



▲ MATTSON *Webinar*

UPCYCLING:

INNOVATION & PRODUCT DEVELOPMENT WITH UPCYCLED INGREDIENTS



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Mattson CEO &
Chief Technology Officer



TURNER WYATT
Upcycled Food Association CEO



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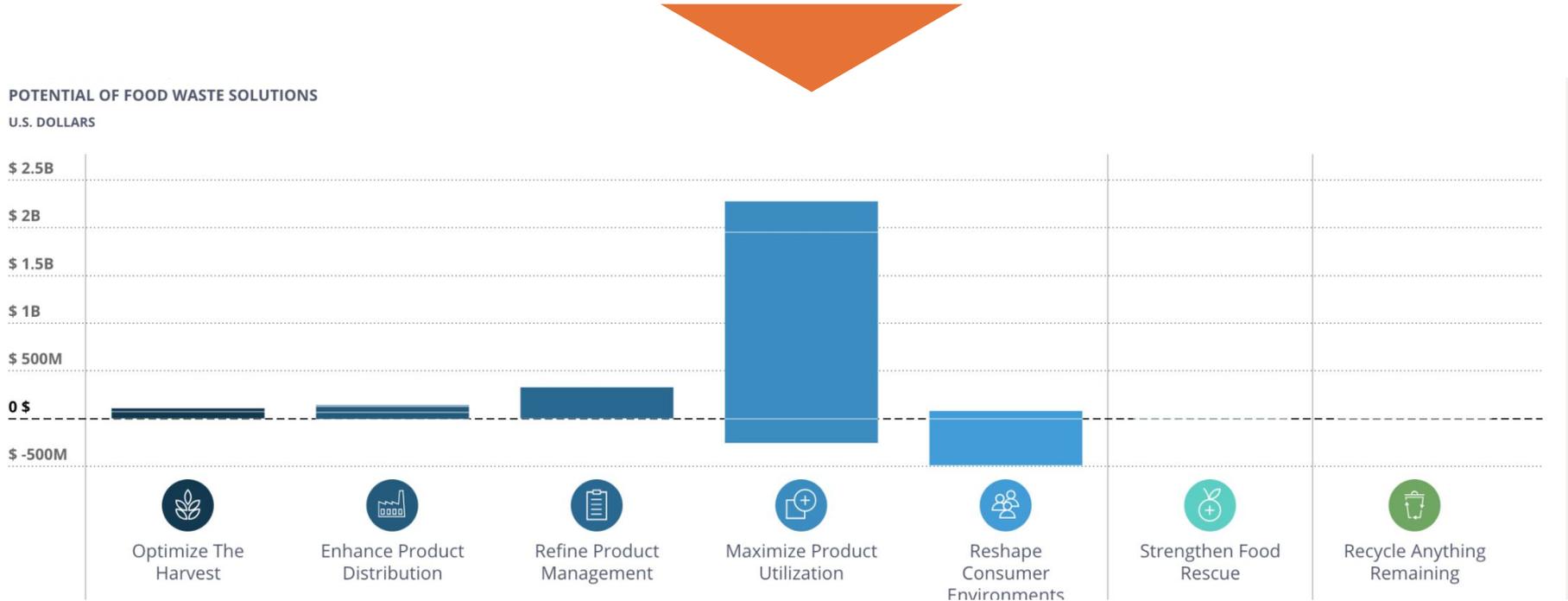


MADDISON GURROLA
Mattson Food Technologist

UPCYCLED FOOD

uses ingredients that otherwise would not have gone to human consumption, and their utilization has a positive impact on the environment.

