

INTERFAITH COUNCIL FOR PEACE & JUSTICE



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### The Ugly Fruit and Veg Campaign:

#### Eating Our Fruits & Vegetables = Less Climate Change!

Grocery stores have very strict standards about what fruit and vegetables **should** look like. If a carrot or a tomato is misshapen, it is very likely to end up in the trash before it ever reaches the store. **U.S. grocers throw out nearly 26% of all produce—billions of pounds—before it even reaches their stores due mostly to self-imposed strict cosmetic standards.**

Perfectly edible, wonderfully nutritious apples, peaches, carrots and onions rot in our landfills — in a country where 1 in 6 people are considered food insecure and where more than 80% of us are not eating enough produce.



**Less obvious, but just as important, wasted food is a big contributor to climate change, (1) as it rots in landfills and (2) because of all the energy wasted and emissions produced as it is grown, processed, packaged, transported and stored, only to be thrown away.**

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To address this issue, there is now a national campaign to get Walmart and Whole Foods to start selling cosmetically less-than-perfect produce. The [@UglyFruitAndVeg](https://www.facebook.com/UglyFruitAndVeg) Campaign hopes to make these fruits and vegetable available to consumers at lower prices, thus saving a lot of waste and making healthy food more available to low-income people. You can add your name to the online petition: <http://chn.ge/1QcOR9N>



**Interfaith Council for Peace and Justice is acting locally on this campaign as well as supporting the national campaign. Please join us by signing letters to local Whole Foods and Walmart stores urging them to market and sell “ugly” produce at reduced prices. You can sign these letters at <http://www.icpj.org/2015/tracking-your-food-waste/>**

Additionally, we'll be circulating hard copies of our letters to Whole Foods and Walmart stores at Fall Food & Justice events.

Taking a look at our own part in this problem--without some education to the contrary, most of us will tend to reject produce that doesn't look like what we are used to, so we may want to look at and work to change our own behaviors in the process!

Check out all of ICJP's 2015 Food & Justice programming at [www.foodandjustice.icpj.org](http://www.foodandjustice.icpj.org) or call **734-663-1870**