

EPISODE 84

“LL: The fact is that we waste 40% of our food, and that’s almost half. If you can imagine all the work that goes into production and making all our food and only in the for half of that to go directly to the garbage. That’s just crazy. You just can’t even imagine what that means or what that looks like.

Then I realized that there are so many people who don’t even have the option of buying spirulina or maybe a smoothie every day. Or there’s so many people who don’t even have the option to buy vegetables. That’s, I guess, how it evolved my passion in terms of fighting for people to have equal food access but also equal healthy food access. I think everyone has the right to have healthy foods. I think that’s where we start.”

[INTRO]

[0:01:01.9] AS: You know battling food in your body doesn’t work. You want to love and accept yourself, and because you’re insatiable, you want results too. You bring the same intensity to your life, wanting to maximize your time, potential, and experiences you have here on our beautiful and wondrous planet Earth. Fair warning, it will be a rollercoaster. But for those insatiable, this is your primetime to thrive. Here is just saying yes to the hunger of wanting it all.

I’m your host, Ali Shapiro, who is dedicated to pioneering a saner and more empowering approach to health and weight loss.

[INTRODUCTION]

[0:01:42.9] AS: Hello Insatiable listeners. Welcomes 84 with Leah Lizarondo who is the cofounder of 412 Food Rescue, and they’re innovating ways to end food waste. In talking with clients, a lot of them struggle with portions because they feel bad wasting food. Their conscience is the right track, but today we’ll clarify more effective ways in stuffing yourselves to reduce food waste, as food waste is not only a hunger issue, but a climate change issue as well.

In today's episode, Leah will share with us how we as individuals can truly eliminate food waste in our day-to-day lives and it doesn't involve finishing your plate. How Leah's organization is connecting people who are food insecure with really healthy food that would otherwise go into a landfill and the amazing results they're getting and hopefully bringing to a city near you soon.

When I tell you Leah is one of the people I admire the most in this world for the impact she's making, you're going to find out why. She's just incredible, the way her brain works. Lastly, the cultural issues and influences that have played to an abundant yet inefficiently distributed food supply. These statistics will shock you.

Leah is a food advocate, writer and speaker. She is the cofounder of 412 Food Rescue, which is an organization that seeks to eliminate food waste to make an impact on hunger and the environment. She's also the chief veghacker, recipe creator, and curator at The Brazen Kitchen where she writes about the intersection of food, health, innovation, and policy. I know that news can sometimes get us down, but today you're going to be so inspired by the people who are taking the creative opportunities with all the problems we had and really innovating for a really beautiful solution. Enjoy.

[INTERVIEW]

[0:03:31.9] AS: Welcome Insatiable listeners. Today, we have one of people that I admire the most in the world; Leah Lizarondo. Thank you so much, Leah, for taking the time to talk with us and share about 412 Food Rescue, which I know a lot of our listeners are going to be listening for. I just have the utmost admiration for you. You're to me in Philly, we had Judy Wicks, who was really revolutionary person in changing the food —

[0:03:08.2] LL: I love Judy. Yeah.

[0:04:02.4] AS: You're like the Pittsburg Judy Wicks to me. I feel like a we hold up Steve Jobs as this like entrepreneurial hero, but I'm much more interested in the people who are bending the system more towards justice than the people who are staying within this system. Thank you so much.

[0:04:21.1] LL: Thank you.

[0:04:22.7] AS: And for your spirit.

[0:04:23.4] LL: Yeah.

[0:04:24.0] AS: Great. Let's start by talking about what 412 Food Rescue is.

[0:04:30.3] LL: 412 Food Rescue is basically a response to a problem that we've all seen, that we're all aware of, but really not quite so aware of the magnitude of the problem. Basically, our response to food waste. The fact that we waste 40% of our food, and that's almost half. If you can imagine all the work that goes into production and making all our food and only in the end where half of that food go directly to the garbage. That's just crazy. You just can't even imagine what that means or what that looks like. We decided to basically respond to that and ask other people to respond to that.

What we do is we rescue food from retailers, grocery stores, restaurants, schools, and we directly transfer it to nonprofits that serve those who are food insecure. When I talk about we, I talk about the thousands of people that have volunteers to transport food.

