

# 'Expired' food to get a second life

By Lindsay Abrams, Salon

The former president of Trader Joe's thinks he can sell the food that other stores throw out.

At first glance, that sentence looks like it tells you everything you need to know: Like Jeff Bezos' vision of delivery-by-drones, or Elon Musk's proposed hyperloop, Doug Rauch's new venture sounds at once promising and kind of out-there, and like it's possibly just a publicity stunt.

In interviews with NPR and the New York Times magazine, Rauch laid out the basics: The Daily Table, due to open in May, will be part grocery store and part cafe, specializing in healthy, inexpensive food and catering to the underserved population in Dorchester, Mass. What makes it controversial – at least at first glance – is Rauch's business model: His store will exclusively collect and sell food that had crept past its "sell-by" date, rendering it unsellable in other, more conventional supermarkets.

As it turns out, so-called expired food is something of an overlooked commodity. At some point along the chain of production, from when it's grown to when it's left on a consumer's dinner plate, 40 percent of the food produced in the U.S. each year is wasted, and \$165 billion goes in the trash.

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