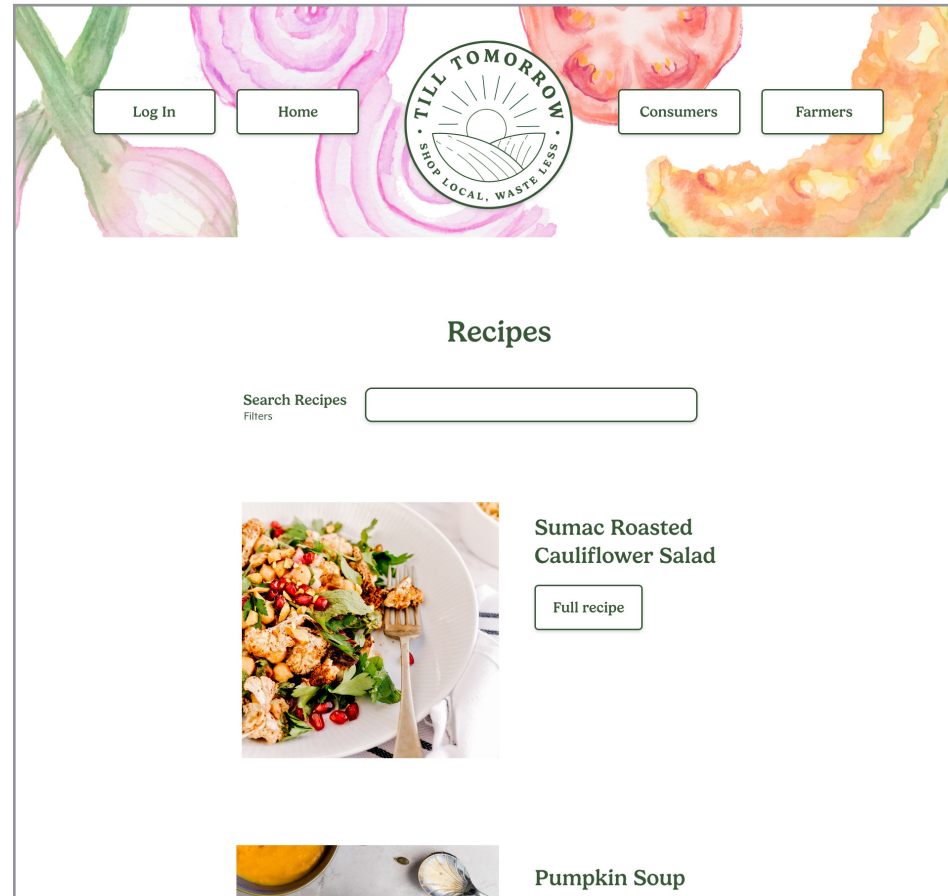


# RIGOROUS RESEARCH & COMPELLING INSIGHTS

How have you combined your own first-hand research with a review of existing research and wider trends? How are your insights and proposals grounded in people's needs and desires? How have you considered the potential of your chosen place and the local context? How did you get feedback and incorporate new ideas through prototyping and iterating?

Our team researched many different areas to gain a greater understanding of food waste and its causes. We specifically focused on food waste in Vermont within the United States, where our college is located, and many local farms are found. While researching, we kept in mind the needs of both consumers and farmers. Farmers need income and advertising to keep their businesses running, while consumers need healthy, affordable food and ways to reduce food waste.

