

Amount saved (\$)	Field	Calculations
\$3,407,190,422	Savings from food waste at the consumer level	$0.8 * \$1766^1 * 2,411,658^2$ Preventing household food spoilage³ Preventing household over-preparing⁴ Preventing household date label confusion⁵
$\$1.2186349 \times 10^{10}$	Household meal prepping	$\$2,229^6 / 52^7 = \42.87 $\$4.00^8 * 52$ (the average Canadian eats out at least once or more weekly) ⁹ * 6,029,145 ¹⁰ = 1.25406216×10^9 $(\$42.87 * 6,029,145 * 52) - 1.25406216 \times 10^9$
$\$4.05256467 \times 10^{10}$	Healthy eating plan	Canadian health system: \$6.5 billion in direct and indirect costs not eating enough whole grains, nuts and seeds ¹¹ * (6,029,145 ¹² / 37.59 million ¹³) Eating the correct portion sizes: 1/10 (we eat 10% more food than we need) ¹⁴ *
\$102,473,280	Preventing greenhouse gas emission	Transportation of wasted food: It cost the government \$50 per ton of carbon dioxide ¹⁵ * 445,536 tonnes ¹⁶ * 4.6 metric tons of carbon dioxide (every tonne of household food waste that is avoided is

¹ Andrea Janus, CBC News, 2019 | Average household in Canada buys \$1766 worth of food that will be wasted annually

² Amount of households that will use Fruitfully

³ Natural Resources Defense Council, 2017: Percentage of food waste at home due to food not being used before it goes bad

⁴ Natural Resources Defense Council, 2017: percentage of food waste at home due to over preparing)

⁵ Waste & Resources Action Programme, 2019

⁶ Loans Canada, 2016: Average amount Canadians spend on eating out in a year

⁷ Canada Buzz, 2021: The average Canadian eats out at least once or more weekly

⁸ Money Under 30, 2021: Average meal prepared at home cost

⁹ Canada Buzz, 2021

¹⁰ Amount of households that will use Fruitfully

¹¹ Health Monitor: eating poorly costs Canadians billions, 2018

¹² Amount of people Fruitfully captures in the market

¹³ Population of Canada, Statistics Canada 2016

¹⁴ Food Waste in the Home, Love Food Hate Waste, 2021

¹⁵ The True Cost of Reducing Greenhouse Gas Emissions, International Monetary Fund and Finance and Development 2019

¹⁶ Food waste saved with Fruitfully

		the equivalent of taking one car off the road each year) ¹⁷
\$22,276,800	Landfill costs	445,536 tonnes ¹⁸ * \$50 ¹⁹

¹⁷ Food Waste in the Home, Love Food Hate Waste Canada, 2021

¹⁸ Food waste saved with Fruitfully

¹⁹ Official website of The City of Calgary, 2021: Price per to process a tonne of compostable materials in Calgary