



We Mercies

Care for Creation

As we take the first step, let us remember the traditional custodians of the land

UGLY FRUIT AND VEGIES

Remember the old saying *Waste not Want not*? That's partly behind the new movement of Ugly Fruit and Vegies.

WHAT MOST U.S. GROCERS SEE:



#WhatTheFork www.UglyFruitAndVeg.org

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Ed. Anne McLay

Here are some snippets from an article in the SMH on the topic.

Inglorious fruit and veg: We're so aware of looks we won't even eat ugly food. Globally food worth billions of dollars is dumped each year because it fails retailers' strict cosmetic standards.

<http://www.smh.com.au/comment/inglorious-fruit-and-veg-were-so-aware-of-looks-we-wont-even-eat-ugly-food-20150402-1mdeya.html>

As much as 40 per cent of all food worldwide goes uneaten because it isn't pretty enough.

French supermarket chain Intermarche kick-started the selling of ugly fruits. In an effort to stamp out food waste, Intermarche decided to rescue food that farmers would normally discard, and promote it in store by marketing it as "les fruits et legumes moches" (ugly fruits and vegetables) and "inglorious", selling it at 30 per cent less than its perfect peers.

Stock sold out and foot traffic jumped by 24 per cent as shoppers flooded in to liberate the "grotesque apple", "ridiculous potato", "hideous orange", "failed lemon", "disfigured eggplant" and the "ugly carrot". Suddenly, what was considered ugly was beautiful, if not preferable.

Every year Australians waste about \$10 billion worth of food. Globally, as much as 40 per cent of produce goes uneaten because it doesn't meet retailers' strict cosmetic standards - in other words it is considered wonky or ugly.

About 10 per cent of human-made greenhouse gas emissions come from producing, transporting, storing and preparing food that is never eaten and, if trees were planted on the land used to grow the food we waste, we could theoretically offset a maximum 50 to 100 per cent of the world's human-made greenhouse gas emissions.

Meanwhile, about 1 billion people are chronically undernourished, and wasted produce could feed the world's hungry with plenty left over. What's more, with an estimated world population of 9 billion by 2050, we will need to produce 70 percent more food to feed them all, meaning we shouldn't be wasting a single precious piece of nutritious nature now or ever.

Jamie Oliver got behind the cause in Britain, joining forces with major supermarket chain Asda in its "beautiful on the inside" campaign to sell discounted disfigured fruit and veges. Again, the promotion went gangbusters. Late last year, Woolworths in Australia announced its "odd bunch" initiative at a reduced price and the Harris Farm chain upped its discounting of blemished fruit. However, many anti-waste advocates suggest our big stores could do a lot more.

Googling, I found a nearby market that sells a range of ugly fruit and veges. A 10kg box of mixed fruit and vegetables costs \$19. You may find one near you.

SACRED EARTH, SACRED TRUST
A day of prayer and action for people and planet
JUNE 12 – WORLDWIDE

FAITHS RISING FOR PEOPLE & PLANET

Sacred Earth, Sacred Trust is a worldwide, multi-faith day of prayer & action for the planet and a call for world leaders to commit to a 1.5 degree limit on global temperature rise.

Six months after world leaders reached the Paris Agreement, communities around the world will come together in a day of beautiful commitment and blessing for the earth.

Pledge to join Sacred Earth & call for governments to push for 1.5°C

We will **Celebrate** the earth as sacred, worthy of our respect, awe and veneration

We will **Reaffirm** that ultimately, we aren't earth's owners, but rather her caretakers

We will **Reassert** our moral responsibility for the well-being, interdependence of all life and show our solidarity with the most vulnerable.

<http://sacredearth2016.org/>