

Lettuce Change

| <u>Team Member Name</u> | <u>Year</u> | <u>Major</u> |
|-------------------------|-------------|-----------------------------------|
| Matthew Sposito | 2023 | Biology |
| Olivia Tracey | 2024 | Marketing |
| Oliver Davey | 2024 | Finance & Business Sustainability |
| Madi Smith | 2023 | Finance |
| Amanda Bishop | 2023 | Marketing |

Advisor(s): Dr. Dave Luvison

Topic: Expand Misfits Market Business Services to Communities Facing Food Insecurity in Baltimore.

Audience: Misfits Board of Directors

Sustainable Development Goal

SDG #2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture, SDG #3: Ensure healthy lives and promote well-being for all at all ages, SDG #12: Ensure sustainable consumption and production patterns

Executive Summary

Misfits Market represents an online value grocer dedicated to breaking the cycle of food waste while simultaneously making affordable, high-quality food more accessible. The company works directly with farmers and food producers to accumulate organic produce, high-quality meats and seafood, sustainable pantry staples, and other groceries that would otherwise go to waste, and deliver them to consumers at up to 40% off grocery store prices.

Misfits' online platform is effective, but currently their only point of contact with their customers is through the boxes they deliver to subscribers. Misfits is struggling to address the main problems that lead to food deserts, lack of access to fresh food, and a lack of financial stability that is required to purchase this food, all of which is prevalent in Baltimore. We propose that Misfits expands their outreach to not only subscribers, but to communities suffering from food insecurity issues through partnerships. We suggest with the approval of the US Department of Agriculture, Misfits allows for food stamps to be used to purchase their products, dramatically increasing access to their sustainable produce. Launching in Baltimore, we will partner with the community to locate food deserts and introduce Misfits Pop-Up Shops, providing an influx of healthy, ethically sourced food. With expanded outreach, this will increase sustainable consumption while promoting good health and wellbeing for all.