Annual Net \$ Benefit Potential of Food Waste Solutions



Source:  ReFED

Annual Net \$ Benefit Potential of Food Waste Solutions

Top 5 Solutions for Manufacturers

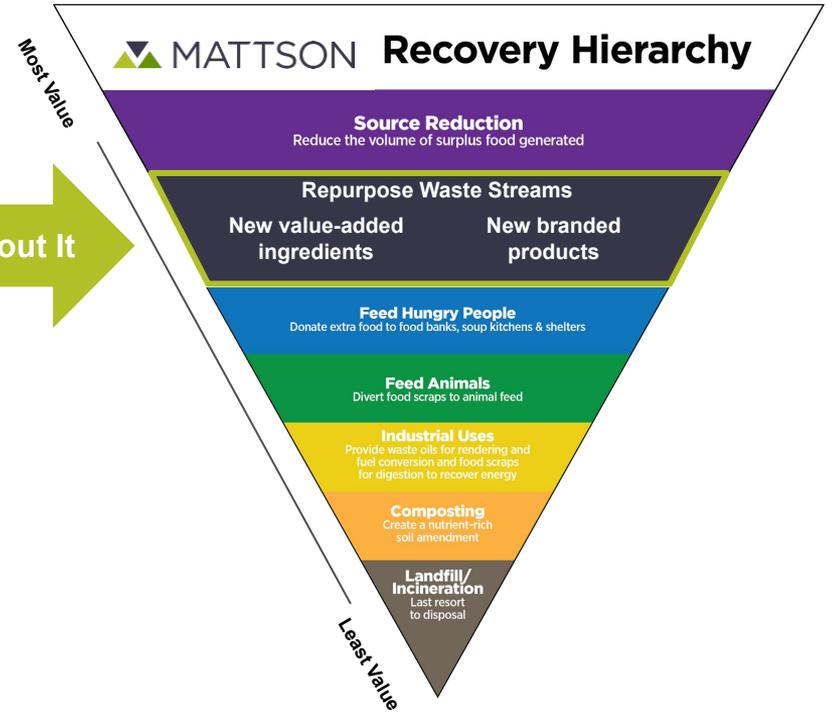
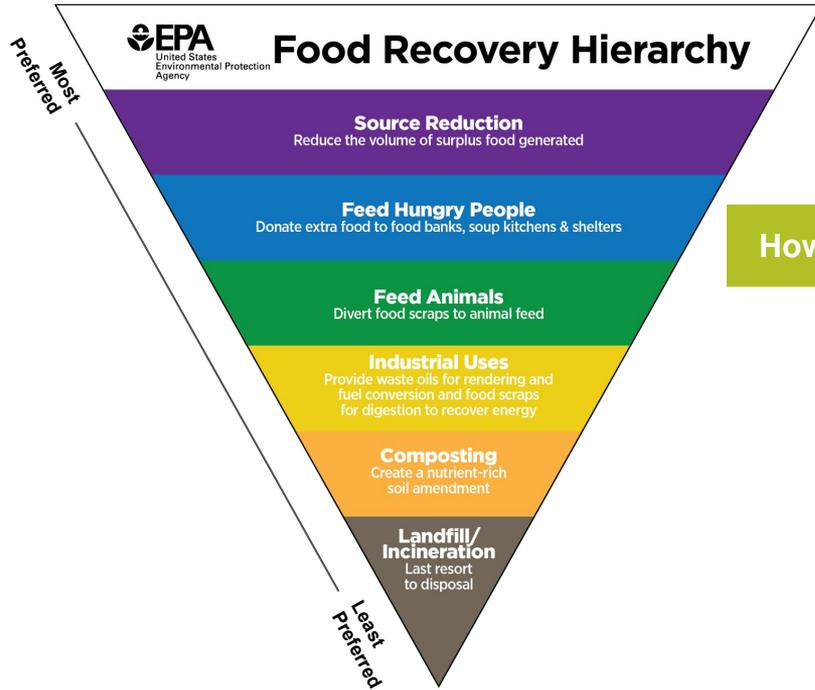
Net Financial Benefit ▾

Manufacturing Byproduct Utilization (upcycling)		2B
Assisted Distressed Sales		334M
Manufacturing Line Optimization		328M
Standardized Date Labels		84M
Buyer Specification Expansion		73M

(Annual Figures)

Source:  **ReFED**

FOOD RECOVERY HIERARCHY



Mattson longitudinal study to understand consumers' perceptions of **Food Waste and Upcycled Food**.



