

farmlink

progress report

10 july 2020

Uber
Freight

The Initial Problem



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

With restaurants, hotels and schools closed, many of the nation's largest farms are destroying millions of pounds of fresh goods that they can no longer sell.

Food Banks Can't Go On Like This

Demand is spiking. And meeting it is costlier than ever. Without more changes to federal and state food assistance, the status quo is unsustainable.

MAY 6, 2020





MONICA, CA
58 AM PT



**GROUP OF STUDENTS RENT TRUCKS & SEEK OUT FARMERS
WILLING TO DONATE SURPLUS PRODUCE TO FOOD BANKS**
AMERICA'S NEWSROOM



TO DONATE: [THEFARMLINKPROJECT.ORG](https://thefarmlinkproject.org)

AMERICA'S NEWSROOM



**BREAKING
NEWS**

**STUDENTS LAUNCH FARMLINK WEBSITE
TO CONNECT FARMERS WITH FOOD BANKS**

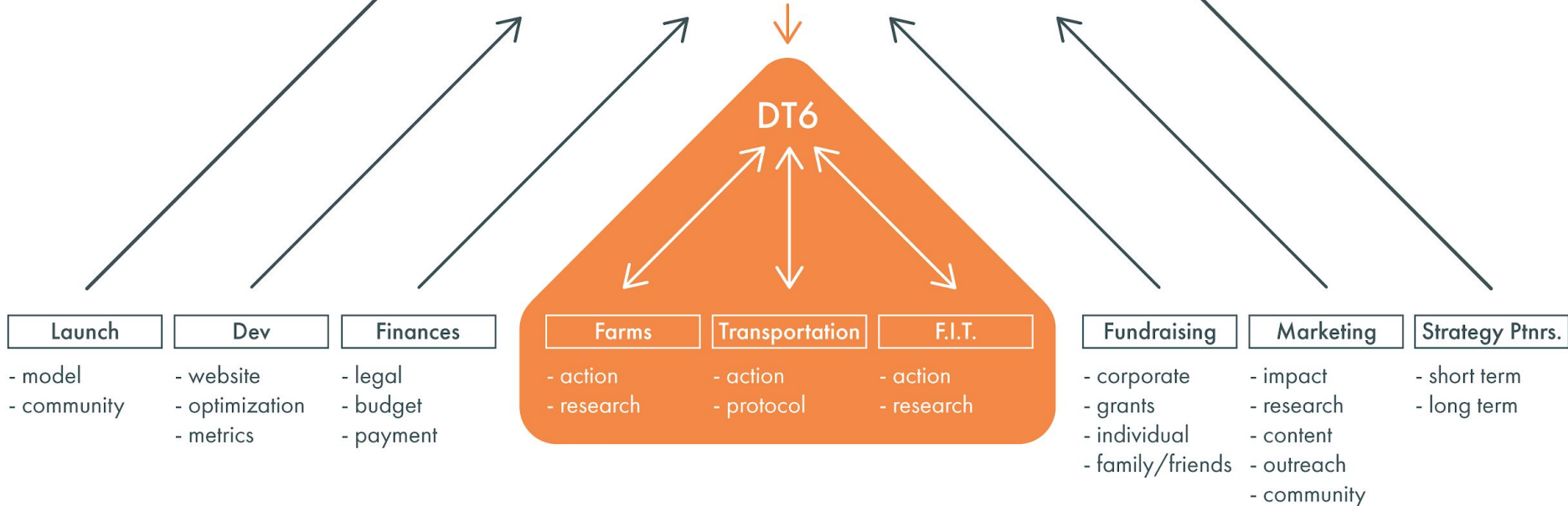
CNBC

The logo consists of a solid orange rounded square. Inside the square, the words "Uber" and "Freight" are written in a white, sans-serif font, stacked vertically and centered.

Uber
Freight

our teams at

farmlink



5,190,607

lbs. of produce, eggs, & dairy delivered in two months



FOOD RESCUE US



Siskiyou County

Navajo Nation

Yavapai-Apache Nation



Uber
Freight

=



because of Uber Freight, we are able to spend
95% of our budget on buying produce

Uber Freight and Farmlink
have successfully delivered:

65 loads of food
averaging six loads weekly

2,548,000 lbs.
total food deliveries by Uber Freight





Farmlink turned Uber Freight's donation
into an additional **800,000 meals**
over the course of just eight weeks.



to date, we have paid over

\$320,000

to farmers and processors



farmlink

- **183 internal volunteers**
874 community members
- **5735 newsletter recipients**
31% opening rate
- **50,000,000 impressions**
300,000 from our social media





Dear FarmLink,

6/10/20

I'm enclosing a check for \$964 as a donation for your program. This year, because of covid 19, I have decided to donate all of the profit from my Farm stand to feeding those who are hungry. My first donation was to NW Harvest Food Bank, but then we discovered you in the New York Times. I watched your video, and liked how you were a group of students closer to my age (I'm 10). Thank you for all that you're doing! My parents matched my donation of \$482. I sell peonies and other spring flowers at my farm stand, and it's quite a lot of work!

yours sincerely,

Chloe Buckingham



'Instead of Coronavirus, the Hunger Will Kill Us.' A Global Food Crisis Looms.

