

Consumer Buzz

2/28/2017

Will Consumers Embrace Misfits?

Ann-Marie Vazzano

Grocery chain Hy-Vee is banking on customers embracing “ugly” produce. The company recently launched its Misfits program, in which imperfect fruits and veggies are marketed as delicious, lower-cost options that help reduce food waste. These ugly fruits and vegetables are sold at an average of 30% less than more attractive produce. Hy-Vee’s program comes just as the U.S. Department of Agriculture announced plans to cut food waste in half by 2030. **GP**