[0:05:34.2] AS: Yeah. I cringe when I hear these type of inefficiencies that our capitalistic system has created. It's like there's enough to go around. It's just that it's totally disproportionately distributed. On your website, you talk about that actually one in seven people in United States are hungry, but according to the United Nations, if we recover all the food that is lost or wasted, we'll have enough to feed all those people who are hungry four times over. That 50% of this food waste is fruits and vegetables, so it's not just like —

[0:06:08.9] LL: Right.

[0:06:10.8] AS: Why is that happening?

[0:06:13.4] LL: Yeah, it amazes me. There's many reasons why it's happening. First of all, all of us are guilty. Half of this food waste happening right at our home. We're buying that bag of salad

that we had good intentions of buying and we just never get to it, or we don't like bananas when it's very ripe, so we just throw it away instead of freezing it and putting it in our smoothie. We order Chinese food and we order free dishes but we'd really only needed one. There's a lot of excess going on at our houses and those often translate to really the bulk of the food waste.

Then there's the other big chunk of food waste which happens at grocery stores and restaurants and retail locations, and that really is all about food that are held to unreasonable cosmetic standards for one reason. We've been so conditioned by advertising to look at the perfect apple or the perfect carrot, and then we also have government standards that propagate these cosmetic standards. It's a food that doesn't meet those, the uglier foods, the less undesirable looking food, they all get thrown away.

The other thing is —

[0:07:31.5] AS: Is that just — I want to stop you first.

[0:07:33.8] LL: Yeah, go ahead.

[0:07:34.2] AS: Did this start happening gradually where consumers were like, "I only want pretty fruit," or was it just started to be this stuff that wasn't picked? I'm curious how we've been conditioned to think that our food has to be perfect. It's kind of a —

[0:07:49.7] LL: Yeah. Yeah, we've gotten farther and farther or away from our farmer, right? I call it the olden days. In the olden days, when you used to buy your foods from farmers, you got whatever the food was available. Real heirloom food is not very pretty, and I'm sure you've seen an heirloom tomato. It is completely misshapen. Heirloom tomatoes are notorious for being ugly, but they taste amazing. Now we're all conditioned to just accept the nicely rounded perfectly red tomatoes and that's the usual tomato that we see in stores, the same way with apples.

Yeah, it's gradually been happening as we went farther and farther away from the source of our food and we tried to standardize our food and create these artificial standards.

[0:08:45.3] AS: Yeah, I just see that as such a theme in America. We've done that with bodies too, right?

[0:08:50.9] LL: Oh, totally. Yup.

[0:08:53.1] AS: it's this theme of everything has to be perfect or look a certain way.

[0:08:57.9] LL: Right.

[0:08:58.9] AS: Yeah. It kind of reminds too — I don't want to interrupt your train of thought, but going back to even the stigma of food insecurity, and I like that you call it food insecurity, because as I've been preparing for this interview, it seems like this great — It's a wonderful idea, yet there's all these challenges as in actually getting the food from the places that are going to throw it away to people who are hungry, because hunger is such a stigmatizing thing to have to admit to, because we have stigmatized being poor.

[0:09:31.8] LL: Right. Right. Exactly. Yeah.

[0:09:35.1] AS: One of the things that I like that you call it as food insecurity, and I think this is really important for people to understand because there are people in your neighborhood who are food insecure, and it's deeper than hungry. You say that it's — When people don't know where their next meal is coming from, correct?

[0:09:51.9] LL: Yes. It's not — We think hunger is about I don't have any food. Of course, that's still hunger, but really it goes beyond that. It's just the lack of security in terms of knowing when you're going to have your next meal.

[0:10:12.1] AS: Yeah, I think a lot of us, especially probably those of us listening can't imagine that. It's so — Some stats that 412 Food Rescue offers is that one in three households is headed by a single mom and the kids are hungry, but it's one in five families, and it's one in seven who are —

[0:10:31.9] LL: Yup.

[0:10:33.7] AS: This is kind of a tangent, but on the podcast I'm always trying to get us out from the culture of conditioning of why this problem is so hidden. I don't know. When did you immigrate here, Leah? What year did you come to America?

[0:10:49.5] LL: America. I came here in '97. This year is my 20th year.

