

# **How Nashoba Brook Bakery Fights Food Waste**

The short answer? It takes a village!

# DOING BUSINESS, DOING BETTER FOR THE PLANET

How Nashoba Brook Bakery is working to minimize food waste, while keeping an eye on the bottom line



*Slow Rise*

REAL SOURDOUGH BREADS

# ★ NASHOBA BROOK ★ BAKERY

Artisan Breads from West Concord, MA



Founded in 1998



Our co-founder, John Gates, is an environmental advocate



We are passionate about baking the world a better place



Future plans include adding solar panels, electric delivery vehicles, and going paperless

# How Are We Working Towards Zero Waste?

Long story short?

It takes a village!





**COMPOSTING:  
SINCE 2019, WE HAVE  
COMPOSTED OVER 25 TONS OF  
BIODEGRADABLE FOOD WASTE!**



**COMPOSTING:**  
OUR KITCHEN AND BREAD PRODUCTION ROOM  
COMPOST FOOD SCRAPS EVERY DAY, AND OUR  
CAFE PACKAGES SPENT COFFEE GROUNDS TO  
GIVE AWAY TO LOCAL GARDENERS



**COMPOSTABLE DISPOSABLES:  
WE HAVE SWITCHED TO ONLY USING COMPOSTABLE  
DISPOSABLE WARES. EVERYTHING FROM STRAWS TO  
CUPS TO CONTAINERS TO UTENSILS AND BAGS ARE ALL  
COMPOSTABLE. WE ACTIVELY ENCOURAGE OUR  
CUSTOMERS TO COMPOST AND RECYCLE.**



**ANIMAL FEED:**  
EACH YEAR, WE DIVERT OVER 50,000  
POUNDS OF FOOD WASTE FROM THE  
LANDFILLS TO FEED COWS IN CONCORD, MA



## RECYCLING:

WE RECYCLE OVER 24 CUBIC YARDS OF  
SINGLE STREAM RECYCLING EACH WEEK IN  
OUR RETAIL AND WHOLESALE OPERATIONS



**MAKING IT EASY FOR CUSTOMERS:  
WE HAVE CLEARLY LABELED BINS IN OUR  
CAFE FOR RECYCLABLES, COMPOSTABLES,  
AND LANDFILL-BOUND WASTE**

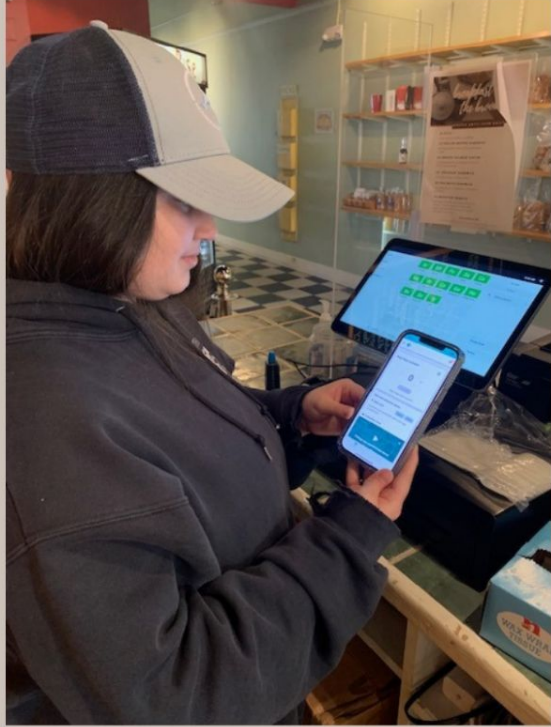


**FOOD DONATIONS:**

**WE WORK WITH FOUR FOOD RESCUES AND CHARITIES WHO PICK UP OUR LEFTOVER BREAD AT THE END OF THE DAY TO DISTRIBUTE TO FOOD PANTRIES AND SOUP KITCHENS THROUGHOUT THE AREA.**



