



HUNGRY HARVEST

Delivering healthy food for healthy change.

Our Story



My whole life, I've dreamt of becoming a social entrepreneur, with the goal of changing the food system.

My senior year at the University of Maryland, Hungry Harvest was born in my dorm basement. We began delivering to our first 30 customers, 15 of which were free trials, in June 2014. The beginning was excruciatingly difficult, as we knocked on doors in the sweltering DC summer desperately trying to convince anyone to get a free trial. The problem was that nobody knew what 'ugly produce' was at the time.

This company was in danger of failure at least two times when we had less than \$200 in our bank account. We worked 18 hour days to get our customers the right orders. We had doors slammed in our face, and investors laugh at us. In those tough times, the reminder of 20 billion pounds of food going to waste and 50 million people hungry in the US encouraged us to persevere along our journey.

The struggles of the first year were vindicated on June 17, 2015, when we made a deal with Robert Herjavec on Shark Tank. The tears shed on the show were raw emotion, as I flashed back to just how far we had come. The struggles were worth it.

We currently have a team of over 20, with a HQ located in City Garage, Baltimore. Everything we do is driven by the belief that every person has the right to eat healthy and every fruit and veggie grown deserves to be eaten.

We're just getting started. We're just three years old, and have already reduced 4 million pounds of food from going to the landfill and provided access to over 500,000 pounds of produce through reduced-cost markets and donations to people in need.

– Evan Lutz, CEO & Co-Founder

Our Timeline



Order Customization Launched
JULY 2017



Expansion to Southern New Jersey
MARCH 2017



First Produce in a SNAP Site Launches
SEPTEMBER 2016



Partnership with Hidden Valley and Tom Colicchio to Fight Food Waste
OCTOBER 2015



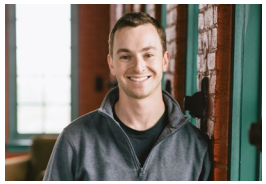
100,000 lbs of Produce Recovered, 50,000 lbs Donated to Local Communities
JANUARY 2015



Over 4,000,000 lbs of Produce Recovered, Over 500,000 lbs to Reduced-Cost Markets and Donations
SEPTEMBER 2017



Eggs added to Marketplace
JANUARY 2017



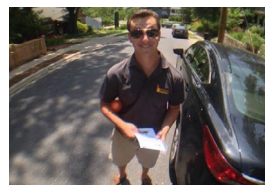
Evan Makes Forbes 30 Under 30
JANUARY 2017



Expansion to Philadelphia
FEBRUARY 2016



Social Entrepreneur of the Year University of Maryland Rudy Award
MAY 2015



Door to Door Sales in Takoma Park, MD
JUNE 2014



Partnership with Whole30 Launches
MAY 2017



Our Ted Talk Premieres
FEBRUARY 2017



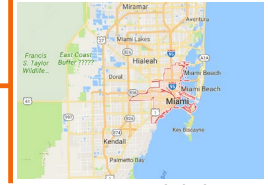
We Win Light City Baltimore Sustainability Pitch Competition
MARCH 2016



Organic and All Fruit Harvests Available
AUGUST 2015



First Day of Deliveries to 37 Customers
JUNE 2014



Expansion to South Florida
JULY 2017



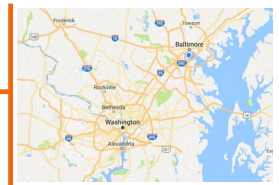
Partnership with James Beard Launches
APRIL 2017



1,000,000 lbs of Produce Recovered, 350,000 lbs Donated to Local Communities
SEPTEMBER 2016

