

# Breastfeeding Cafe

Connect, facilitate, nurture and empower

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( Vol 11. Nov, 2017)

Hello,

Hope you had a great Thanksgiving weekend! Holidays always mean some extra family time for us, especially during this busy season. We have something exciting to share with you today.

As mentioned in our previous email, we have evolved to an on-demand parent care space with open-ended childcare. With the support of the community and our partners, we are trying to host “coffee mornings – rest, nurture, imagine, and innovate” this time in Los Altos and Santa Cruz.



We are thankful to our community and partners for trusting and giving us this opportunity to help them. We have earlier stressed on the importance of a community – a tribe of your own who supports you while you have a love affair with yourself for a few hours to recharge yourself without worrying about your kids and other stuff. So, this time we are introducing the concept of a community-led, open-ended play for children while parents work, relax, imagine and innovate in front of the kids who are under watchful and mindful sitters, Who can be a dad great at art and great with kids, or a mom who has a few hours and wants to earn a few bucks knowing that her kids are nurtured, well fed, and just in front of her eyes? As an early stage social project, we are inviting all those moms and dads who can help us for a few hours during the coffee mornings. The perks include

getting a few hours in hand for coffee mornings, which you can use to work, unwind, or imagine. Yes, we believe in the power of imagination, although our world is losing it, but we want everyone to imagine/daydream for a few minutes, if possible. We are lazy, lousy souls after all.

The only requirement for this is that you should be great with kids. We want the kids to be treated with respect by being mindful of their needs and refraining from getting involved in

their play. We know they might get into fights; we want them to resolve the dispute themselves. Unless absolutely necessary, please refrain from stepping in. The above lines might already give you an instruction of how we operate. Ping our tribe if you have any more questions.

### **Announcement:**

We are excited to announce that we are hosting our next edition of Connect. We are partnering with Green Cafe, Los Altos this 12th Dec to give parents some much-needed “ME time” while their kids enjoy open-ended play under watchful sitters. A coffee morning is coming up in Santa Cruz too! Stay tuned for the dates and venue. We are going to charge/barter for our services this time onwards to make this model sustainable. We are creating a database of caregivers who are parents and who would be interested in our services. If you think you can help us with your skills, please ping us. We are available on Facebook, or you can email us or text us.

We are looking to partner with cafes, baby-friendly shops/shopping centers, owners of houses having big, unused backyards or play spaces, living rooms, garages, and empty stores in downtown. Drop us an email if you're interested and fit the above requirements. We might help you get revenue for a few hours. And if you're a parent, you get to meet your tribe in your own space, while the kids play together in open-ended play.

Drop us an email. We are just getting big and need like-minded folks to join us. What we mean by being likeminded is being compassionate and respectful to each other. We are a hippie tribe of technically versed parents who want to make this world a better place, combining human values and technology.

Details: <https://www.eventbrite.com/e/connect-tickets-40850779782>

### **Spotlight**

This week we are excited to feature **Imperfect Produce** on our spotlight section. Imperfect sources “ugly” produce straight from farms and delivers it to your door for 30-50% less than grocery store prices. Exciting right? Here's how they get started and how they are fighting food waste.

“As a college student, our CEO Ben Simon noticed that a lot of food was going to waste in the cafeteria at the University of Maryland. To address this issue, he founded the Food Recovery Network, a nonprofit dedicated to preventing waste on college campuses across the country. Since its founding, the FRN has expanded to over 180 colleges and universities. Ben Simon then met co-founder Ben Chesler during his work at with the FRN. During a trip to California in 2015, Ben and Ben met Chief Supply Officer Ron Clark. Ron had spent decades working in the produce supply world, most recently working for the California Association of Food Banks. The CAFB had tasked him with developing Farm to Family; it's now a very successful program that sources 125 million pounds a year of "seconds" or "ugly produce" to the food banks within the state of California. Through this work Ron had built out a supply chain of 70 to 80 California

growers and had been sourcing a large amount of produce but he realized that the quantities that he was getting to food banks were still a drop in the bucket compared to the amount that was going to waste on the farm. Ben, Ben, and Ron realized that together they could make a big impact on the amount of produce that goes to waste every year by sourcing “ugly” produce directly from farms and delivering it at a discount to customers homes. They joined forces and founded Imperfect on August 8th, 2015, with the vision of finding a home for the billions of lbs of produce that goes to waste every year.

### **What is Imperfect?**

Imperfect sources “ugly” produce straight from farms and delivers it to your door for 30-50% less than grocery store prices. 1 in 5 fruits and veggies grown in the U.S. never makes it off the farm, typically because it doesn’t meet the strict cosmetic standards of grocery stores. Imperfect works directly with farmers to find a home for this "ugly" produce through a subscription box delivery in the Bay Area, Los Angeles, Orange County, Portland, Seattle, and (soon!) Chicago. Customers save money, eat healthier, support farmers, and fight food waste. The Imperfect community keeps over 100,000 lbs of produce from going to waste every week, and to date, we have kept over 8 million lbs of produce from going to waste.

