

## **Builders + Innovators 2021**

**Jasmine Crowe, Founder and CEO, Goodr**

**Recorded: September 17, 2021**

**Jasmine Crowe:** We are all do-gooders. Because of the work that we do, someone who would otherwise not be eating is now having a meal. Or food that otherwise would have gone into landfill is now being composted or turned into energy or animal feed. We're do-gooders for our people and for the planet.

I came up with the idea for Goodr in 2016. Before then, I was actually feeding people that were experiencing homelessness and hunger, so mostly on the streets of downtown Atlanta and then also in low-income senior high rises. The video of my work actually went viral, and I woke up one morning to thousands of views, comments, and people were saying, "Who donated the food? This is amazing." And the truth was nobody. I was couponing, price matching, cooking all this food myself. And I started thinking it would be so great if I could get the food donated.

So of course I go to Google. What happens to excess food at the end of the night from grocery stores and restaurants? And I fall down this rabbit hole of food waste, and I'm seeing how much food is going to waste while so many people are going hungry. And that made me upset.

One of the things I saw right away is that businesses were already paying waste companies to throw away perfectly good food. And I would ask, "Why don't you guys donate your food?" And they would say, "Oh, you know, people got sued," or, "It's not fast enough." There were so many reasons. And once I saw that, I said I am going to set up a food waste management company that helps these businesses better manage their food waste.

Goodr has built a mobile app as well as a dashboard that allows businesses to easily request pickups when they have surplus food and giving them back all the reports of who this food was going to. So I was offering them a service. We're a one-stop-shop. If it's edible, we'll get it to nonprofits. If it's nonedible, we'll get it to composite and help our soil.

I don't think people know about the impact that food waste

has on the environment. It's one of the leading contributors to global climate change. So you can look at us as a business for people and for planet.

In 2020, of course, we were hit with the pandemic, and so I really went back to my roots and said how can I be a helper? And we introduced food distribution. This includes our popup grocery stores where we bring food right to people for free. We also have a grocery delivery service, working with cities and counties serving seniors and food insecure families. And our platform will match food with them, and then we have drivers that actually deliver it directly to these seniors' doorsteps once a week.

We were very lucky to partner with the hip-hop star who wanted to work with us to do something special for the middle school that he attended. Can so we are building Goodr's first grocery store plus clothing closet right inside of a middle school. It allows families to request food through our app, and it's sent home with their students.

Just imagine you're an 11-year-old kid, you know that your mom needs help with food, and you can say, "Mom, I'll bring home dinner tonight." I'm looking forward to be

working with more schools, more cities, looking to bring Goodr grocery stores everywhere.

We are taking a radically different approach to solving really age-old problems. I would hope that my legacy would be this is someone who lived her life in hopes of ending hunger. Will I do it in my lifetime? I'm not sure.

This video was recorded on Thursday, September 17, 2021.

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But will I continue to work on it in my lifetime? 100%.