[0:10:56.8] AS: Wow! Okay, so —

[0:10:58.6] LL: I know.

[0:11:00.3] AS: We are so blessed to have you here.

[BREAK]

[0:11:02.3] AS: Hey, Insatiable listeners. Ali here. I am interrupting this part of the podcast because it's going to be a little bit confusing, and I wanted to give you more context. Leah and I are about to have a discussion on why people who are food insecure feel very stigmatized. And I'm about to introduce to you to President Reagan's Welfare Queen myth in this discussion. Reagan made up a woman on the south side of Chicago who exploited social services. His story of this woman being from the south side of Chicago is proven as a lie.

However, it does turn out there really was a woman that was exploiting the government, yet she was white. It might be confusing because I say Reagan made up the Welfare Queen myth but then said it was proven true. I wasn't clear on why it makes such a big difference that she was white versus assumed black with the south side of Chicago inner city references, unless you know the underlying racism that exists in our culture. One of the traditional narratives within parts of those who lean right in the country is to assume people who aren't struggling, aren't pulling themselves up by the bootstraps.

Again, this is a generalization. I would say the right side of our country right now is completely metamorphosing, but this is a general narrative of the republican party in the last 40 years. They seem to target people, examples who haven't even been born with boots to lace up with,

but that's a whole other podcast. To solidify this narrative, they play into unchecked assumptions, so people believe things without realizing they're making incorrect assumptions. Political spin on both sides; both democrats and republicans, are more interested in confirming people's belief of what this party or tribe would believe so that people feel that they belong.

So in order to get people who lean more conservative to go along with cutting social services including the working class, which recent history shows doesn't benefit from republican policies but often both republican, Reagan played into a traditional republican strategy of at least the last 40 years that spins and implies that it's non-white people, those who are racial minorities, refugees, and immigrants, or single mothers who are using all the social services. They single out single women with children, because women aren't as valued in our country and it's easier to judge and say, "See, she's divorced and it's her fault," which of course is bullshit.

But often, the greatest thing you can do for your family is leave if you're a woman and not being respected. However, it plays into these "family values" that are supposedly of the right. They do this, imply that it's non-whites who are using this because once white people who are the majority of the country realize white people are using the social service, our country as a whole is more open to increasing funding for social services.

We see this now with the opiate epidemic, right? There's so much sympathy and support because it's by and large hitting white people. The New York Times did this very empathetic piece on people, and I agree with the empathy. It's just it wasn't around when Reagan himself and his government policies imported crack cocaine into the inter-cities in the 80's when it was minorities being hit the hardest, there wasn't the same level of support. The Affordable Care Act funnels tons of money into the opiate epidemic.

Speaking of the Affordable Care Act, its popularity has risen dramatically once people realized white people were using it. When people like me were saying, "Hey, I use this." Now, we have almost a 60% approval rating for it. I would also put an asterisk there, one-third of the people still don't know Obamacare and the Affordable Care Act are the same thing, and that is intentional. Mitch McConnell didn't call Obamacare just off the cuff. That was strategically planned, because, again, it's a racial subtext.

Also, we talk about people on food stamps at this part and it's important to know that many people who are on food stamps are working. It's just that workers' wages have stagnated over the last 40 years while inflation has gone up making it hard for working class Americans to make ends meet. Understanding and questioning this American meritocracy as I discussed on episode 75, is critical for you not to just see how it plays out in this social context, but that same mindset will trickle down into health choices that aren't always going to produce the efforts that you want. Always be willing to question what you've been told so that you aren't distracted from the truth and your values.

Now, where our interview picks up.

[INTERVIEW CONTINUED]

[0:15:31.3] AS: Back in the 80s, I don't know if you're aware before you came, but Ronald Reagan was our president, and as the right side of the country tries to do when they're trying to build up defense, they always want to cut back on social programs. He made up this thing which is a woman who was a welfare queen, and she was totally fake. Yet he knew it would play into existing American narratives around gender and race. He cited this story of a woman from Chicago south side, so implying that she was African-American. He didn't have to say it, but he just point it to racial tensions that are always in America, but he would recite this story of a woman in Chicago's south side who was arrested for welfare fraud. He has stated that she had 80 names, 30 addresses, 12 social security cards, and it's collecting veterans — on four non-existing deceased husbands and she's collecting social security and Medicaid and getting food stamps, and she's collecting welfare under her names.