**TOO GOOD TO GO:  
SINCE 2020, WE HAVE WORKED WITH TG2G TO  
EXPLORE MONETIZING FOOD WASTE  
MINIMIZATION IN OUR RETAIL CAFE IN WEST  
CONCORD, MA**





TOO GOOD TO GO:  
THROUGH THIS PARTNERSHIP, OUR CUSTOMERS  
RECEIVE A GREAT VARIETY OF ARTISAN BREADS IN  
EACH SURPRISE BAG. IN 2022, WE HOPE TO EXPAND  
AND OFFER GRAB-AND-GO ITEMS IN TG2G BAGS!

**And this is just  
the beginning!  
We're hungry  
for more...**

Our goal is to become a fully zero waste facility in the next 5 years, and growing our existing partnerships like the one between NBB x TG2G is key in that strategy!





Too Good To Go

# A SURPLUS FOOD SOLUTION

A NEW WAY OF LOOKING AT UNSOLD FOOD

**Jess Parker**, Too Good To Go

# FOOD WASTE IS A BIG PROBLEM

MORE THAN 40% OF ALL FOOD IS WASTED IN THE U.S.



## ENVIRONMENTAL

Food waste is directly responsible for 10% of greenhouse gas emissions

*That's more than the whole aviation industry!*

## SOCIAL

We waste 2.5 billion tonnes of food yearly, while 870 million go hungry

## ECONOMIC

Wasting food costs us \$1.2 trillion every year



# 3.5%

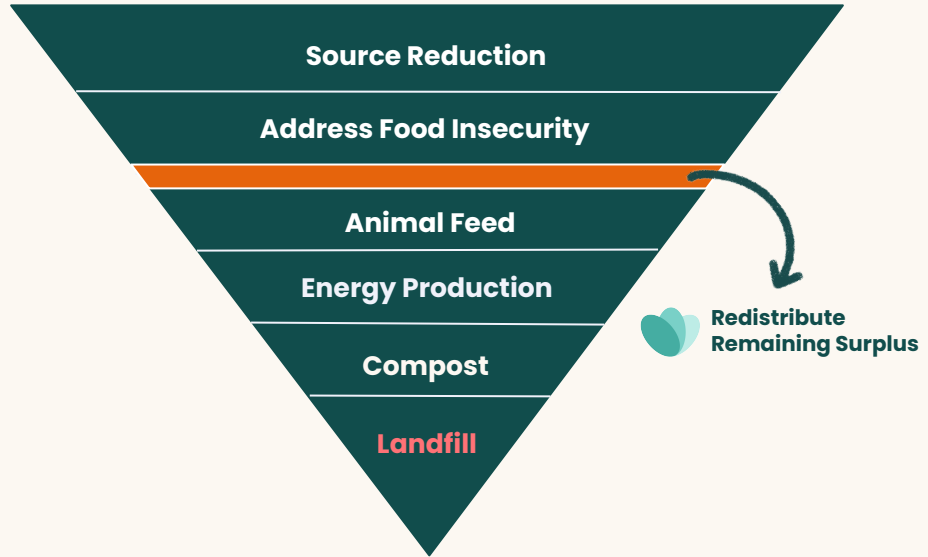
of U.S. food surplus was  
donated in 2019



