



## Why would you want to be an operator?

**Fresh Food Connect expands the potential for food rescue into a largely untapped resource – garden surplus from backyard and community gardeners directly to food distributors for those in the community with low access to healthy, fresh food.**

And for reasons you all know already, Fresh Food Connect is important because it creates a more localized food system, which reduces food miles, and requires less fossil fuels for distribution. Fresh Food Connect also reduces food waste, a major global contributor to the greenhouse gas emissions that cause climate change. Fresh Food Connect also creates social benefits by increasing access to healthy food.

Plus, have you struggled to involve your local neighbors in your cause? This is a great opportunity for neighbors to engage in hunger relief and contribute in their own community in a unique and meaningful way!



[freshfoodconnect.org](http://freshfoodconnect.org)

## What is Fresh Food Connect?

**Fresh Food Connect aims to create a more healthy, sustainable, equitable, and local food system by creating a market for homegrown food.** Fresh Food Connect licenses technology to organizations around the country, who use the app to coordinate the aggregation of home grown produce to be donated and used to create positive change in the local operator's food system.

Individual gardeners sign up on the app to donate their backyard or community garden grown produce that would perhaps otherwise go to waste. This food is then delivered to food pantries and no-cost grocery programs and distributed in the local community.



## How would it work?

### **As an operator, you would have access to...**

- Use of Fresh Food Connect Mobile App and back-end data through the web-app
- Network of other organizations across the country rescuing food and opportunity to share best practices on topics such as volunteer management, outreach, etc.
- Marketing and outreach support from Fresh Food Connect national
- Technical assistance to implement the program including training on the app and support to implement a successful program

### **As an operator, you would be expected to...**

- Pay an annual licensing fee of \$200
- Operate the program – including the logistics of picking up the donations and delivery - how you implement the program locally can be crafted to suit your needs and capacity
- Promote the program locally in partnership with Fresh Food Connect national