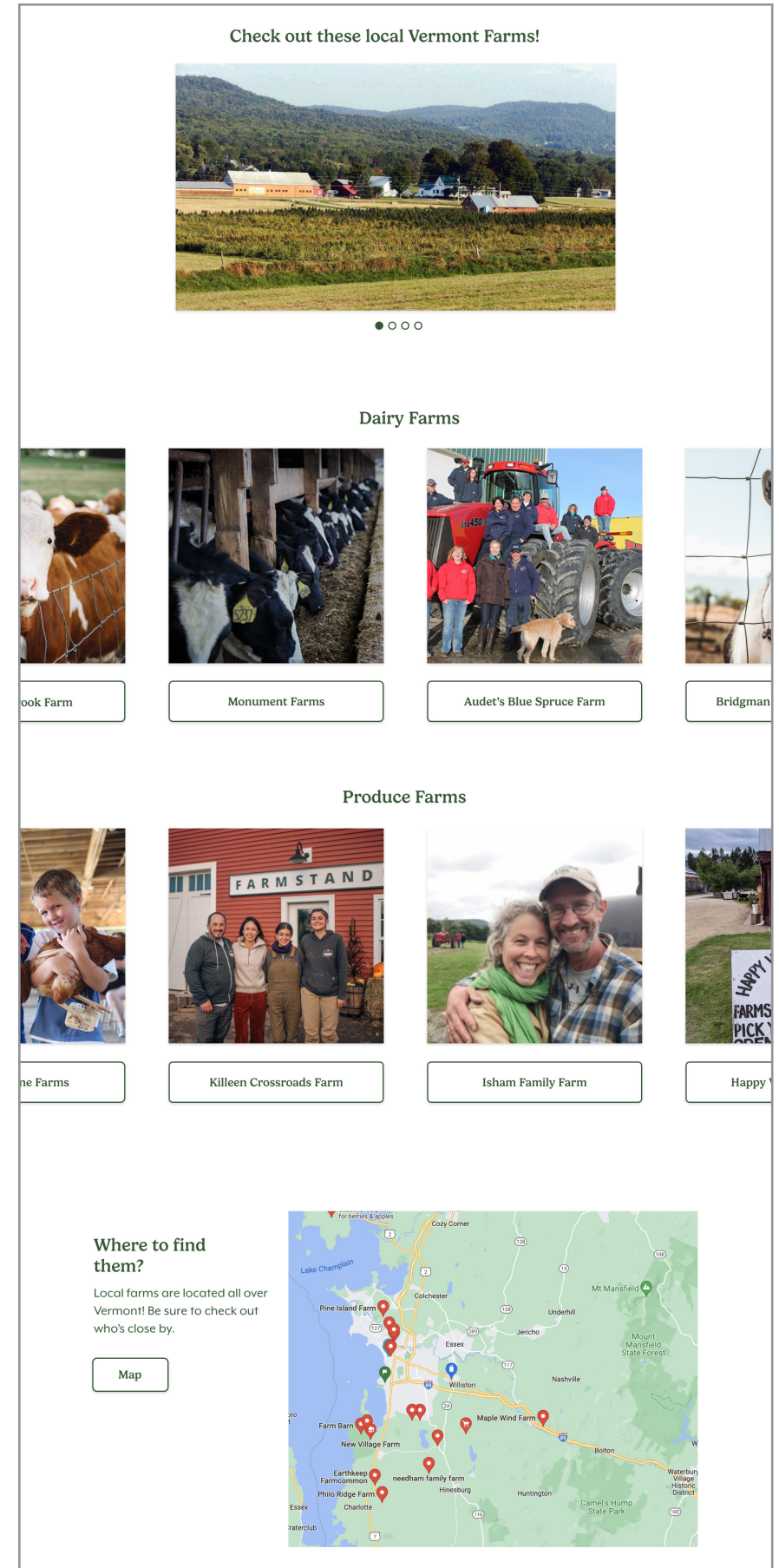
We got feedback from our professor and our team met often to talk about our work. Our proposal evolved as we shared our ideas, research, and branding directions. What started as a meal plan app evolved into a website with resources for farmers and consumers. We wanted to provide education and resources about food waste while encouraging consumers to shop locally and build a community between consumers and farmers. As our project developed, we decided that a dual-functioning website was the best way to provide these resources in an easy and consumable way that isn't overwhelming for the viewer.



A searchbar on the recipe webpage showing that you can search for a specific recipe or by ingredients you already have.



A blank recipe card farmers can fill out with directions and ingredients from their farms. Farmers can hand these cards out with purchases at their shops.



A webpage detailing all of the farms around Vermont and where they are located. Farms are listed by category and each farm has a profile where you can learn more about them.



# SYSTEMS THINKING

What's the bigger picture? How have you considered the root causes of the challenge you're exploring? How does your idea connect to a wider set of issues? What might be some unintended consequences of your proposal?

The root causes of food waste are that many people aren't aware of how to prepare food to extend its shelf life, aren't sure what to make with leftovers, and don't know how to dispose of food properly. We considered these causes by providing resources on ways to keep and use leftover food. On the website, there are tips on how to store fresh food, how to prep it to store long term, recipe ideas for leftovers, and how to dispose of food properly.

Our proposal focuses on consumer food waste, but it also connects to food waste across the entire food system. Food wasted across the whole food supply chain account for 35% of the U.S. food supply. Food can be wasted during production, distribution, and retail from food going bad before it's picked/sold, not holding up to aesthetic standards, and more. Emissions from food waste also connect to climate change, while wasted food connects to food insecurity. *Till Tomorrow's* resources can help consumers afford more food while saving money.

Our proposal aims to help consumers and the planet, but there are potential unintended consequences. Bringing more attention to farmers could bring them more customers than they have food for. Due to some of the products on the website needing to be shipped, such as the tote bags, mesh produce bags, and recipe cards, we could also contribute to global warming.

A webpage showing different food storage methods that can help you store it for the future. Each method has its own page with directions and details which foods work best with that method.

A webpage showcasing different recipes you can make with leftovers you have.



## VIABILITY

Have you considered potential models for how your proposal could work in the real world? How could it be funded and sustained financially with the resources and skills needed? What are potential barriers? How would you measure success? How could your proposal be adaptive to changes over time?

