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Company/Organization: Genuine Local

Type of organization: Business

Number of Employees: 5

Category: community

Challenge or Opportunity:

Genuine Local is a shared use specialty food production facility designed for making large small batches (up to 40 gallons per batch) of hot packed foods. We saw local farms suffering high losses due to crop surplus or "ugly" food bias. Academy of Nutrition & Dietetics Foundation reports loss up to 40% during culling or rejected by consumers.

Approach or Solution:

In 2016, Genuine Local reached out to the Lakes Region Agricultural Collaborative and other local farmers to create ways for them to make value added products with ingredients that would otherwise become animal feed or compost. Genuine Local developed a library of recipes that use over 30 different fruits and vegetables grown locally.

Impact:

Genuine Local increased the number of farms partnering in our value added program from 2 in 2016 to 16 in 2018. More importantly, Genuine Local helped recover 1.5 tons of fruits and vegetables in 2016, 5.5 tons in 2017 and is on track to match that number in 2018 with 3.5 tons of fruits and vegetables converted to value added products YTD 2018.