

# 7 food trends for 2017

By Katy Steinmetz, Time

Pristine produce will have less photogenic—and also less costly—cousins in the fresh-food aisles. That's thanks to a growing effort to reduce waste by farmers and grocers, particularly the waste of wholesome, if somewhat unsightly, fruits and vegetables.

In the U.S., up to 40 percent of food goes to waste—that amounts to a per-household cost of about \$2,200. Meanwhile, the U.N. estimates that some farmers chuck 20 to 40 percent of less-than-flawless-looking plants simply because they aren't pretty enough to meet retailers' expectations. But now, even large grocery chains are developing an appetite for the ugly stuff.

In early 2016, Whole Foods launched a program with the nonprofit Imperfect Produce to start stocking some of its stores in Northern California with knotty potatoes and blemished oranges. At a Brooklyn location, another Whole Foods started a program selling "ugly greens." Walmart, the largest grocery retailer in the U.S., has gotten in the game too, selling wonky potatoes and apples with patchy exteriors. Hy-Vee, another chain, has promised to stock all of its 242 locations with aesthetically challenged goods as well. Imperfect produce, proclaims a sign on one of its displays in the Kansas City area, Is perfectly delicious and nutritious.

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