Online Survey completed by a **“gen pop” national panel**

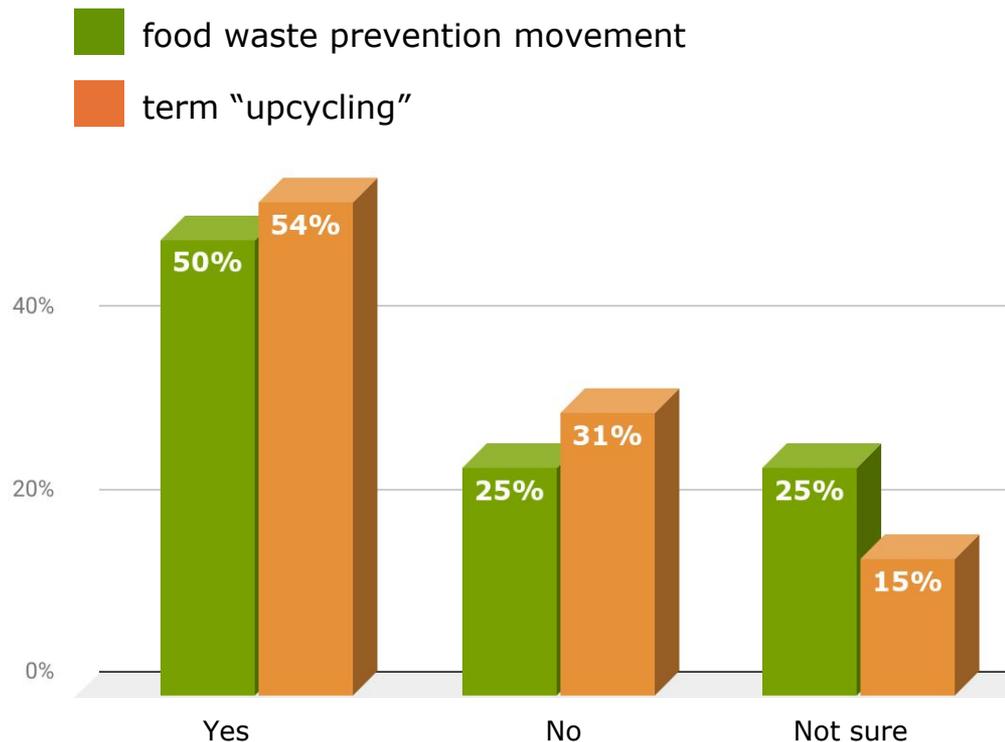
Respondents **N=507**

Fielded **February, 2021**

Source: Mattson 2021 Study on Food Waste

CONSUMER AWARENESS

Are you familiar with the....



Source: Mattson 2021 Study on Food Waste

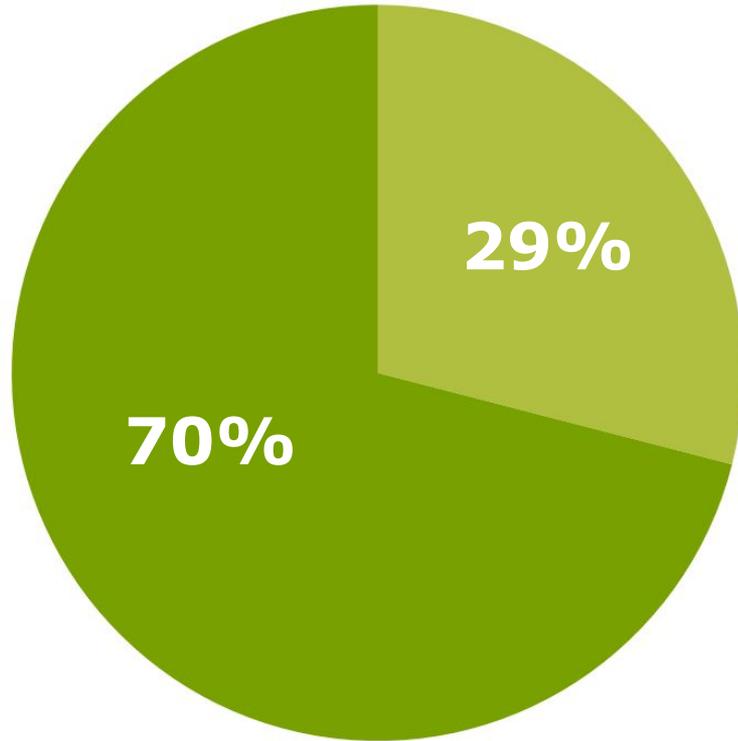


Versus 2019,
slight uptick in the
number of consumers
who **recognize the
term UPCYCLING.**



Also **slight uptick** in
those who are **aware of
the food waste
prevention movement**

Q: Food waste as an issue in the United States is...



- Extremely big issue
- Somewhat of an issue
- Not really an issue
- No issue at all



99% of consumers saw **food waste as an issue!**

Almost **ZERO** people who **feel food waste isn't important**

Source: Mattson 2021 Study on Food Waste

Q: How much do you agree with these statements...



Source: Mattson 2021 Study on Food Waste

THE CONSUMER DISCONNECT ...

95% of consumers think it's important to do their part to reduce food waste, however they don't realize **they are** the largest cause of food waste.



CONSUMER PERCEPTION



Source: Mattson 2021 Study on Food Waste



REALITY



Source: ReFED 2016 Roadmap

Which area contributes the most to food waste?

Source: Mattson 2021 Study on Food Waste

Almost everyone we surveyed plans to **buy more** upcycled food/beverage products **in the next year.**

57% BUY MORE

37% BUY ABOUT THE SAME

0% BUY FEWER

6% DO NOT PLAN TO BUY

Between 2019-2021, **MORE** people say they will **buy MORE upcycled products in the next year.**

Source: Mattson 2021 Study on Food Waste



The logo for the Upcycled Food Association is a green rounded rectangle with the text "UPCYCLED FOOD ASSOCIATION" in white. A white arrow curves around the text, pointing upwards and to the right, symbolizing a cycle or upcycling process.