What's really interesting is he played right into this American prejudices we have. The fact was she was totally made up. Women aren't the largest majority of public assistants, children. The — was if that people started to believe this, but there really was a woman in the last name that they had at the time of — Her name was Linda Taylor. At least that was the name that she had at the time of her high profile fraud trial — Exploit the government welfare, but she was white.

Were you familiar with this, of how kind of this stigmatization of being poor or on food stamps, which, by the way, for those of you listening as a percentage wise, white people are the biggest

group that are biggest race on food stamps. I just kind of want to cope this idea of who we think is food insecure — Poke that theory. Were you familiar with this kind of narrative that he made up?

[0:17:33.8] LL: Yeah. That's why we are also very careful with our representations of who we serve, and I think that's important in the same way that we should be careful with how you represent food in magazines. We should be careful with how we represent people who are in need. We try to be representatives and not create biases.

[0:17:55.0] AS: I love that you think about that, because it's sometimes hard to think about that if you don't know that's an untrue narrative, right?

[0:18:02.9] LL: Right.

[0:18:04.0] AS: People love the white savior complex, "Let's show all these white people helping minorities and immigrants, were often an example of immigrants contributing so much to America. I kind of went off on a tangent, but I'm always trying to get —

[0:18:20.0] LL: No. I think those are important discussions when it comes to food and security and hunger.

[0:18:26.0] AS: Yeah, they really are, because people in our communities are food insecure, but we don't think about it if we're in a middle-class neighborhood often, or even upper — Maybe not in upper-class.

[0:18:36.7] LL: Yeah.

[0:18:37.8] AS: Tell everyone how 412 Food Rescue works. You started to tell us, but you have an app that connects volunteers. I just find this so amazing. How did you come up with it? I want to hear how you took this idea from concept to reality.

[0:18:55.2] LL: Yeah. Really, it was seeing what was out there. I'm sure you've heard from time to time, "Yeah, I used to work at this bakery or this bagel store or this — I don't know. Bread

shop. Every time I'm on the last shift, I hate it, because I have to throw off all the food." We hear stories like that. We hear stories of dumpster diving and what people get they dumpster dive. All kind of think that these stories are fascinating, but we discount it and we say, "Oh, my God! Why are they wasting all these food?" But then no one ever really does anything about it.

412 Food Rescue is really just all of those thoughts, but with extra pushup, "All right, I'm tired of hearing all about this and seeing all of these. Let's just do it and let's put it on Facebook and tell all of our friends." We started with — Me and Giselle [inaudible 0:20:00.7] who runs [inaudible], just rounded up some friends. Jennifer England joined us, and then Hannah Human joined us, and then just all these different people, and then Facebook is so great for this in terms of spreading the word with your network.

Next thing we knew, we have this huge network of people who are out there who wants to rescue food. We would post on Facebook. There is a rescue at this bakery. Can you do it and drop it off at this nonprofit?

What we noticed was that within five minutes, just within our network, people would actually battle over it even, "Yeah, I want to do this. I'll do this. That suits me," or people would have other people that are close to the rescue and they would opt for it. We just basically took that momentum and ran with it.

[0:20:59.7] AS: I love it. It shows that people really want to help. They want to do the good thing, and if you can make it easy for them, it's like a no brainer.

[0:21:08.0] LL: Yes, definitely.

[0:21:10.0] AS: I think this is important for people listening, because a lot of my clients, especially since the election really feel like they want to get more involved in their communities. I think if you look at 412 Food Rescue, you guys have gotten national press. You're huge in here Pittsburg. You get funding — I want to ask you about your funding and everything. You have an app and it seems like, "This was like a master plan," but you just kept putting one step in front of the other. Is that correct?

[0:21:37.0] LL: Yes. As an entrepreneur, you know this so well. Because if you look at the big picture — You should always put the big picture in mind. If you're focusing much on the super end goal, it becomes difficult to do. If you just — Like you said, exactly that, but one step in front of the other and keep on moving forward in small increments. By the time you look back, you're just going to be amazed at how far you've gone.