# 34.2%

of U.S. food surplus  
ended up in a landfill

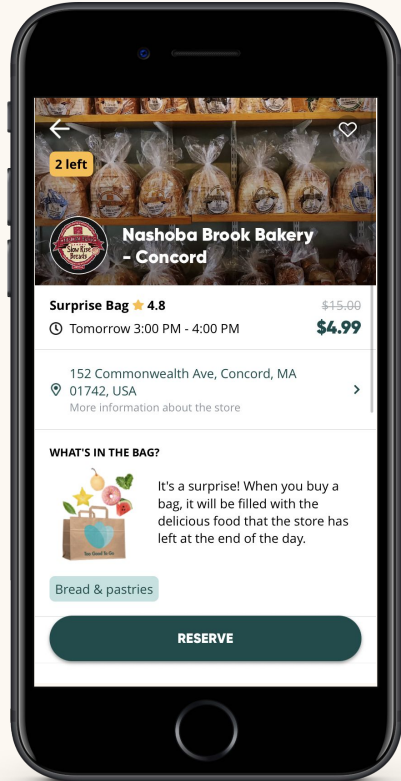
## A HOLISTIC APPROACH TO FOOD WASTE



OFFICIAL TOO GOOD TO GO DONATION PARTNERS



Sources: The Food Recovery Hierarchy, U.S. EPA; ReFED



# TOO GOOD TO GO IS A SIMPLE SOLUTION FOR REDUCING FOOD WASTE

When stores have unsold food, local Too Good To Go users buy it through the app for  $\frac{1}{3}$  of the retail price.



# THE LARGEST B2C MARKETPLACE FOR **SURPLUS FOOD**

## EUROPE

MEALS SAVED

**94M**

REGISTERED USERS

**44.4M**

PARTNERS

**112,000**

TONS OF CO<sub>2</sub>e REDUCED

**259,043**

## US

MEALS SAVED

**1M**

REGISTERED USERS

**1.4M**

PARTNERS

**5,500**

TONS OF CO<sub>2</sub>e REDUCED

**2,292**



**Cafes & Bakeries**



**Hotels**



**Supermarkets**



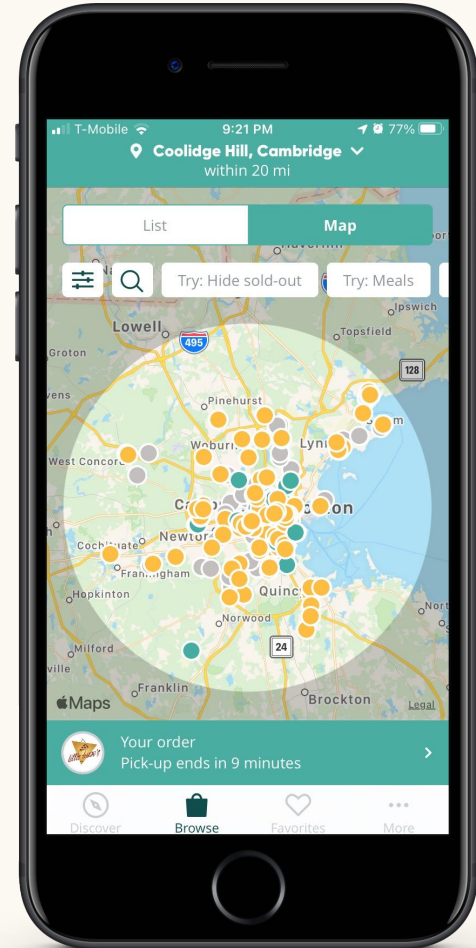
**Restaurants**



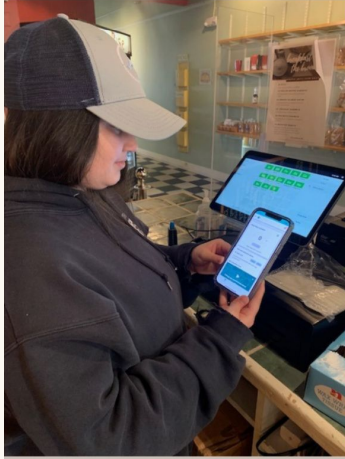
# MASS FIGHTS FOOD WASTE WITH US



Pemberton Farms  
MARKETPLACE



# EASY TO IMPLEMENT



Orders populate



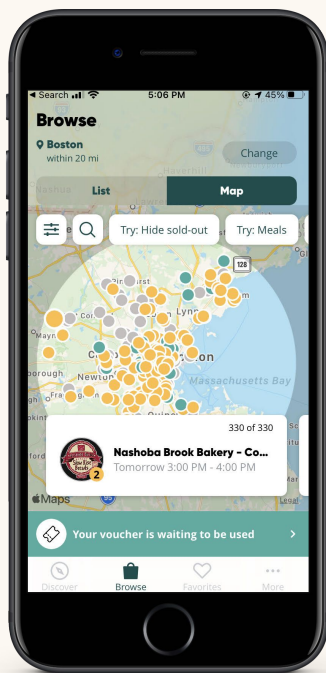
Organize surplus, unsold food into Surprise Bags



