



PRESS RELEASE

For Immediate Release

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Coborn's, Inc. saves more than 40,000 pounds of "ugly" produce since launch of Misfits® program in May

ST. CLOUD, Minn. – Since May, Coborn's, Inc. has prevented more than 40,000 pounds of produce from going to waste with the help of Robinson Fresh®'s "Misfits® Produce" program. The program, which has been implemented at the company's Coborn's stores, Cash Wise Stores, and Market Place Foods stores in Western Wisconsin, helps pair guests with healthy, usable produce that may simply lack visual appeal.

"The produce may have some bumps and bruises but that doesn't change the taste," said Tom Williams, Coborn's, Inc. Produce Director. "It's a perfect opportunity for guests looking to use the produce as-is, in a smoothie or as part of a recipe."

The produce is sold at a different price point than regular produce, which also helps guests save money. But the true "savings" goes deeper than that - every year, about six billion pounds of produce goes unharvested or unsold in America, according to the Natural Resources Defense Council. These programs help rescue that food and chip away at that number.

"We see these programs as a way to do our part in reducing food waste," Williams added. "As an added benefit, we know there are people who may look to these programs as a way to add more fruits and vegetables to their diet, therefore helping people lead healthier lives."

Misfits Produce:

Coborn's, Inc. has partnered with Robinson Fresh to bring the Misfits program to its stores. When guests visit the grocery store, they will see display bins that house the Misfits produce items near the front of the produce section. These products aren't perfect - they are usually misshaped and may have some small blemishes, yet they were still grown alongside perfect looking produce and taste great. The type of products offered are on a rotation, so guests usually see 4-6 different fruits and veggies each week. Everything is already bagged and ready to go.

According to numbers from the USDA, food waste is estimated at 30%-40% of the food supply. This estimate, based on estimates from [USDA's Economic Research Service](#) of 31 percent food loss at the retail and consumer levels, corresponded to approximately 133 billion pounds and \$161 billion worth of food in 2010.

A commitment to giving back

While these programs are new in Coborn's stores, the company is not new to the concept of food rescue. In 2016, Coborn's donated the equivalent of 1.8 million meals to area food shelves through Second Harvest Heartland.

Because of Coborn's, Inc.'s ongoing commitment to reducing food waste and helping to eliminate hunger in the communities where it does business, the Golden Valley based non-profit named Coborn's one of its six "Hunger Heroes" for 2016. Specifically, Coborn's was named a hunger hero for its efforts with food rescue.

"Food rescue is something we believe in and try to live out each day," said Emily Coborn, Vice President of Fresh Merchandising. "We remain committed to doing our part to reduce food waste in our country and being a good neighbor in the communities where we do business."

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About Coborn's, Inc.

St. Cloud, Minn.-based [Coborn's, Inc.](#) is an employee-owned grocery retailer with 8,000 employees and 54 stores across Minnesota, North Dakota, South Dakota, Iowa, Illinois and Wisconsin under the [Coborn's](#), [Cash Wise Foods](#), [Marketplace Foods](#) and [Save-A-Lot](#) banners. Coborn's, Inc. also owns [CobornsDelivers](#), an online grocery ordering and home delivery service; and stand-alone convenience, liquor, video and pharmacy locations. To support its 120 retail locations, Coborn's, Inc. operates its own central bakery, dry cleaning facility and grocery distribution center. In 2010, Coborn's, Inc. was recognized as 'Family Business of the Year for Community Service and Philanthropy' by *Minnesota Business* magazine. In 2011, Coborn's, Inc. was recognized as 'Independent Retailer of the Year' by *Grocery Headquarters* magazine. In 2014, the company's president and CEO, Chris Coborn, was named the Grocer of the Year by the N.D. Grocers Association. In 2017, Coborn's, Inc. was named to Achievers' "50 Most Engaged Workplaces" and was named a Top Workplace in Minnesota by the Star Tribune.

About Robinson Fresh®

Robinson Fresh got its start in the produce industry over 100 years ago, providing fresh fruits and vegetables to the settlers of North America. Today, Robinson Fresh is one of the largest produce companies in the world and offers the highest quality products. Robinson Fresh packs-in many well-known private label and consumer brands as well as a full line of conventional and organic produce through a worldwide network of regional and local growers. For more information about Robinson Fresh, visit <http://www.robinsonfresh.com>.