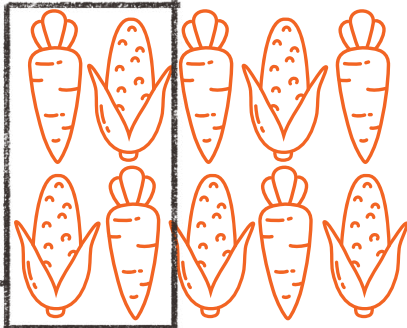


Shark Tank Airst & We Get a Deal
JANUARY 2016

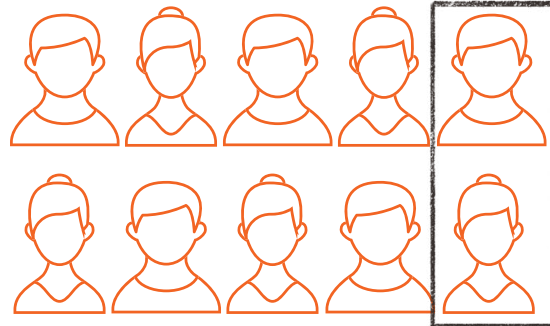


Expansion to Delivery Zones in 37 Local Zip Codes
MARCH 2015

Our Mission



40% of food
in this country
goes uneaten



20% live in
food insecurity



**WE USE ONE PROBLEM
TO SOLVE THE OTHER.**

We rescue this food, curate boxes of farm to doorstep produce and deliver weekly to subscribers' homes.

Every delivery supports donations to local
hunger-solving organizations and reduced-cost
Produce in a SNAP markets.



Our Business



Every person has the right to eat healthy and every fruit and vegetable deserves to be eaten. We won't stop until that belief becomes a reality.

Hungry Harvest is a farm to doorstep rescued produce delivery company on a mission to end food waste and hunger. In the US, 40% of food goes to waste. At the same time, 20% of people in this country live in food insecurity. We use one problem to solve the other.

We start by rescuing fruits and vegetables that would otherwise go uneaten for aesthetic or logistic imperfections. Grocery stores will reject produce that may be an odd shape, color, size, quantity or generally inconvenient to their supply chain.

We work with farmers and wholesalers to rescue these fruits and vegetables and curate produce variety boxes. We deliver weekly to subscribers' doorstep starting at \$15 - \$17 – that's 20% - 30% below grocery.

Our boxes come in a variety of sizes and options, including fruit-only, vegetable-only, and organic. Customers can also customize their orders by excluding

produce they dislike and adding-on special products, like recovered apple cider, basil, coffee beans, granola, and pesto.

We currently deliver weekly harvests to subscribers in Maryland, Washington, DC, Virginia, Philadelphia, Southern New Jersey & South Florida.

Recognized by Forbes Magazine, The James Beard Foundation, American Heart Association, Whole30, and featured in Anthony Bourdain's documentary WASTED! Hungry Harvest is rocking the grocery delivery industry on their mission to eradicate hunger.

Each delivery supports our work to end hunger in this country. We empower families in need by providing access to affordable fruits and veggies through our Produce in a SNAP program and donations to local hunger-solving organizations.

Produce in a SNAP is a partnership between Hungry Harvest and Baltimore City Public Schools to bring fresh, affordable produce to food deserts in order to promote healthy eating and fight hunger. The goal is to allow food-insecure families and individuals who could benefit from affordable produce, including those on government assistance programs such as SNAP/EBT, WIC, and SSDI, to stretch their food budgets and put nutritious produce on their dinner table. We currently run 14 markets throughout Baltimore bringing affordable produce to neighborhoods otherwise devoid of healthy options.

Hungry Harvest deliveries also support donations to [Philabundance](#) in Philadelphia, [the Lotus House](#) in Miami, and to numerous organizations throughout Baltimore and DC in partnership with [Growing Soul](#).

Our Impact

Since 2014, HUNGRY HARVEST
**HAS RESCUED OVER
4,000,000 POUNDS**
of produce from going uneaten.



growing
SOUL

PHILABUNDANCE *Letus House*



PRODUCE IN A
SNAP

SUPPORTED BY HUNGRY HARVEST

Deliveries of these harvests
**SUPPORTED DONATIONS
OF 500,000 POUNDS**
to local hunger-solving organizations.

Deliveries of these harvests
**SUPPORTED 70,000 POUNDS
OF REDUCED-COST PRODUCE**
at 14 markets throughout Baltimore.

Our Reach



Hungry Harvest impacts

**>33,000
CUSTOMERS**

across our three current territories.

