

Impact Report

Fighting Food Waste with **Upcycled Certified**[®]



PARTICIPATION & GROWTH

Upcycled Certified now includes **106 participating companies** and **over 622 certified items**.

Certified products grew by 42% in 2024 with strong performance continuing into Q1 2025.

(SPINS Product Intelligence, 2024)

ENVIRONMENTAL IMPACT

Upcycled Certified products divert an average of **1.35 million tons** of food waste annually.

That's enough to fill over **270 million grocery bags!**



TOP PRODUCT CATEGORIES

- #1 **Pet Products***
- #2 **Snack Foods**
- #3 **Fruits & Vegetables**
- #4 **Wholesale Ingredients**
- #5 **Beverages**

**Pet Products became the top category in 2025*

TOTAL WASTE DIVERTED

5.12 million tons of food upcycled since the program's launch!



UPCYCLED GROWTH*

39% increase in the Certified Natural Enhanced category!



*12 months ending March 31, 2025 | SPINS Natural Channel Data

CONSUMER DEMAND INSIGHTS



McKinsey & Company

73% of values-oriented shoppers are **influenced by product certification** when making purchases.¹

28% cumulative growth (since 2019) of **products making ESG-related claims**, outperforming those without such claims.²

ROOTED IN TRUST

Where Food Comes From helps brands and producers navigate certification with confidence. With deep expertise in food and agriculture, we deliver solutions that strengthen supply chains, expand market access, and build consumer trust.

**UPCYCLED
CERTIFIED®**



Upycled brands from **12** different countries!

AUSTRALIA
AUSTRIA
CANADA
DENMARK

GUATEMALA
NETHERLANDS
NEW ZEALAND
REPUBLIC OF KOREA

SINGAPORE
SWITZERLAND
UNITED KINGDOM
UNITED STATES