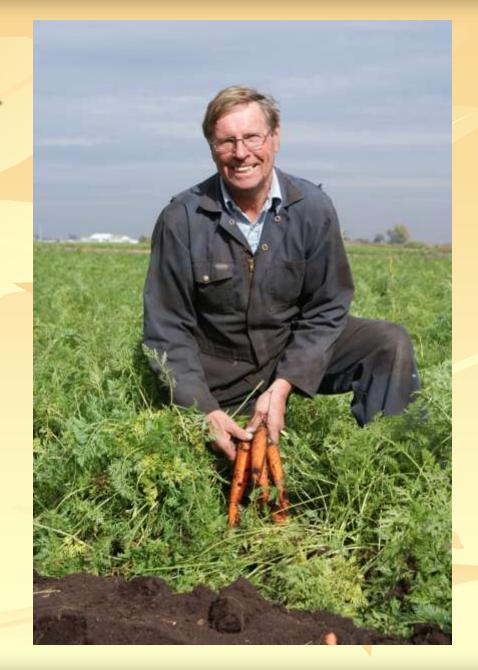
# Profit from Reducing Waste

Farm to Distribution



#### Welcome to the world of the real



#### Or is this it?



# What if I told you that it is both and neither





Because both are interchangeable

#### Economics is foremost in both





# And waste is costly – regardless of how you cut it





# So how are they dealing with a margin-reducing issue?



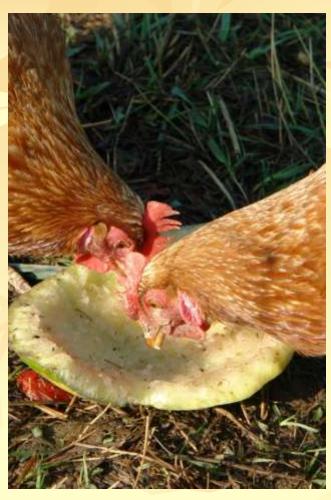
# Moving beyond appearances



## Start at the beginning – Farming 101



# Forget what you think you know about farming and farmers







## It's not how the media portrays it



Not even close . . .

## So. Where does waste reside on a







## Consumer expectations? Or more?





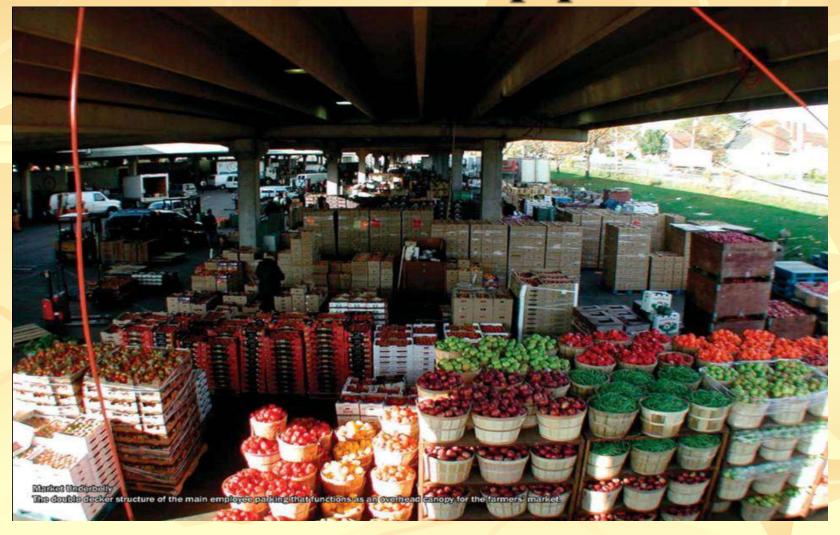
# Education is required – for the entire value chain



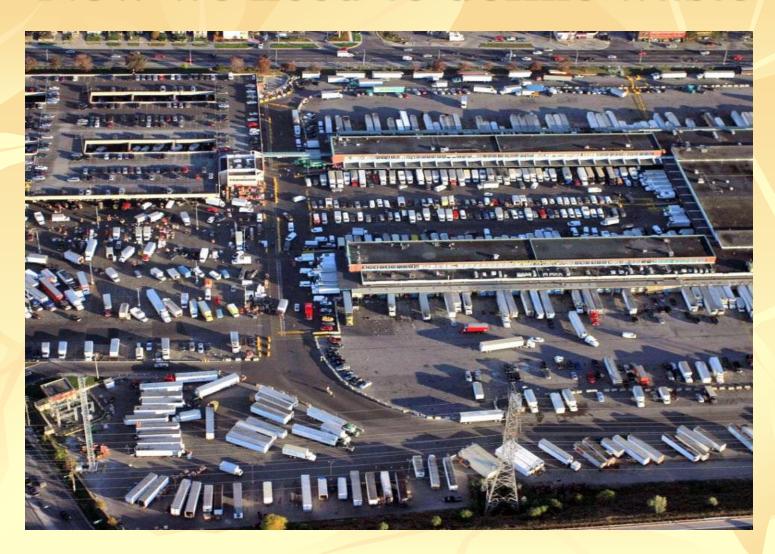
#### Producing has never been a problem



## Because the next stop proves that



#### Now we need to define waste



#### How does the terminal deal



# Since nearly 6-million pounds goes through its facility everyday



## Do the little things right



#### And develop relationships that count



## The key to success is knowing...



#### When to hold and when to fold

