

JUST ONE THING

Submitted by: Libby Schwab, lschwab@peteandgerrys.com

Company/Organization: Nellie's Free Range

Type of Organization: For profit

Number of Employees: 260

Category: Environment

Challenge or Opportunity: At Nellie's Free Range Eggs, we had a problem: what to do with our supply of Small and Medium eggs, egg sizes not traditionally sold in grocery stores. Most retailers sell Large and Extra Large eggs on their shelves, but because our very young hens tend to lay smaller eggs, we had supply without demand.

Approach or Solution: Nellie's French Toast Mix was developed to address this very problem. By offering this shelf-stable breakfast solution, we are able to put these Small and Medium eggs to good (and oh so delicious) use. Containing a dozen eggs in each pouch, Nellie's French Toast Mix is a win for consumers, and a win for the fight against food waste.

Impact: Nellie's French Toast Mix is launching on Amazon later this month, and we are eagerly awaiting the results! Since at-home family breakfasts became the norm in 2020, we are confident people will love this first-of-its-kind breakfast solution - taking the fight against food waste to new levels of "satisfaction"!