

# Upcycling: Waste to Delicacy Transition



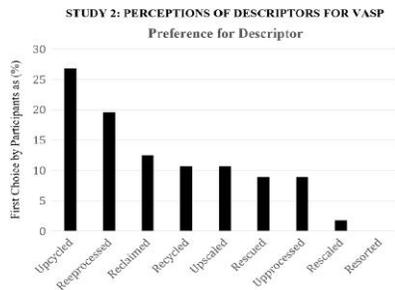
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## What are upcycled foods?

“Upcycled ingredients and food products elevate food that would otherwise be wasted to higher uses and have tangible benefits to the environment and society (Spratt *et al.* 2020).”

Upcycled



Anna Hammond is the founder and CEO of Matriark Foods; a company that produces a nutritious vegetable concentrate made from fresh-cut vegetable remnants. She worked closely with farmers in Columbia County, NY, and learned about the food waste on their farms.



“Why can't we take all that food waste and make healthy products for people; [products] that are inexpensive and get them into bodegas and dollar stores?” she wondered. With a goal to increase access to healthy food, she found out “it's not that easy [to go] from a big idea like that to actual implementation.”

The big idea **evolved into** the Matriark brand and a vegetable concentrate created from fresh cut scraps that otherwise would have been **wasted**. “We were looking to make [a] product that could replace something that already existed [but] would be **low sodium**.”

## Consumer Acceptance

- Appropriate messaging
- Rational messaging is more effective

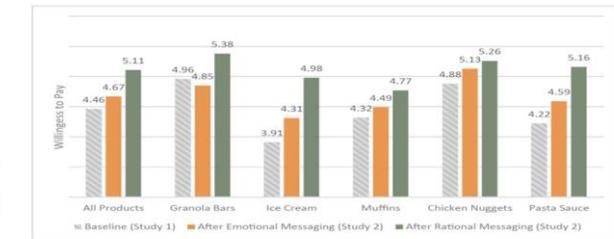
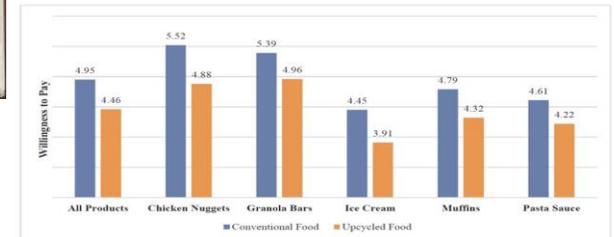


Fig. 2. Increase in Willingness to Pay for Upcycled Foods (Study 2)

## Why is it important?

“Upcycled food is a way that anyone can prevent food waste via the products they buy. And it’s more important now than ever” (Upcycled Food Association). It is also important for many other reasons such as,

- Upcycling prevents global warming
- A lot of food is going to waste
- Food waste creates emissions
- Food waste contributes to landfills
- Consumers want to reduce waste



“From waste avocado seeds.” – Reveal Avocado Seed Brew was born as a student project in the Drexel Food Lab.

Provide healthier alternatives to conventional “wet salads” such as potato salad and coleslaw using fresh cut scraps.



## Examples



## Limitations

- Guilt or distaste
- Neophobia/Technophobia
- Allayed by certification



## References

Spratt, O., Suri, R., & Deutsch, J. (2021). Defining upcycled food products. *Journal of Culinary Science & Technology*, 19(6), 485-496.  
 Bhatt, S., Lee, J., Deutsch, J., Ayaz, H., Fulton, B., & Suri, R. (2018). From food waste to value-added surplus products (VASP): Consumer acceptance of a novel food product category. *Journal of Consumer Behaviour*, 17(1), 57-63.

