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**To the donors of Second Spoon Inc.:**

Thank you for all your support these past eight months. With your help, an idea to improve our planet is being executed. It is just the beginning.

*Orca in a Bathtub*

We begin with the architect of the most ambitious experiment in sports history. Sam Hinkie's contrarian mindset in a league dominated by status quo epitomizes the ethos of Second Spoon. We celebrate and yearn for the seeds of disruptive innovation because society needs it to grow. As General Manager of the Philadelphia 76ers, he was lionized for his new age analytics and sacrifice of short-term success. Now, almost exactly two years since his firing, Hinkie's team boasts an impressive collection of young talent. Having the longest view in the room is where it's at.

If the same slew of organizations that have been fighting hunger and poverty have had little progress, we cannot afford more consensus-driven action. Thus, we must learn to think differently, behave differently. Howard Marks puts it best, "You must be more right than others...which by definition means your thinking has to be different." Chess, Not Checkers.

*The Worlds Largest Market Inefficiency*

Tristram Stuart is a London based activist and entrepreneur that I've long admired from afar. His TED talk on food waste has over one million views. Stuart says, "Abundance is the success story of the human species. You look back at the creation of agriculture - 12,000 years ago - that was all about creating surplus." The dichotomy of surplus is clear. Something that was once the barometer of evolutionary advantage is now contributing to our very demise.

Never before has there been more food in circulation than there is today. Apropos, prices are falling to historic lows. Food waste is an opportunity not an issue. If competing in division one football has taught me anything, it begins with a mindset.

In true Pavlovian conditioning, we associate 'issues' with hopelessness while 'opportunities' are to be taken. Aside from aiding the 41 million people lacking a steady supply of food, a conscious effort to realize this opportunity can yield historic economic

dividends. The direct economic cost of food waste is \$2.6 Trillion worldwide. In the US alone, the resources it takes to produce these abundances are equivalent to a 1.3 percent in unrealized GDP growth. Ironically, the answer to strengthening ones country is not more, but less.

Furthermore, if food waste were a country, it would be the world's third largest emitter of greenhouse gases, behind the U.S. and China. Those 4.4 gigatonnes per year are quickly approaching to that of road transportation. Yes – we can even quell the most urgent threat facing our species by eating that last piece of broccoli.

### *Don't be the Platte River*

Forty percent of foods are thrown away. One in eight people are hungry. Even so, food waste is not the ~~long-term~~ solution to hunger.

Yup.

The surplus food industry incentivizes large groceries to continue stocking more than enough food because of the tax incentives they receive when they donate the half that doesn't sell. Could dumping processed and fatty foods to the poor who already suffer from the highest rates of diet related illness just reinforce structural inequalities in society? Toronto food critics describe it as “garbage food for garbage people.”

Although distributing healthy surpluses represent a better alternative than having them take up a quarter of our landfills, we act merely as a bandage struggling so badly to heal the fundamental causes.

You see, it's critical to remain cautious of living on the surface. The Platte River, a mile long and an inch deep, is better known for its elegance rather than pragmatic nature. If we want to create real change, it requires going deeper. Hunger is a symptom of poverty. Dive into the Mariana Trench, not the Platte.

The plan is for Second Spoon and hundreds of food banks to be rendered obsolete within two decades.

### *When the Well is Dry, We Know the Worth of Water*

Ultimately, Second Spoon is at its most influential when it's raising awareness. We must amplify our intellectual curiosity through reaching more people. The aggregate of our minds and resources far surpass anything we as individuals or a non-profit could accomplish.

Jeff Bezos says that if Amazon has a good quarter its because of the work they did 3,4,5 years ago—not because they did a good job that quarter. Likewise, the partnerships and

ideas developing now will take time to be fully realized. In the meantime – phase 1) Feeding the homeless of South Florida and phase 2) Expand to Nashville —is already in full effect, with much more to come.

Since we launched in April, Second Spoon has rescued and distributed over 1,200 nutritious meals to the homeless communities.

In the words of Sam Hinkie, “Zig While Others Zag.”

Thank you,

Anthony Mo Hasan