85%
TOTAL IMPACT

Baltimore
Washington, DC
Northern Virginia
Baltimore / DC Suburbs
(Opened 6/14)

10%
TOTAL IMPACT

Philadelphia
Philadelphia Suburbs
Southern New Jersey
(Opened 2/16)

5%
TOTAL IMPACT

South Florida
(Opened 7/17)

National Partnerships

We partner with like-minded organizations that believe in food justice and who want to make a serious impact on ending food waste and hunger. Our partnerships bring the issue of food waste to the national stage through collaborative activations and consumer experiences and to the local stage through harvest deliveries to partner offices, schools or directly to subscribers' homes.



"Filling your plate with healthy produce is one of the most important Whole30 tenets, but not everyone has easy access to fresh or organic produce. Hungry Harvest's goal—helping our Whole30'ers eat healthy on a budget and giving back to communities facing food insecurity — is a perfect match for our life-changing mission."

-Melissa Hartwig
Owner & Creator Whole30



American Heart Association®

life is why™



Our Team

Evan Lutz founded Hungry Harvest in 2014. He began by packing bags of produce himself and delivering to 30 customers. A few months later, Evan's idea was validated on Shark Tank when he struck a deal with Robert Herjavec. Now the Hungry Harvest team has grown to over 20 coworkers and is currently delivering across Maryland, Washington, DC, Virginia, Philadelphia, Southern New Jersey and South Florida.



Evan Lutz
CEO & Co-Founder



Mark Leybengrub
COO



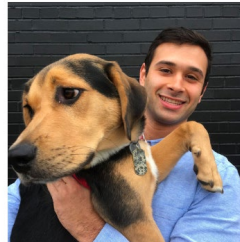
Stacy Carrol
Director of Partnerships



Carole Martell
Director of Marketing



Eric Mundschenk
Director of Expansion



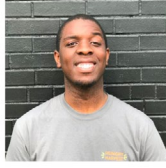
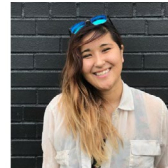
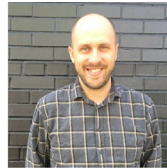
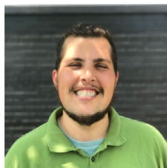
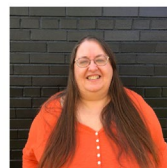
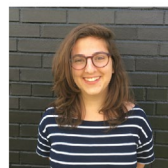
Kevin Kresloff
Director of Procurement



Jamie Norwood
Director of Customer Experience



Will McCabe
Food Access Manager



Our Press

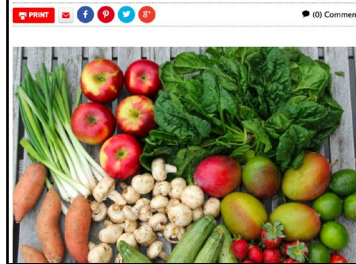
Click the images below to access each press piece in a new browser window.

edibleDC



The Year of the Ugly Fruits and Vegetables

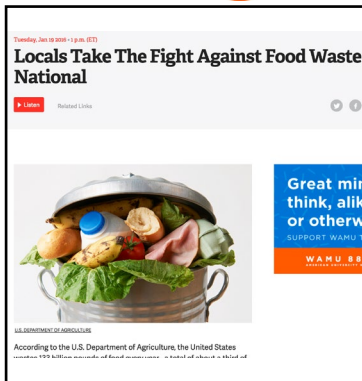
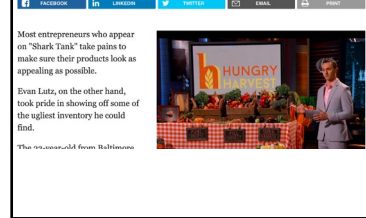
By Toby Amidor in Healthy Tips, February 15, 2016



BUSINESS INSIDER

A 23-year-old entrepreneur on 'Shark Tank' just convinced Robert Herjavec to invest \$100,000 in gross-looking fruits and veggies

Shira Leibovici @ Jan 8, 2016, 11:50 AM A \$100K



JAMES BEARD FOUNDATION

THIS COMPANY THINKS UGLY IS THE FUTURE OF FOOD

Maggie Borden April 12, 2017



Is It Really So Offal? 'Ugly Food' Boot Camp Entices Chefs And Diners

FOOD FOR THOUGHT

June 23, 2017 - 7:00 AM ET

LELA NARDI



Our Press (cont.)

