

Woolworths *The Odd Bunch*, not quite perfect looking fruit and vegetables

Sunday, 30 November 2014: Woolworths, the Fresh Food People, will today introduce *The Odd Bunch* fruit and vegetables, a unique collection of delicious fresh produce that don't always look perfect, but taste great and come at a cheaper price.

Woolworths is the first supermarket in Australia to launch such an initiative at a national scale.

Around 25 per cent of edible fresh produce is thrown away due to visual imperfection or cosmetic damage every year in Australia¹. As part of its goal to reduce food waste and deliver fresh produce at great prices, *The Odd Bunch* at Woolworths will allow shoppers to buy the fruit and vegetables that may otherwise be rejected or thrown away.

The Odd Bunch produce is just as delicious and good for you as its 'perfect' counterparts but will be cheaper to buy, putting dollars back into the pockets of Woolworths shoppers and helping Australians increase their consumption of fresh food.

Importantly, the range will directly benefit Australian growers and suppliers who will be able to sell more produce to the supermarket, wasting less in the process.

The first wave of *The Odd Bunch* produce will include potatoes, apples, pears and carrots with more items appearing on shelves in the coming months based on the season, supply and store location.

The Odd Bunch range will be available in store and online, and will be brought to life as quirky characters, including Peculiar Parsnips, Blemished Beetroots and Motley Mangoes, who aspire to be tasted, not wasted.

Woolworths Managing Director of Australian Supermarkets and Petrol, Tjeerd Jegen said, "Our customers tell us they want to see a lot less food go to waste, so it makes no sense that farmers have not had a market for their produce just because of a bump or blemish.

"*The Odd Bunch* produce is just as delicious and healthy as the better looking produce. What's more, our customers can benefit from cheaper fruit and veg whilst helping Aussie farmers sell more of their produce," he said.

For further information on the range and for recipes and cooking tips, head to woolworths.com.au/XX

For further information about Woolworths efforts to reduce our food waste to landfill to zero by the end of 2015, view our 2015 Corporate Responsibility Report at www.woolworthslimited.com.au/page/Invest_In_Us/Reports/Reports/

For further information please contact the **One Green Bean** on 02 8020 1800.

¹ Horticulture Australia