UPCYCLED FOOD ASSOCIATION



TURNER WYATT
Upcycled Food Association CEO



MADDISON GURROLA
Mattson Food Technologist

MATTSON

1st Associate Member of the UFA



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Historic Cheese-making + Soymilk waste

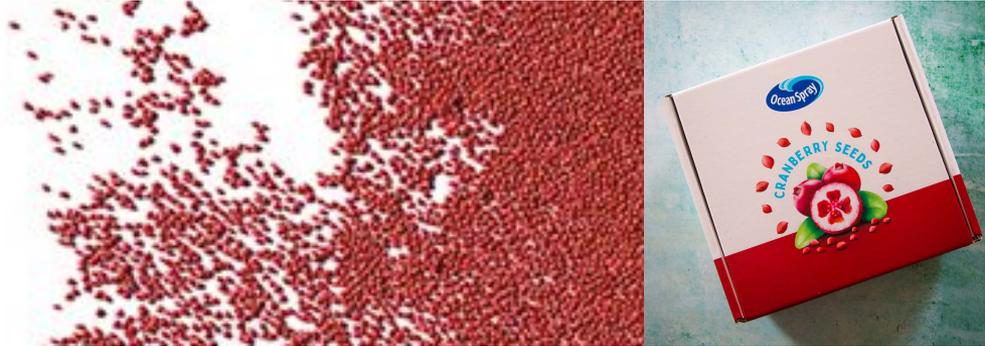
Whey

The nutritious, protein-rich liquid expelled from curds during the cheesemaking process



Recent Launches

Cranberry Seeds



PR Newswire

News in Focus Business & Money Science & Tech Lifestyle & Health Policy & Public Interest People & Culture

Ocean Spray Launches Cranberry Seeds, an Upcycled Ingredient with Powerful Nutritional Benefits and a Clean Label



Cranberry seeds are part of Ocean Spray's commitment to food innovation and health and wellness, and can help support heart, digestive, immune, and cognitive function as part of a healthy diet.





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CAROL BORBA
Mattson VP, Innovation

Recent Launches

Danone Yogurt SKU

“These California-grown Meyer lemons in Good Save™ are rescued fruit”

TWO GOOD OUR PRODUCTS ONE CUP, LESS HUNGER GOOD FOR OUR WORLD FAQS WHERE TO BUY

TWO GOOD
GOOD SAVE™
MADE WITH
VERIFIED
RESCUED
FRUIT
meyer lemon

TWO GOOD
GOOD SAVE™
2G
SUGAR
meyer
lemon
greek yogurt

LOWFAT YOGURT

GOOD SAVE™

RESCUED FRUIT

53 OZ (150g)

GOOD SAVE™ MEYER LEMON GREEK LOWFAT YOGURT

Don't worry fruit, we've got you, and the planet too. This delicious lemony-tasting Greek lowfat yogurt has 2g total sugar per serving, and it's made with rescued fruit.

Recent Launches

Callebaut Whole Fruit Chocolate

The screenshot shows the Callebaut website header with the logo and navigation menu. The main banner features a cup of ice cream with a chocolate drizzle and a piece of WholeFruit Chocolate. The text 'New WholeFruit Chocolate' is prominently displayed in a red box. Below the banner are two call-to-action buttons: 'See it in action' and 'Frequently asked questions'.

BARRY CALLEBAUT | [Home](#) | [Food & Beverage Manufacturers](#) | [Trends & Insights](#) | [Segments](#) | [Products](#) | [Brands](#) | [Services](#) | [News and Events](#) | [Sustainability in Action](#) | [Get in Touch](#)

New WholeFruit Chocolate

[See it in action](#) → [Frequently asked questions](#) →

What makes WholeFruit Chocolate unique?

Not only does it have a unique sensory and nutritional profile, it is also **the most impactful chocolate** since it valorizes a fruit that used to be partially discarded as waste.

SNACKING WITH AN UPSIDE™

GREAT TASTE. LESS WASTE.*

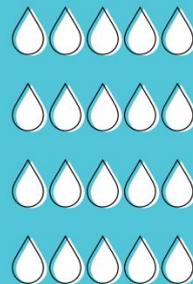


BENEFITS FROM UPCYCLED CORN INGREDIENTS

REDUCED WATER FOOTPRINT • LESS WASTE • INCREASED FIBER

UPCYCLED FOODS DEFINED

- ✓ Products, prepared for humans, with traceable ingredients that otherwise go to waste or animal feed.



Using 40% upcycled corn saves 20 gallons of water per bag.*

We've mashed snacking, nutrition and waste reduction into one remarkable, patent pending corn tortilla chip. We discovered a way to upcycle the most nutrient dense part of corn, corn germ, into our chip.

Now, that's worth celebrating.

Thank you.



 **MATTSON**
WE MAKE FOOD HAPPEN



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