

## Celebrating

# “Ugly” Food

Superheroes come in  
all shapes and sizes

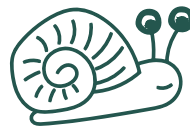
Create an Ugly Fruit or  
Vegetable Superhero Comic

Time: 30 minutes

You'll Need:

- Markers, pens, crayons, pencils
- Paper or a printable comic book template<sup>25</sup>

Most grocery stores want the fruits and vegetables they sell to look the same so people like you and me will buy them. The odd ones that don't make the cut because they aren't the “right” size, shape, color or texture (and there are many!) are often discarded. These fruit and vegetable misfits are often thrown out before ever leaving the farm because growers know the stores won't accept them. As much as 20 percent of a harvest can be wasted in this way.<sup>24</sup> Knowing that food waste contributes to climate change and other environmental problems, let's help make ugly fruit and vegetables the heroes they are and make sure they get eaten!



## Making it Happen:

1. Create your very own ugly fruit or vegetable superhero!
2. Design a poster starring your superhero.
3. Create a comic strip story where your superhero encounters a big problem and saves the day!
4. Use your superhero(s) to spread the word that eating odd-looking produce can help save the planet.

**CLAIM**  
5 Food Influencer points each



### Did you know?

Baby carrots aren't a small variety of carrots, they are shaved-down ugly carrots—and now make up 70 percent of US carrot sales.<sup>26</sup>

## Want to Do More?

- The proof is in the tasting. Find fruit and vegetable oddities from a garden, store or market. Taste-test them alongside “normal” looking produce while blindfolded. Do you taste a difference? Share your experiment on social media with a photo or a short video using #FoodMattersActionKit.
- Host a superhero comic competition and have a teacher, principal or local celebrity choose a winner. Share on Twitter or Instagram using #FoodMattersActionKit.
- Shop for ugly produce and prepare an ugly food-themed meal.

**CLAIM**  
5 Grower-Chef or Rescuer points

**CLAIM**  
10 Food Influencer points

**CLAIM**  
10 Grower-Chef or Rescue points



<sup>24</sup>Food and Agriculture Organization of the United Nations (2011). Global food losses and food waste—Extent, causes and prevention. Rome. <<http://www.fao.org/3/a-i2697e.pdf>>

<sup>25</sup>Printable Comic Book Template. <[https://picklebums.com/images/printables/picklebums\\_comicpages\\_big.pdf](https://picklebums.com/images/printables/picklebums_comicpages_big.pdf)>

<sup>26</sup>Amidor;Toby (2016).The Truth About Baby Carrots. <<https://www.foodnetwork.com/healthyeats/2016/05/the-truth-about-baby-carrots>>