*Till Tomorrow* could have an ad campaign in public places like storefronts and farmers' markets to bring awareness to the website and its resources. These ads could contain facts about food waste, shopping locally, and local farms. There could also be a booth at local events that provide information about *Till Tomorrow* and its resources. Social media accounts could also help spread the word.

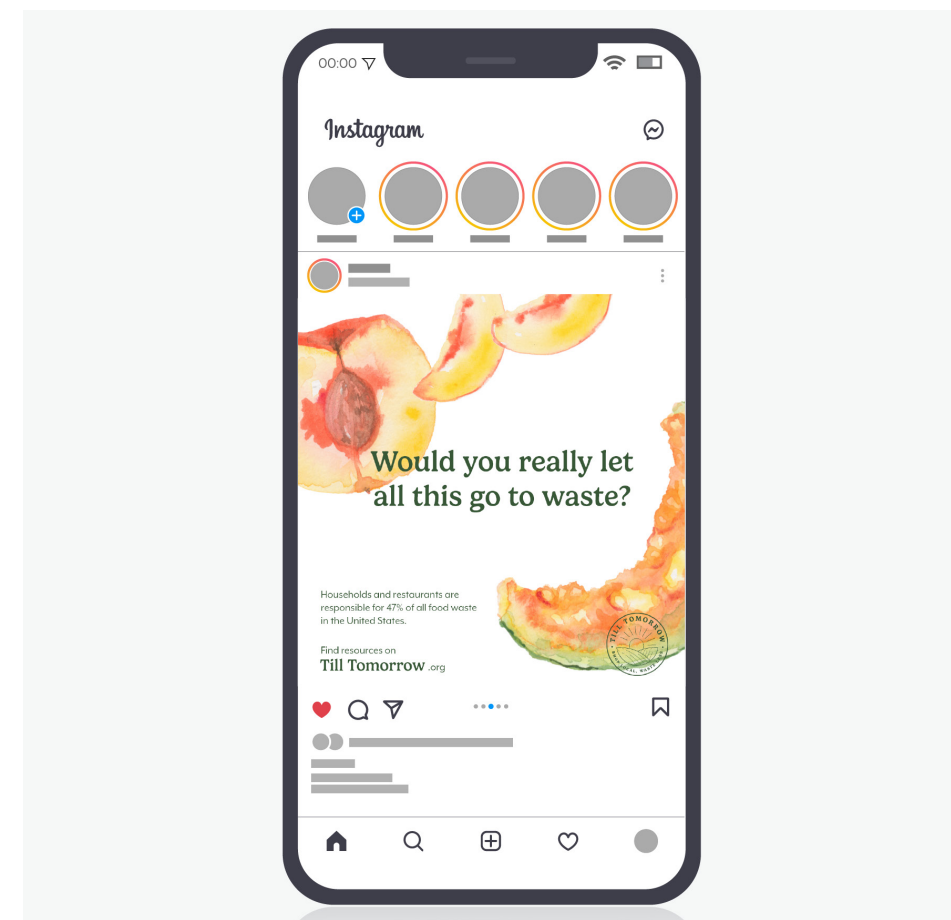
*Till Tomorrow* could be sustained financially by farmers paying a fee to have their farms on the website. Farms on the website will get more money back by more consumers becoming aware of them and their products, encouraging consumers to buy from them. Products available for purchase on *Till Tomorrow's* website can also help keep the website running and fund its resources.

A potential barrier *Till Tomorrow* could face is consumers missing the speed and convenience of a grocery store. A way to measure *Till Tomorrow's* success is how many consumers and farmers sign up for the site. In the future, *Till Tomorrow* can expand to reach other towns, states, countries, and continents to make even more people aware of their local options and ways to reduce food waste.

## CREATIVITY & INNOVATION

How is your idea different from existing interventions?  
 Are there unexpected or surprising elements in your proposal?  
 How is it an imaginative and hopeful alternative for the future?

*Till Tomorrow* differs from other food-planning apps and websites because it encourages a relationship between farmers and consumers, leading to strong community-building and mutually beneficial relationships. Farmers can provide personal recipes for the ingredients they provide to consumers, further deepening the connection. Having this connection to their food should help consumers be more mindful about the food they buy and throw away, encouraging them to reduce food waste and leading to better spending habits and food security. *Till Tomorrow* helps teach people that shopping locally helps lower emissions and food waste while building strong community connections between farms and consumers.



^ Individual recipe webpage with ingredients and directions. Each recipe details which farm the recipe comes from. If interested, the user can check out the farm's page for more of their recipes.

< An Instagram mockup showcasing an ad with a fact about food waste. The ad directs viewers to *Till Tomorrow's* website, where they can find resources to reduce their food waste.