

Sasha Gupta
green_dialogues
Wheeler High School

Day 27: Greenest

THEORY OF CHANGE: Perfectly Imperfect: Redistributing Produce in Marietta, GA		
STRATEGIES	TARGETS	OUTCOMES
-Email local stores and discuss the Perfectly Imperfect project in-person to gain partnerships; ensure they are okay with all aspects of the initiative -Recruit volunteers through school environmental clubs and social media -Host workshop to train student volunteers on how to weigh and track items, have each of them make an info card about “ugly” produce to put in each bag -Create a twice-weekly produce pickup system with clear guidelines for both stores and volunteers -Encourage stores to post imperfect produce bags through <i>Too Good To Go</i> or a similar marketplace -Have a dedicated social media to Perfectly Imperfect to advertise the initiative, and ask stores and customers to share their produce and cooked meals as well to motivate	Local grocery stores/farmers markets - Agree to participate by setting aside “ugly” produce for sale or donation - Participate in Too Good To Go or use their own transaction system - Allow student volunteers to weigh and track produce Youth Volunteers - Weigh and record produce before the twice-weekly pickups - Manage the educational info cards that go into each bag Consumers - Support initiative by purchasing produce bags and sharing with others - Posting their produce and meals online (optional) Local organizations - Partner to expand distribution	I will partner with three local grocery stores to rescue and sell at least 300 pounds of imperfect (“ugly”) produce over the course of one semester, while educating 50 customers of their impact through

those involved -Offer visible signage (Perfectly Imperfect posters, etc.) to stores to show their sustainability initiative -Hold meetings to share progress and impact with volunteers, and share data with stores -Partner with organizations like PORCH or food banks to give nutritious produce to low-income communities		
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I feel like I've planned as much as I can at this stage of development. My strategies connect logically to my targets, and they lead toward the outcome I hope to achieve. However, I anticipate making adjustments as I begin reaching out to stores and hearing their perspectives. Their feedback will help refine the logistics and ensure the project is practical and impactful in the real world. I also plan to gain feedback from the student volunteers as they are a vital part of this initiative, and I want to ensure their voices are heard.



PERFECTLY IMPERFECT



aims to redistribute “ugly” produce.

By partnering with at least **3 local grocery stores** and recruiting **student volunteers**, this initiative hopes to rescue and sell at least **300 pounds of imperfect produce over the course of one semester** while **educating at least 50 customers** of their positive impact through educational cards in produce bags.



STRATEGIES

- Connect with local stores to present Perfectly Imperfect and establish partnerships
- Recruit student volunteers through school clubs and social media.
- Train volunteers on weighing, tracking produce, and creating educational info cards for each bag
- Set up a twice-weekly pickup system with clear guidelines for stores and volunteers
- Encourage stores to list imperfect produce on Too Good To Go or similar platforms
- Maintain a dedicated social media account to advertise the initiative and share community impact
- Provide visible signage for participating stores to showcase their sustainability efforts
- Hold regular meetings to share progress, track impact, and communicate data with stores
- Partner with organizations like PORCH or local food banks to distribute produce to low-income communities



Every piece of imperfect produce rescued is a step toward a more sustainable, equitable food system. With youth leadership and community support, **PERFECTLY IMPERFECT** transforms wasted food into opportunity.

Caption: Food waste starts long before it hits our plates, but together, we can change that. Perfectly Imperfect empowers students and communities to rescue produce, reduce waste, and create real impact – one imperfect item at a time.