### **How does it work?**

1. We buy produce directly from farms and store it in our local, refrigerated warehouses (most produce is only in there for 24-48 hours!)
2. Customers sign up for a box on our website: choose your box size (small, medium, large, or extra large), choose your produce (organic, conventional, fruit, veggies, or a mix), and choose the weekly or biweekly delivery option
3. Customize your box: choose exactly what you want from our “menu,” which changes each week. Since our boxes are 100% customizable, you’ll only receive produce you’re excited about
4. Easy delivery: your Imperfect produce box is delivered right to your door and we make it easy to skip a week for any reason
5. Enjoy delicious fruits and veggies and help fight food waste by saving produce that might otherwise go to waste

### **Why should people sign up for Imperfect?**

1. To save money: Imperfect offers fresh produce to consumers for 30-50% cheaper than grocery store prices. This helps make fresh produce affordable and accessible to all.

2. To make the planet a better place: We help close the loop on food waste by keeping over 100,000 lbs of produce from going to waste every week. By not wasting this food, we save wasted water, fossil fuels, fertilizer, labor, and land.
3. To make their lives easier: We make eating fresh, healthy, and sustainable produce easy by delivering boxes of fruits and vegetables right to peoples' doors. This makes grocery shopping and meal planning much more simple as well as cooking with whole fruits and vegetables.
4. To support farmers for their entire harvest: Imperfect supports farmers economically by helping them get more out of their investment. They are investing their time, money, and soil in growing produce for people to eat. We provide a fair market price for the produce that otherwise would have been written off as a loss or even would have cost them money to send to a landfill.
5. To increase equal access to healthy food: By supporting Imperfect, you are supporting the fight to end food waste and hunger. We are dedicated to helping close the loop on this important social and environmental issue. We proudly partner with community food banks to help fight to end hunger. We donate thousands of lbs of produce every week to organizations like Food Shift, the Alameda Food Bank, Sprouts Cooking Club, SF-Marin Food Bank, The Emeryville Community Assistance Program, 18 Reasons, Bay Leaf Kitchen and LA Kitchen.

### **How much does a box cost?**

The exact cost of a box depends on how the customer chooses to customize it. A small box costs around \$12 and a large box costs around \$18, with organic boxes being slightly more expensive than the conventional boxes.

### **What makes it so affordable?**

We are able to offer such affordable prices because we only work with “ugly” produce that traditional produce companies don't source. This produce currently goes to waste on farms because of minor cosmetic imperfections, such as being the wrong shape, size, or color. By sourcing this produce straight from farmers, we can pass on the savings to consumers.

### **Is the produce organic or conventional?**

We source both organic and conventional produce.

### **How is it different from a CSA?**

While we deliver weekly or biweekly boxes just like a CSA would, there are some differences

between Imperfect and a traditional CSA. CSA's source from one farm/area and are not focused on "ugly" produce. We source from a wide range of farms and focus only on "ugly" and excess produce. Fighting food waste is our number one goal, so we source a wide range of produce from a wide range of regions to make this happen.

### **How big of a problem is food waste?**

20% of the produce grown in the US never makes it off the farm, often going to waste, because it doesn't meet the strict cosmetic standards of grocery stores. Over 6 billion pounds of produce is wasted nationwide every year and food is the second largest contributor to U.S. landfills. Food waste ends up wasting nearly a quarter of our water supply in the form of uneaten food. As a country, we spend over 220 billion dollars growing, transporting, and processing over 60 million tons of food that goes to waste. According to the UN, the food that currently goes to waste could feed the 800 million hungry people in the world twice over. If food waste were a country it would be the third largest producer of greenhouse gases behind China and the United States.

### **Why is it important to fight food waste?**

Food waste is the low-hanging fruit of environmentalism. We have more than enough food and resources to feed everyone in the U.S. and beyond, so an easy way to fight hunger and help the environment is by wasting less food. Food waste is a sign that our agricultural system is not working efficiently. We have the supply, so Imperfect is working hard to ensure that everyone can have access to fresh produce. We think that by using everything that our farmers grow, even the "ugly" fruits and vegetables, we can feed more people with less land, fossil fuels, and water. Everyone from the farmer to the consumer to the planet wins when we waste less food."

They are also offering a coupon for our readers on their first order:

**\$5.00 coupon: BFC5 to get \$5.00 off your first box.**

Website: [www.imperfectproduce.com](http://www.imperfectproduce.com)

Social Channels: [Instagram](#) and [Facebook](#): @ImperfectProduce, [Twitter](#): @ImperfectFruit.

Wishing everyone a great holiday season ahead.

Warm regards,

Tanaya

Founder, Breastfeeding Cafe