

THE RISE OF THE REJECTS – WELCOME THE MISFITS!

You Can Help!

- Save less-than-perfect produce from being thrown into U. S. landfills
- Save money on fresh produce
- Support U.S. farmers to sell more of their crops
- Support connecting customers with quality produce that might be tiny in size or shape.
- Support supermarkets who will sell more produce.

What are Misfits or Ugly fruits and vegetables?

Misfit fruit and veggies are unfortunately **produce** that is either too misshapen, blemished, irregular or just downright ugly to make it onto supermarkets shelves. They are fresh and tasty but not perfect in size and shape.

See More Information:

<https://civileats.com/2017/05/11/the-beautiful-upside-of-ugly-produce/>

WATCH: *Let's Talk About Ugly Vegetables and Fruits* by Mike Meinhardt

<https://www.youtube.com/watch?v=vDQmdG0z6oc>

How does the program work?

Misfits is a committed, year-round program that offers four to eight produce types at a time, depending on what's in season—they include curled-up cucumbers, misshapen mandarins, and bent bell peppers. The produce sells for 20 to 40 percent less than conventionally attractive fruits and vegetables.

<https://www.misfitsproduce.ca/>

What did we discover about Misfits?

A visit to our local Meijer Supermarket, known for its quality fruits and vegetables, brought us right into what is one of the most exciting sustainability programs.

As we selected produce to use for the recipes we provide on our website each month, I saw a bin-like table called MISFITS. On the top, were some bags of small apples, oranges, and avocados. Looking them over, they were small but looked fresh. A bag of each joined our cart. The bonus was I could get more fruit in each bag and saved money. It was a win-win for me as a customer.

I used the fruits for the recipes this month and found out that the avocados lasted longer than the ones I usually bought that looked so perfect. That was also true of the apples and oranges.

We were delighted that Meijer Supermarket was supporting a program to reduce food waste and yet offer customers quality products at a reduced price. We understand that Meijer has produce delivered daily to 235 Meijer stores across the Midwest, and customers have already purchased nearly a quarter of a million pounds of fresh, perfectly-imperfect produce. The Misfits program is made available through working with [Robinson Fresh®](#). As a division of C.H. Robinson, the company is one of the world's leading providers of produce.

For More Information See:

<http://newsroom.meijer.com/news/meijer-offers-perfectly-imperfect-produce-to-shoppers>