Projections for 2020-2021

- 265 million people face acute hunger
- 1 in 2 children in US Food Insecure
- Entire communities left behind

One third of world's food is wasted, says UN study



We grow enough food to feed every person on the planet.
Farmlink's long term vision is to create a world where every
person has access to that nutritious food.



We grow enough food to feed every person on the planet.
Farmlink's long term vision is to give every person access to
that nutritious food.



Farmlink 2020 Goals:

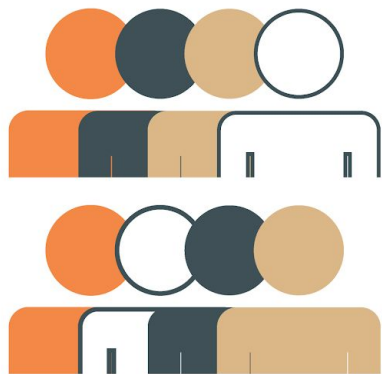
- Transport 15 million pounds of fresh produce to underserved communities across the country
- Reimagine the charitable food system through local schools and pop-up farmers markets
- Provide emergency food assistance in response to disasters and the global looming hunger crisis



What we want to accomplish with Uber Freight; Our ask

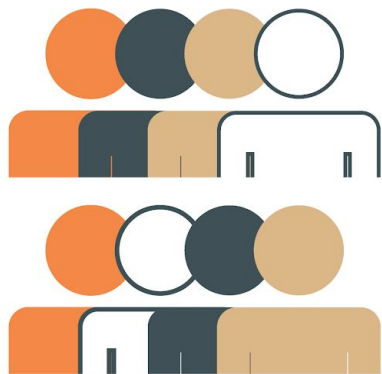
- For the rest of the summer
 - Move 4 million additional pounds on the platform
 - That's roughly 12 truckloads a week for 8 weeks
 - Increasing our internal weekly budget to 75K week for purchasing food surplus to make this happen
- In September, October, November, December
 - Hunger crises is not going to be gone, likely will be worse
 - Move 15 truckloads a week, for an additional 10 million pounds on the Uber freight platform
- If we continue as we have, together by the end 2020, we will have moved 10 million pounds of food on Uber Freight to communities most in need

our social impact:



rebuilding
communities

our social impact:

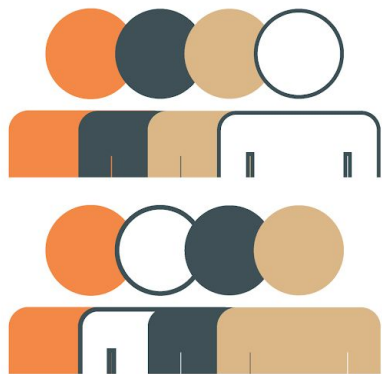


rebuilding
communities



providing
fresh food

our social impact:



rebuilding
communities



providing
fresh food



we move 10 lbs
for every dollar

our social impact:

Our story has moved millions of Americans.
Uber Freight has been a critical partner in our endeavors.
We hope we can continue to feed Americans with your help.



Dear Farmlink,

6/10/20

I'm enclosing a check for \$964 as a donation for your program. This year, because of covid 19, I have decided to donate all of the profit from my farm stand to feeding those who are hungry. My first donation was to NW Harvest Food Bank, but then we discovered you in the New York Times. I watched your video, and I liked how you are a group of students closer to my age (I'm 10). Thank you for all that you're doing! My parents matched my donation of \$482. I sell peonies and other spring flowers at my farm stand, and it's quite a lot of work!

yours sincerely,

Chloe

AKA

Farmer Hotzenplotz

"I liked how you are a group of students closer to my age (I'm 10)."

