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# EVERYONE DESERVES FREEDOM FROM FOOD INSECURITY

No one should have to worry about where their next meal is coming from while traditional food supply chains are wasting food every day. FRESH FOOD COLLAB redirects surplus healthful food to those in need and sets them up for long term success and independence by teaching them how to grow their own.

JOIN WITH US !

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# FOOD WASTE

An already intolerable problem gets devastatingly worse during COVID-19.

## Dumped Milk, Smashed Eggs, Plowed Vegetables: Food Waste of the Pandemic

In Wisconsin and Ohio, farmers are dumping **thousands of gallons of fresh milk** into lagoons and manure pits. An Idaho farmer has dug huge ditches to bury **1 million pounds of onions**. And in South Florida, a region that supplies much of the Eastern half of the United States with produce, tractors are crisscrossing bean and cabbage fields, **plowing perfectly ripe vegetables** back into the soil.

After weeks of concern about shortages in grocery stores and mad scrambles to find the last box of pasta or toilet paper roll, many of the nation's largest farms are struggling with another ghastly effect of the pandemic. They are being forced to **destroy tens of millions of pounds of fresh food** that they can no longer sell.

The closing of restaurants, hotels and schools has left some farmers with no buyers for more than half their crops. And even as retailers see spikes in food sales to Americans who are now eating nearly every meal at home, the increases are not enough to absorb all of the perishable food that was planted weeks ago and intended for schools and businesses.

The amount of waste is staggering. The nation's largest dairy cooperative, Dairy Farmers of America, estimates that farmers are **dumping as many as 3.7 million gallons of milk** each day. A single chicken processor is **smashing 750,000 unhatched eggs** every week.

Read the entire [New York Times article here](#).



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# OUR MISSION

THE THREE PILLARS OF THE FRESH FOOD COLLAB MISSION

1

## REDUCE FOOD WASTE

Food waste is rampant in the supply chain. We will partner with farmers, food suppliers, and other organizations to gather food that would otherwise go to waste.

2

## FEED THOSE IN NEED

COVID-19 has impacted vulnerable families at a devastating rate. We want to make sure those people don't have to choose between nutritional meals and a roof over their heads.

3

## FOOD EDUCATION

We want to look beyond COVID-19 and handing out food to educating people on preparing healthy meals and how to grow their own food.

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# April 29, 2020

Avondale Middle School & Michael Anderson School



**20,000**

Pounds of fresh food  
distributed



**500**

Families Fed



**50+**

Volunteers banded together  
to make it happen

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# May 9, 2020

Agave Farms



**25,000**

Pounds of fresh food  
distributed



**650**

Families Fed



**50+**

Volunteers banded together  
to make it happen

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# May 22, 2020

Desert Oasis Elementary School



**25,000**

Pounds of fresh food  
distributed



**650**

Families Fed



**50+**

Volunteers banded together  
to make it happen



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# May 25-27, 2020

Sojourner Domestic Violence Shelter, Banner Health (Hospital workers), James Watson Veterans Home



**Sojourner Center**  
*Transforming Lives*



**Circle the City**  
HEALING HOMELESSNESS. TOGETHER.  
VA Hospital

## HOT MEALS

Prepared by Witnessing Nature  
in Food and Amici Catering

## 200+

Hot meals were  
served

 **Banner Health.**

**James Walton  
Veterans Home**



# OUR INFRASTRUCTURE



## **FOOD DISTRIBUTION**

We have trucks, vans, people, and a very large community space for distributing food boxes.



## **VOLUNTEERS**

Over 50 dedicated volunteers are ready to be called to action for the next event.



## **MEDIA COVERAGE**

In addition to coverage in *Green Living* magazine, we have attracted local news and media to our events.



## **ONLINE EXPOSURE**

We are producing a series of professional video for distribution on social media channels.

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# DISTRIBUTION

AGAVE FARM - MIDTOWN PHX

Many non profits grow at Agave Farms like Native Health, Native Hospital, and the International Refugees and as well as several schools nearby. There is a large entertainment area that we allow any non-profit the use of our facility for meetings and fundraisers. We have had the Arizona Citrus Festival and the Arizona Honey Festival, Earth Day events, Foster Care foundation fundraisers and many more at our space.

It is the perfect space for food giveaways. We have had cars enter through our north gate and exit out the south gate creating a flow of hundreds of cars each day as we handed out food.



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# Volunteers

Our volunteers are the engine that makes the FRESH FOOD COLLAB run. Through Agave Farms, Urban Farming Education and Green Living magazine, we have over 50 dedicated volunteers with a waiting list full of more volunteers ready to be called into action.



# CREATING AWARENESS

MEDIA PARTNERSHIPS & OUTREACH



## GREEN LIVING MAGAZINE

As a founding partner, Green Living Magazine will be featuring FFC in future issues



## LOCAL MEDIA

Local media has committed to attending our next event to film for the news



## SOCIAL MEDIA

Be featured on all of the partners' social media as we all promote each other





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## VIDEO SERIES

URBAN FARMING EDUCATION

We have started producing professional quality Educational Series videos with the purpose of educating viewers about growing food, recipes, and cooking. Videos will also be used to promote partners and the overall mission.

