

# Bruized

## Preventing Food Loss and Waste with Partners Throughout the Food Supply Chain

### Food Loss and Waste Prevention Case Study

#### Organization

Bruized, founded in 2019 in Toronto, Ontario, Canada, is a women-run startup that aims to prevent food loss and waste and encourage plant-based diets. Bruized accomplishes this by using ingredients that would otherwise go to landfill or compost, thus preventing food from being wasted. Products include compotes, chutneys, cookies, and pulp-based granola for topping on yogurt and cereal. Bruized also uses recyclable/reusable materials (such as Mason jars) for packaging whenever possible to also minimize non-food waste. By making this message central to its business, Bruized aims to help consumers consider and minimize the waste impacts of their shopping and dietary habits.

#### Introduction

Bruized engages with businesses at multiple points throughout the food supply chain to divert food from being lost or wasted, including at the farm, food service and retail stages.

At the farm level, food can be lost or wasted for a variety of reasons. Farmers frequently grow more food than the anticipated amounts needed by their customers in order to ensure that there will be enough if there are unexpected losses. This extra amount of production allows farmers to avoid a potential shortfall, but in the event of a larger-than-anticipated harvest, extra food may be available for which the farmer needs to find a new market. Additionally, some food may be seen as “imperfect” due to minor blemishes, being oddly shaped, or otherwise damaged. If these products cannot be sold by the farmer, they often are used either as fertilizer or are sent to landfill.<sup>1</sup> Bruized is able to intervene at this stage by working with farmers to process their excess into a new, value-added product, thus generating extra revenue for the farmers and avoiding food losses.

#### What was done to prevent FLW?

Bruized uses food and ingredients nearing the end of their lifecycles and processes them into new, value-added products with an extended shelf life, thus preventing food loss and waste.

#### How was it done?

By working with local farms, stores, and food businesses, Bruized acquires food before it is sent to landfill or compost and creates a new product.

#### What were the outcomes?

Since its founding in 2019, Bruized has prevented nearly 3,000 pounds of food from going to waste.

At the food service level, edible by-products like juice pulp will still have high levels of nutritional value and flavour but can be difficult to repurpose in a saleable state. Such by-products are often sent to compost or landfill. Bruized partners with local businesses, such as the [Freshhouse Juice Bar](#), to dehydrate their leftover juice pulp into a granola called ‘[Pulp Crunch](#)’ that lasts for five months. Through this process, a perishable ingredient that most companies would consider waste is transformed into a nutritious product with a long shelf life.



Image 1: Bruized’s “Pulp Crunch” product incorporates dried juice pulp into a new, shelf-stable mix, making use of a by-product frequently seen as waste.

<sup>1</sup>CEC. 2019. Technical Report: Quantifying Food Loss and Waste and Its Impacts. Montreal, Canada: Commission for Environmental Cooperation. 129 pp.

At the retail level, grocery stores and other markets face the challenge of consumers expecting abundance. This can lead to stores ordering excessive amounts of produce, since it is generally considered more favorable to have too much product than not enough. Consumers also tend to purchase fresh produce that is more aesthetically appealing, which may lead the retailer to have products nearing the end of their shelf-lives that are blemished or aesthetically unappealing. Bruized is able to make use of these “imperfect” pieces of produce by purchasing them at a discount and repurposing them into new goods. An example of this is the leftover ripe bananas one commonly sees in markets, which Bruized can use as a natural sweetener for their Pulp Crunch.

## Setting the Scope

Bruized’s work includes fruits and vegetables that would have otherwise gone to such destinations as animal feed, compost, land application (as fertilizer), or landfill. With operations located in the Toronto area, Bruized is close to many suppliers and partners, including Freshhouse Juice Bar and [Reyes Farms](#) (a family farm in nearby Niagara, Ontario). Bruized also donates a portion of their proceeds from some products to [SecondHarvest](#), a Toronto-based nonprofit that is the largest food rescue organization in Canada.

## FLW Measurement Methods

Bruized tracks the amounts diverted from food loss and waste through **direct measurement** and through detailed **records**. When Bruized acquires ingredients, their weight is logged in an inventory system, which allows for accurate and detailed records. Because Bruized is heavily dependent on what is available from local farms, markets and retailers, this sort of tracking allows Bruized to manage its inventory more effectively. It also allows Bruized to align production to the ingredients currently available, since that will vary with the goods and amounts that farmers, food service providers and retailers have as surplus.

**“Bruized, to me, is a space to spark healthy discussions about how we can mitigate food waste in our daily lives, challenge this damaging notion of ‘perfection’ and highlight to people that with a little creativity and care, perfectly good food can be transformed into something both nutritious and delicious.”**

**Monique Chan, founder, Bruized**

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Image 2: On its website and through social media, Bruized shares tips and graphics that aim to help consumers reduce and prevent food waste.

## Results

From its founding in 2019 until 2021, Bruized has rescued 2,894 pounds of produce for reuse and resale in its own products. The founder of Bruized, Monique Chan, says that she hopes that by selling such products, Bruized will help consumers consider how their habits and practices can prevent waste, both as food waste and non-organic waste. To aid in building this awareness, Bruized regularly features tips and advice on their website and on other social media platforms to help consumers prevent and reduce waste.

## Outcomes and Future Plans

Bruized is currently researching how to expand its product line of dried snack products with a longer shelf life, which would enable the company to rescue even more food from loss or waste. Bruized is also exploring the possibility of developing a local, imperfect-produce box that would link farmers more directly with consumers, while providing farmers with another market for their unsold goods. Bruized is also planning to expand its social media presence to YouTube and other platforms to demonstrate easy recipes and food waste-fighting tips for customers and consumers looking to cut waste in their own homes.