Click the images below to access each press piece in a new browser window.

Forbes

5 'Shark Tank' Alums Prove How Corporate Philanthropy Is Profitable

Ky Trang Ho, CONTRIBUTOR
Former Shark Tank and Investing in ETS and mutual funds. FULL BIO

Continued from page 1

TWEET THIS

Times Show proves how corporate philanthropy is profitable.

MMMLife.deals \$1 from each Bump sold on its website

CEO Evan Lutz felt compelled to help his city after the riots over Freddie Gray. The 25-year-old black man's death at the hands of Baltimore police in April 2015 incited massive looting and burning that led the governor to declare a state of emergency.

"I believe that a fundamental issue in Baltimore is the lack of access to healthy food," said Lutz. "People don't have access to the right kinds of food in the city. It's my prerogative to address this issue with a sustainable, long-term, hunger-fighting approach with our Produce in a Snap program."

Lutz scored a \$100K investment from Robert Herjavec in a January 2016 episode.



In Maryland, rescuing food that might otherwise be wasted

Your Domain
Buy your domain, and build your site with WordPress, the software powering 27% of the internet.
Get Your Domain

Headshots, a collaboration with The Baltimore Post, features photos for the purpose of rescuing food to distribute around food deserts in Baltimore. @JoyFier | Baltimore Post

By **Jean Markella** - Content Reporter
Baltimore Post

JULY 16, 2017, 4:52 PM

On one end of this particular food chain are boxes of damaged tomatoes, spotty avocados and other perfectly edible yet rejected fruits and vegetables that pile up at the Maryland Wholesale Produce Market in Jessup. On the other end are the estimated one in four residents of Baltimore who live in food deserts, where lack of



Hungry Harvest makes sure produce does not go to waste

Baltimore business sells rejected produce at discounted prices

WBALTV Updated 4:38 PM EST Feb 13, 2017

Megan Pringle

Philadelphia Magazine

After *Shark Tank* Success, Company That Sells Ugly Produce Coming to Philly

Oddly shaped — but perfectly edible! — fruits and veggies, here you come.

BY ADRIAN PERNER | JANUARY 26, 2016 AT 1:23 PM

SHARE 26 | TWEET 7 | \$1.92 | EMAIL 13

Zaretskaya Svetlana/Shutterstock.com

UPDATE, January 27th: CEO Evan Lutz tells us that there was enough demand to start deliveries in Center City this weekend, and pick-up locations outside of Center City will be

PHILLY VOICE

Fruit and veggies. SOURCEBOOK

JANUARY 26, 2016

'Shark Tank' success story Hungry Harvest makes Philly debut

Veggie and fruit delivery company tackles food waste

FOOD LOCAL BUSINESSES PHILLY SHARK TANK HEALTHY FOOD DONATIONS ORGANIC FOOD

BY SINEAD CUMMINGS
PhillyVoice Staff

he company Hungry Harvest rescues misshapen fruits and veggies from



FOOD WASTE

A Food-Waste Start-up Just Got \$100,000 on *Shark Tank*

By Clint Rainey

"Produce with a purpose" is how Lutz bills it.

Here's maybe all the proof you need that ugly and unusable food is about to have its big moment: One of the fat-cat investors on *Shark Tank* just put \$100,000 into a delivery start-up specializing in deformed produce. Since 2014, Evan Lutz's Hungry Harvest has rescued about 300,000 pounds of vegetables and fruits that would've gone to waste because of either cosmetic



Our Photo Assets

Click the images below to access each asset in a new browser window.



