

UGLY MATTERS

Each year, countless tonnes of good fruit and veg goes to waste simply because it doesn't look right.



IN AUSTRALIA,
IT'S ESTIMATED
20-40%
OF ALL FRUIT &
VEGETABLES ARE
REJECTED
DUE TO APPEARANCE
QUALITY STANDARDS.

WHAT'S THE PROBLEM?

RIGHT NOW AS CONSUMERS, WE ONLY BUY ONE PART OF WHAT FARMERS GROW: THE PRETTY STUFF.

Every week Aussie farmers grow crazy good fruit and veg in all shapes and sizes. The problem is that our current obsession with buying 'perfect' produce means that a good portion of that food won't ever make it to our tables.

Australia has something known as 'appearance standards'. These are essentially rules about what shape, colour and size fruit and veg needs to be before it can be sold in shops. Supermarkets set these up because they know that if produce doesn't look a particular way, people won't buy it.

LET'S BE STRAIGHT:

THIS MEANS THAT DELICIOUS, WHOLESOME, NUTRITIOUS FRUIT AND VEGGIES ARE GOING TO WASTE EACH AND EVERY WEEK. SAD, RIGHT?

Rules about appearance affect nearly every kind of fruit and vegetable farmer that sells their produce to you. They place huge pressure on these farmers and create needless food waste.

The fact is, we don't need our produce to look perfect in order for it to be perfect.

SO WHAT CAN WE DO ABOUT IT?

Our big retailers know this is a problem, but they can't start tackling it until they know you're behind them. That means taking action at the register and showing your support for eating the whole crop, misshapen and all.

**30% OF ALL
BANANAS
GROWN IN AUSTRALIA
ARE REJECTED
FROM SALE BECAUSE
THEY DON'T MATCH
APPEARANCE GUIDELINES.
THAT'S 1 IN 3
BANANAS
(100 000 TONNES)
GO TO WASTE
EACH YEAR**

JOIN THOUSANDS OF YOUNG PEOPLE HELPING FIGHT FOOD WASTE BY HEADING TO
YOUTHFOODMOVEMENT/CROPFEST

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