

Website for Affordable Food Preservation Technology

Background



One of the main causes of food waste across the food system is spoilage. From surplus crops at farms that don't have end markets to forgotten bags of 2-for-1 sale vegetables in a household fridge, food is wasted due to the lack of affordable and efficient technology to preserve foods.

Lyofresh Technologies is developing a new food preservation technology to enable farms, processors, retailers and consumers to preserve food while maintaining nutrients for up to 20 years. This freeze drying technology removes water from food, stopping spoilage bacteria from growing. The patent-pending freeze drying technology significantly reduces the capital and operating costs of freeze drying, while reducing drying times and energy use by up to 66%. Development of models at different scales will enable more accessible and affordable ways to reduce food waste.

Demand for preservative free, convenient and ready to eat food is on the rise. Freeze dried foods is a growing market currently worth over \$50 billion USD/year. In its first phase, Lyofresh Technologies will create partnerships with food processors (or create a new food processing entity) to develop a line of branded healthy and eco-friendly freeze dried foods, using 'B' grade food that would otherwise be wasted at the farm due to cosmetic consumer preferences, or where overproduction and short shelf life reduce the value of the food to the point where it may become waste. This may also include partnerships with food retailers, where waste also occurs due to cosmetic consumer preferences which generate unsalable food.

Challenge

Lyofresh Technologies is a start-up company with a bold vision to end hunger by saving food through affordable food preservation technology everywhere in the food system. To spread the word about the importance of preventing food waste and affordable preservation technology, they need a well-designed website and communication messages. The target audience for the website is the public, potential clients, and investors to inform them of Lyofresh Technologies' mission and activities. In addition to helping Lyofresh Technologies develop their website, the content may benefit other organizations or start-up businesses looking for ways to increase online presence and communicate messages about food waste. Elements of the website include:

- An overview of the food system and breakdown of where food waste occurs in developed and developing countries
- Economic and environmental impacts of food waste
- How the implementation of this technology could make the food system a little more sustainable while generating new revenue streams
- Linkage between the UN Sustainable Development Goals and food waste prevention
- Linkages between food security and disaster vulnerability
- A timeline of the development of the the organization/the journey thus far (e.g. creating of the concept, participation in business development processes)

Skills we are seeking

Website design (using github to organize content)
Graphic design
Marketing and communications

Who to contact for additional information on this challenge:

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