1 Color Logo (AI, PNG)



2 Color Logo (AI, PNG)



Full Veggie Harvest (JPG)



Full Organic Harvest (JPG)



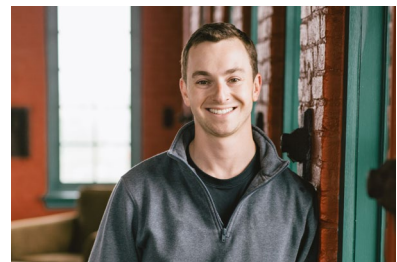
Mini Fruit Harvest (JPG)



Super Organic Harvest (JPG)



Shark Tank Appearance (JPG)



Evan Lutz Headshot (JPG)



Sample Harvest (JPG)

Our Video Assets

Click the videos below to access each asset in a new browser window.



How Ugly Produce Can Solve Hunger
Evan Lutz



An Introduction to Hungry Harvest



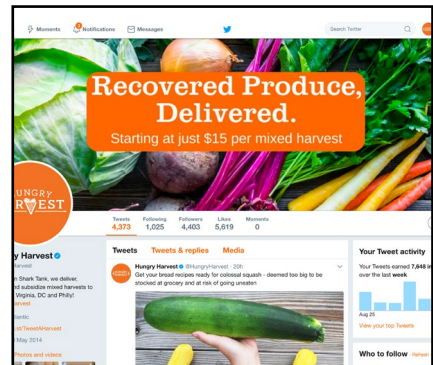
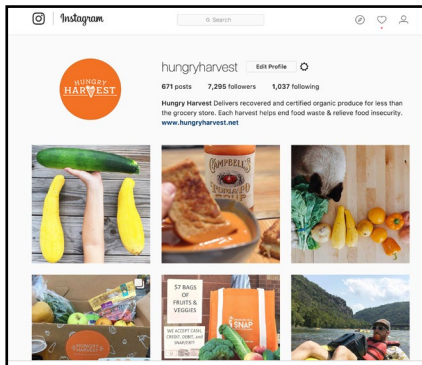
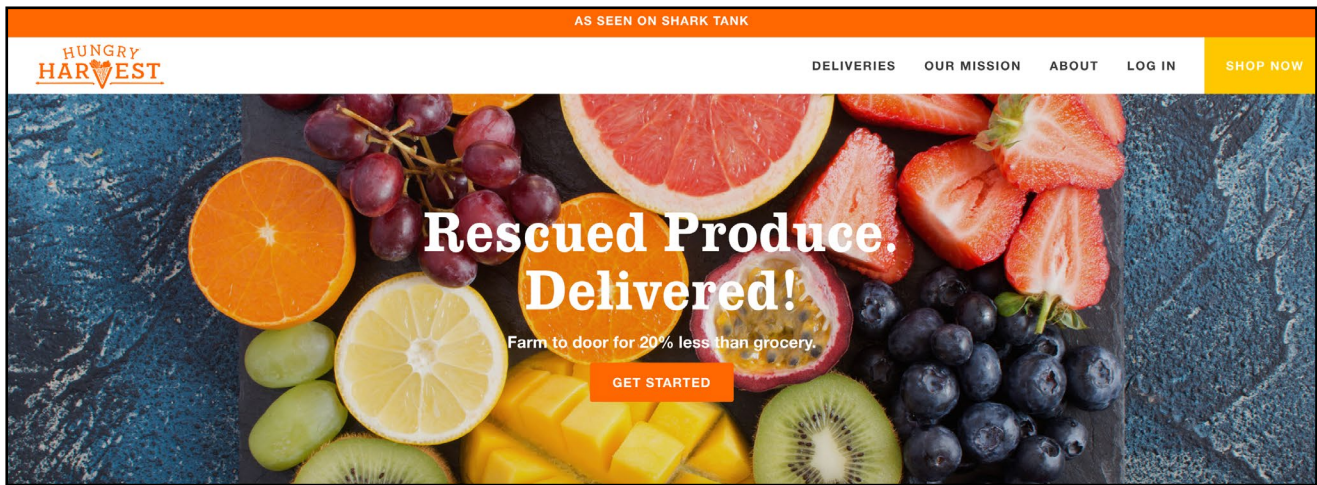
Local Man Gives Ugly Produce a Purpose
ABC2



Hungry Harvest produce delivery service fights food waste and hunger - ABC6

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For all press inquiries, you can reach us at press@hungryharvest.net



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