I think that's what we tried to do, because food waste is such an enormous problem. If we just think about the problem, it's just going to be too hard and you're just going to sink in to despair, but if we just say, "Okay, let me tackle this one," or "let's work with this grocery," or "let's work with this neighborhood," then later on you look back and say, "Oh, my! I am in 20 neighborhoods," or "I'm in all the grocery stores." Yeah.

[0:22:35.0] AS: I love that. What you also said is that moms were the ones who help got this off the ground. I think that's so important to talk about. Can you explain how that phenomenon started?

[0:22:47.5] LL: Yeah. I have to be proud that women, and although there's many many men who volunteer for us, women really took the lead. Our first volunteers is that stay-at-home with the kinds under five who wants to volunteer. Anyone with any kid under five knows, it's really had to volunteer with a toddler and/or preschooler, because they're with you all the time.

This is an opportunity to do that during the day and bring your kids because most rescues don't take longer than an hour. They're you go, you volunteer. You've given your time and your effort and you still have your child with you for the ride.

[0:23:36.0] AS: Yeah, and the child gets to see — I've seen on your social pieces the food rescue heroes. People are like, "It feels so good to actually see someone who's going to be able to benefit from this."

[0:23:49.7] LL: Correct. The first thing is that you see the food that's going to waste. Then the second thing is that you are able to — That in itself was a shock, because seeing all that food in your car and you're just amazed that, "Oh my God! This was going to go to the garbage."

Then add to that the feeling that you get knowing that you were the cause from not only preventing it from going to the garbage, but you, in that day, was responsible for feeding however many individuals there was that was able to benefit from that food.

[0:24:28.4] AS: Oh my! It's so gratifying, especially if you connect to the volunteers that they've — At the other end, or even the families, because I know you were saying that in some areas that have a lot of food deserts. Do volunteers end up directly donating to the family in need or is it more conspicuous? I'd love to take us through a typical food donation run of how it happens.

[0:24:53.8] LL: We don't serve individual households, but we do serve nonprofits. We don't have a warehouse. What the volunteer will experience is the nonprofit that they may not have known has existed. They may go to a housing project. They may go to a family support center, a subsidized daycare that is so valuable to many working moms.

A typical rescue would appear on your app. Let's say some bread from Bruegger's Bagels needs to be picked up today, and it will give a push notification on your phone and you could click on that push notification and once you click on it you can accept the rescue or not. It will give you information on where to pick it up and where to go and you can make decisions on whether that route is convenient for you at this point in time. If it is, then you say, "Okay, I'll take it."

Then it will direct you — It will open up your map and bring you to Bruegger's and then you'll say, "I picked up this food," and then it will open another map and bring you to the nonprofit and then you'll say, "I deliver this food," and then the app will prompt you to take a selfie and then you take your selfie and then you say, "I've completed the rescue," and the app will ask you to share on social media so that we can recruit more volunteers. Sharing in social media and you help us not only deliver food. You help us spread the word. Then that's it, you're done for the day.

[0:26:36.2] AS: Feeling amazing. I think there's nothing more feeling than helping someone else. It just feels — It connects you to being human and it's in-person and all that wonderful stuff.

[0:26:47.4] LL: Yes.

[0:26:50.3] AS: Who donates? One of the things I learned — I learned so much getting ready for this interview, but you were saying that the smaller churn places, like Bruegger's, which I used to work at, and I remember if I was picking on the different — All the bagels myself, but Bruegger's Bagel Store, for those of you listening, it's a chain that I used to make the bagels and clean the toilet. All that kind of stuff in high school.

[0:27:13.7] LL: Hopefully not at the same time.

[0:27:15.6] AS: Yeah. No, they were different shifts.

[0:27:21.0] LL: Great.

[0:27:22.4] AS: Aside from — I kind of took us on a tangent about Reagan and his welfare queen fakeness, but you were saying the biggest source is at the grocery store and our homes, but then the other bigger source is the smaller churn of these smaller places of the Bruegger's of the worlds and after catering gigs where people don't eat all the food. Is that probably where a lot of that happens?