Chloe's letter to Farmlink

farmlink

Uber
Freight

farmlink

Uber
Freight

Emergency Response



Reimage the Charitable Food System



15 Million

What we want to get across

- What we've done; Who we are/become
- How we've done it, emphasis on UberFreight's participation and how they are the centerpiece for everything that we do (but need to explain other 2.5 million pounds moved not on platform)
- What we're going to do
- Why we need them and why they should want to be a longer term partner

How Uber Freight has made this possible

- 100% of our donations go to fighting food waste and food insecurity
- Because of Uber Freight, we spend 95% of our budget on buying food
 - Paid over \$320,000 to farmers and food processors
 - We pay an average of ~\$4,000 for 40,000 pounds of fresh produce
- 65 loads with Uber Freight since we started May 8th (the heart of farmlink)
 - A little over 6 loads a week, at roughly \$1500 a load ~9K/week
 - Past four weeks we've been doing 9 loads/week
 - Uber Freight has personally moved 2,548,000 pounds of potatoes, onions, cabbage, milk, and mixed greens!!!
- If we had to pay the costs of this transport, and spent what we have, we only would have been able to move 1.7million pounds of food on your platform.
 - I.e. your donation has led to an additional 800K pounds of food or 800,000 meals for people that desperately need them

What we've accomplished in the past 2.5 months

- **Moved 5,190,607 lbs of fresh produce, dairy, and eggs in the last two months**
- Cultivated Wide Network of Farmers and Food banks
 - 35 unique farms and 77 unique communities
 - Partnerships with Borden Dairy, Full Harvest, Taylor Farms. Food Recovery Network, Food Rescue US, Feeding America, and ReFed
- **Identified and reached the communities that need support the most**
 - Siskiyou, Apache Nation, Navajo Nation, Refugee communities
 - #BLM protesters
- Gained experience executing in fast-paced, ad-hoc, disaster environments
- ~~— Reduce global emissions by BLANK.~~
- **Started a movement**
 - 183 internal volunteers
 - 90+% college students/recent grads
 - 874 community members
 - Newsletter reaches 5735 recipients, 31% open rate
 - **50M Impressions**
 - 300k through our social media pages
 - News Coverage by NyTimes, WaPo, ABC, Fox News, Today Show, Variety Magazine, NowThis News; Uber Freight's facilitation of our mission has been covered by most of this coverage

Why Uber Social Impact Should Help Us

- We find communities that need food the most (not just about rescuing food waste); helps rebuild communities
- We provide fresh, nutritious meals; not bent cans
- We have no overhead; all volunteers, so your money on transport will be spent well
- We are 10 to 1 on dollars spent to pounds moved.
- We have received lots of coverage as college and young adults, and uber freight has been instrumental in us accomplishing our mission
- We need your partnership to accomplish our goals and feed as many people as

How we have done it so far (dont delete, keeping in case I change my mind)

- 100% of our donations go to fighting food waste and food insecurity
- Because of Uber Freight, we spend 95% of our budget on buying food
 - Paid over \$320,000 to farmers and food processors
 - We've paid for 77 loads
- We've coordinated 176 total loads between farms and food banks
 - Outside of Uber Freight, 3 we rented and drove trucks ourselves, 46 the farm has had their own transportation, 50 Borden Dairy (as part of the USDA program) has moved, and 5 were A to B to C
 - Average cost per truckload of food is ~\$3,700 (may not include this)
- 65 loads with Uber Freight over the past 8 weeks
 - A little over 8 loads a week, at roughly \$1500 a load ~10K/week
 - Uber Freight has personally moved 2,548,000 pounds of potatoes, onions, cabbage, milk, and mixed greens!!!
 - Your contribution has added 800K pounds of food; your coordination of

Inspired

It inspired people like Chloe, a young girl from WA who set up a flower stand to raise money for farmlink. It made her believe that one person can make a difference

Farmlink Vision SLIDE:is connecting the food we grow to communities in need.

What we want to get across

- What we've done; Who we are/become
- How we've done it, emphasis on UberFreight's participation (but need to explain other 2.5 million pounds moved not on platform)
- What we're going to do
- Why we need them and why they should want to be a longer term partner

What's our plan for September October November

Costs: 50k / week

20 weeks.

- 500k lbs of produce? 10-12 truckloads a week
- What is our return on investment for UF
- ROI for non UF
- ROI
- Uber Freight -
- FL Budget > % on food, %on transportation, %packaging
 - Every \$ on transportation = fewer \$ on food
 - Currently, the vast majority of our budget (over 98%) is going towards food. This is a result of having free transportation that allows us to do so.
- Transitioning our model to be more sustainable > bulk should be donation based produce, while still providing relief for small farmers that need

Our Partnership

- We are going to continue to rescue food loss from farms and deliver it to communities who need it most.
- Our mission continues to be feeding individuals across the country that have been left behind by the current system.
- We are about to face the largest humanitarian crisis of our time. Following the coronavirus pandemic and our emergency response is the hunger crisis. We need Uber Freight to help us in fighting the crisis in the next year.

Like Chloe, we're a group of dreamers on a mission who refuse to accept the status quo. We're going to do everything we can to keep people fed. You believed in us at the very start, we are asking for you to believe in us once more.

farmlink