[CLICK TO SEE MORE VIDEOS](#)



# PROGRAM GOALS

These are the food demands we intend to meet

## 12-MONTH GOALS

45,000 family boxes = 1,350,000 pounds of food | 60 Educational Videos | 104,000 meals for shelters/hospitals



### SCHOOL FOOD DRIVES

**10** Districts

**3,000** boxes for families/week



### FARM FOOD DRIVES

at Agave Farms

**750** families monthly



### MEALS FOR SHELTERS

**2,000** meals

once weekly per venue



### EDUCATIONAL VIDEOS

Release **5**

videos per week



### COMMUNITY GARDENS

**3** gardens

for remote communities

A person wearing a green shirt and blue jeans is working in a field, possibly harvesting or tending to plants. They are standing under a large, dark green tarp that is supported by wooden poles. The background shows more of the field and some trees in the distance. The overall scene is outdoors and appears to be a food production or distribution site.

*“What an amazing trip it was this past Saturday morning! I picked up two boxes and with them we were able to provide four veteran families with fresh produce. The flower in the vase was a wonderful touch and it went to a six-year old from one of the vet families that was having a birthday. I cannot thank you enough.”*

– Maria Brunner, Insight Management

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## WE NEED HELP

In order to keep our mission moving forward we need help. We have everything we need to distribute the food—from people, places, and equipment. What we need is more food to distribute to those in need. We are seeking sponsorships to provide food, transportation and purchase food.

JOIN WITH US !



## SEED-SOWER – up to \$2,000

It all adds up. Every donation moves us closer to our goals. Each \$500 donation helps us feed 25 families of four for an entire week.

## CULTIVATOR – \$2,000 to \$5,000

A \$5,000 donation helps feed 200 families for a week and provides 100 hot meals delivered to shelters and healthcare workers.

## HARVESTER – \$5,000 and up

A \$10,000 donation will sponsor an entire drive at Agave Farms, feeding 650 families for a week and assist in production of educational videos.

## RAINMAKER – \$50,000+

A Rainmaker sponsor will feed over 650 families for a month, provide 500 hot meals for shelters and healthcare workers, fund production for educational videos, and build a garden in a remote community.

# DONATIONS

& SPONSORSHIPS

[DONATE HERE](#)



Each 30-pound box of food feeds a family of four for one week.

# Collaborators

## **BANK 34** STAND INDEPENDENT

"Standing the test of time and change since 1934, we have stood by customers who share the passion of individualism and innovation.

Our genuine brand of customer care has been shaped by our own lessons learned from what it takes to remain independent and authentic in a world of large banks."



"to address the economic crisis caused by COVID-19 by ensuring that everyone deserves freedom from food insecurity."

### 01. INCREASED FOOD DISTRIBUTION

FRESH FOOD COLLAB has more distribution channels than food. With Borderlands contributing extra food, we can help more people

### 02. INCREASED VISIBILITY

More visibility means more potential for volunteers and donors as well as raising awareness of P.O.W.W.O.W.

### 03. INCREASED MEDIA COVERAGE

In addition to being featured in Green Living magazine in various ways, there are also local media opportunities

### 04. BETTER TOGETHER

Through partnerships like this, we can all share resources and make a huge impact eliminating food waste and feeding people in need

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# LET'S GET STARTED

1

## LET'S TALK

Let's set up a phone call or a meeting to discuss partnership options.

2

## TAKE ACTION

We combine our missions of reducing food waste while feeding the hungry.

3

## RISE UP

Together we raise our organization's profiles and move our missions forward.

**Mike McMahon** – 602-722-3666 or [mike.mcmahon@agave-inc.com](mailto:mike.mcmahon@agave-inc.com)

**Cristobal Tinoco** – 602-638-9434 or [ctinoco@agave-inc.com](mailto:ctinoco@agave-inc.com)



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# FOUNDER

URBAN FARMING EDUCATION

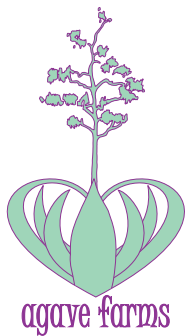
## MIKE McMAHON

McMahon's latest entity, **Urban Farming Education** (UFE), is changing food scarcity through education. It mobilizes opportunities for agriculture throughout the Valley by introducing sub communities to ecotherapy, farm business education, and sustainable practices to adopt when growing food organically. The company's work thus far has already inspired partnerships with a number of nonprofits, schools, and local organizations.

**URBAN  
FARMING  
EDUCATION**



# Collaborators



## Agave Farm

Urban farm in the heart of Phoenix  
that also serves as a community  
space



## Witnessing Nature in Food

Caterer helmed by Chef Jennifer  
celebrating clean, organic farm to  
table food



## Amici Catering

Delivering freshly-made, locally-  
sourced, and individually packaged  
meals to homes and businesses

# ADDITIONAL CONTRIBUTORS





[WWW.WEAREUFE.ORG](http://WWW.WEAREUFE.ORG)

## A PARTNERSHIP MOVES US ALL FORWARD

**Mike McMahon**  
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JOIN WITH US!

**Cristobal Tinoco**  
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FRESH FOOD COLLAB – ARIZONA