Carbon Foodprint

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Mission Statement

Carbon Foodprint is an initiative to increase awareness of food waste and food inefficiency. With the press of a button, you can find out how to maximize your food dollars, how to minimize your food waste, and how your food choices impact the environment.

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Top 10 Local Markets by Smartphone Penetration

% penetration as of November 2013

1. Dallas - 76%
2. Washington DC - 75%
3. Los Angeles - 75%
4. San Francisco - 74%
5. Miami - 73%
6. Houston - 72%
7. Baltimore - 72%
8. Chicago - 71%
9. Seattle - 70%
10. Atlanta - 68%

US average - 67%

Source: Nielsen
App Presentation
Why Foodprint?

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Figure 3. Generic food and drink life cycle