[0:27:43.9] LL: Yes, definitely. Any consumer facing retail location has a lot of waste. Yeah, it's your grocery store, it's your bakery. There's always surplus food, always. We collect anywhere from car load, to sometimes just two trays of sandwiches. Yeah, we work with cafes, we work with big box stores, so every source of waste, we try to cover.

[0:28:15.1] AS: I remember seeing one picture you guys posted. You were at Costco and they were going to have to — This is how, to me, fragile Americans are. I count myself among those. They were going to have to throw out organic sweet potatoes because they mislabeled them as like five pounds versus three pounds.

[0:28:35.2] LL: Yeah.

[0:28:35.4] AS: I don't remember that, but I was like, "They will throw away good organic food because the weight is mislabeled? Can't we work around that somehow?"

[0:28:43.6] LL: Yeah, you would think, right? I think it goes from our households to regulations, "Why can't regulations change to say that, "Let's just put a note or a sign where the sweet potatoes are and say, "This is not five pounds." I don't know. There's labeling regulations that go with that, so yeah.

[0:29:07.9] AS: I'm sure those regulations were probably put in place because of some businesses probably trying to cheat consumers or something, but then it's one of those where it's like, "Okay, we need to — This protection is now becoming a burden." We have to like relook at stuff like that.

[0:29:24.5] LL: Yes.

[0:29:25.4] AS: You talked about, I think it was Clinton pass the Good Samaritan Act, so that if you are the person donating food, you won't be liable if someone gets sick, correct? Can you talk a little bit about that?

[0:29:37.9] LL: Yeah. That's an important thing, because most people have this, or most retailers, the first thing they hear when we ask them donate is that, "No, we don't do that, because of liability issues." Which is really a misconception, because there's actually very little liability because the Good Samaritan Act covers that, except in the cases of gross negligence. We know that grocery stores and restaurants nearly take care of the food and not knowingly donate something that is bad for someone. That's really what it is.

What's really important is that it covers everyone as donation cycle; the donor, the volunteer, the nonprofit. Then, on top of that, it's actually — There's no such protection if you sell your food. It's actually more risky illegally to sell the food than to give it away. Finally, there's never been a case of anyone suing anyone because of donated food, because it's just doesn't happen.

[0:30:49.6] AS: That's so important to know. There aren't that many risks, because I think sometimes we want to help —

[0:30:53.5] LL: No.

[0:30:54.4] AS: We put these barriers up, but it sound great, but they're often, again, a myth rather than reality.

[0:31:01.6] LL: Yeah, we take a lot of care with food safety. We work with our donors to make sure that they understand the guidelines for their nation. For example, we don't ever take expired food. Then we ask our volunteers to do a visual check when they pick up the food. It's like, "Is it something you would eat?" We always tell them that if it's not something you would eat, then don't donate it. Don't even transport it, because something that's not good enough for you is not good enough for someone who is needing food.

Finally, our volunteers go through food safety training, which is much more than you can say for your food delivery person, that works with food.

[0:31:45.4] AS: That's very interesting.

[0:31:50.8] LL: Right?

[0:31:52.1] AS: Yeah.

[0:31:53.0] LL: When was the last time you checked the credentials of your Chinese food delivery or your pizza delivery?

[0:32:01.6] AS: I always have this weird guilt about people delivering food. I'm like, "Ali, don't be so lazy. Just go walk there.

[0:32:07.9] LL: True. No. Actually, you gave them a job.

[0:32:10.0] AS: That's true.

[0:32:13.5] LL: Yeah, they're earning a living too.

[0:32:17.4] AS: Yeah. I'm sure there are other issues that are going on, but I'm just —

[0:32:21.4] LL: I know. I know. Right.

[0:32:23.9] AS: One thing that I think is — You have Costco, Breugger's, bakeries, after big catering events. Someone goes and picks this up, they donate it to shelters or housing projects, and I think this brings up a really interesting point that I think people have to realize how many barriers there are to food and securities that a lot of places with cutbacks and public transportation to even get to a place that has healthy food, it's really hard to get to if you can't afford a car and there's no bus lines, and then like shuffling groceries on a bus, especially when you're working a lot. Is that part of what you guys also tackle, or is that out of the scope?