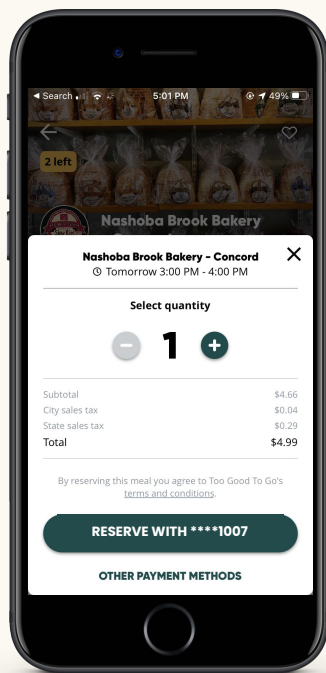
Customer pick-up



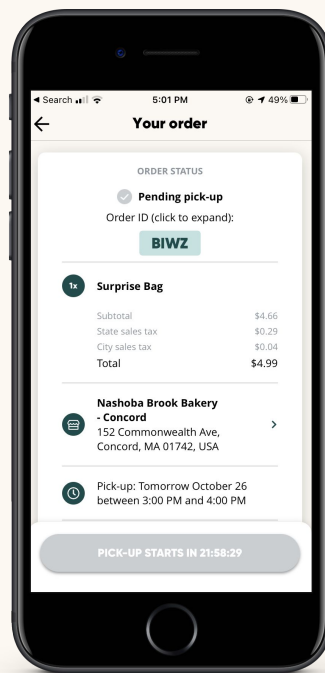
# SIMPLE FOR CUSTOMERS



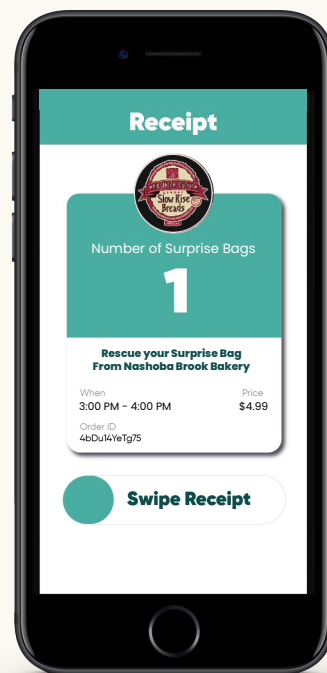
Browse



Reserve



Confirmation



Receipt

# OUR IMPACT

10 MONTHS OF NASHOBA BROOK BAKERY x TOO GOOD TO GO



**821**

Surprise Bags Saved



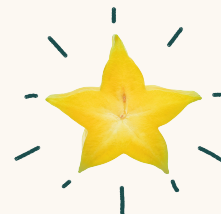
**87.8%**

Saved ratio



**4,228 lbs**

Co2e saved



**4.8 star**

Customer rating



**108,447**

Impressions



*That's the Co2e equivalent of  
driving from NYC to Denver and back!*



# A WIN-WIN-WIN



**EMISSIONS  
REDUCED**



**CUSTOMERS  
ENGAGED**



**FOOD  
ENJOYED**





Too Good To Go

# A SURPLUS FOOD SOLUTION

A NEW WAY OF LOOKING AT UNSOLD FOOD

**Jess Parker**, Too Good To Go

# Thank You!

Questions, Comments, Concerns, and Advice  
are Happily Welcomed!

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