



What is MISFIT?

Misfit is the product that we created to help combat the problem of food waste and unsustainability within that industry. While there are broader sectors where food is wasted, our focus will be on the waste caused by grocery stores. Grocery stores are responsible for about 10% of the food waste in the United States, which is about 43 billion pounds annually.

With Misfit, we want to change that. Misfit is a refrigeration unit provided in grocery stores, where consumers can access discounted produce that would otherwise be thrown away because of it being labeled as “ugly produce” or approaching expiration date. Users will have the opportunity to download a free app and earn rewards for purchases made, as well as, have the opportunity to learn recipes to incorporate these products into meals.

We want Misfit to be a product to help bring awareness to people on the importance of food waste and the harmful effects it contributes to the world. As we grow, we hope to bring the carbon emissions from food waste down, and in turn, help feed those in need.

Our Mission

MISFIT was created to encourage people to not let food go to waste. Our mission is to bring more businesses such as grocery stores and restaurants to sell us their unwanted food and we sell it on our fridge at a discounted price. By reducing food waste, we hope to reduce CO2 carbon emissions contributing to climate change and other environmental problems.

Our Team

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