[0:33:06.4] LL: Yes. That's a really, really good point. We talk a lot about food deserts, but what people don't talk about are the other dimensions about food deserts, the reason why one mile is so hard because most people don't have cars. There's no access to buses either. Even if you have access to buses, who has the time to go to a pantry? Most pantries also close at 5. If I'm working a full job and I pick up my kids from daycare. By the time I'm done with all of that, it's evening and the kids have to eat and have to go to bed, and so my only option is maybe the corner store or the gas station or the dollar store and I get whatever frozen food there is.

Not only am I qualified to get on food support. I don't have the access to get the food support, so I just revert to food sources that are not healthy.

[0:34:10.5] AS: Yeah, you know there were some crazy study funded about how people on SNAP and food stamps were more likely to buy convenience food. Again, it was this attempt to say, "Oh, you're not eating healthy." It's like, "No, that's the choices they have with how much they're working." I think people always need to look at why is this, right?

[0:34:30.0] LL: Yup. Yeah.

[0:34:32.0] AS: When that broke down, there's huge barriers. I remember coming here from Philadelphia in New York, I was so used to walking or using the subway or the bus system in

Phili, which is really robust. Then moving to Pittsburg, the bus system here is not quite as expensive. I was like, “Oh, I’d rather just—” We ended up getting a car a year in. I was like, “Wait for the bus.” It takes you an hour extra and then you’re going to schlep all these groceries, and it was just such like interesting different kind of culture here in Pittsburg around public transportation than other places I’ve lived.

I think those of us living in cities or bigger cities need to realize that a lot of cities and rural areas, there is no public transportation to get this — It makes what you’re doing even more more important.

One question I have is — Another obstacle I imagine is that sometimes people get food that they’re just not familiar with. I think I probably eat probably 10 foods rotating seasonally, but like what do you do if people get the food and they don’t know what to do with it, or does that not happen?

[0:35:41.5] LL: Of course, it happens. It happens with not only people who are food insecure. As you know very well, it happens with even the most economically blessed person there is. We’ve just forgotten how to cook even the simplest food. What we do to help alleviate that is that we do have a food education program that we bring to our partners, and it’s not a cooking demo either.

It’s really — It’s a six-week curriculum that we teach parents, adults, caregivers, the basics of nutrition, the basics of cooking, understanding things, simple things like, “Let’s go through the basic flavors. What are sautéing? You need to sauté with garlic, and just how fantastic broccoli recipe with just that.

We do that with our partner sites and we’re going to keep on doing that and offer that program so that we can complement this new access to healthy foods with the right foundation support in terms of learning how to cook again.

[0:36:55.6] AS: You’re really like the farm to table, but more like the food ways to actually eating food chain, right?

[0:37:03.7] LL: Right. Yeah.

[0:37:06.0] AS: I think this is so important, because one of my big — I want you to share right now a little bit about how — I know it kind of seems like right in the middle, but I think this is a great point of all your life's experiences have led to such this really robust nonprofit, because I'm really big on my clients seeing their health challenge or weight challenges or battle with food as like a doorway into their greatest resilience and agency. You know how to teach people how to cook, because you used to offer cooking, but you got into this because of your own health issues, correct?

[0:37:38.3] LL: Right, yes.

[0:37:41.2] AS: Were you aware of that? Because I think it's like you just knew all of these, but it was your health journey along the way that has enabled you to create such a robust solution.

[0:37:51.1] LL: Yeah. I was your typical 20-year-old who feels invincible. When you're in your 20s, you can eat whatever and feel okay most of the time. Especially as a typical 20-year-old, if I hear about health foods, you don't really understand — At least I didn't. I didn't really understand the direct connection. Like, "Oh, yeah. Healthy food, of course." I thought it was more long-term. Maybe I'll feel it when I'm 70 kind of thing.

At that time, I was diagnosed with an autoimmune disease. With autoimmune diseases, there's really no cure, because basically you're going to try the most cure there is and you're going to try to mitigate the reactions of your immune system. Then by that virtue, like mitigate the sense of — I have fibromyalgia and was experiencing severe body pain that we've tested for everything, from lupus, to muscular dystrophy. They're all negative. There's really no protocol for that except a cocktail of medicine that includes anti-depressants, pain killers, sleep aids, and then the pills that manages the side effects of those pills.

It's like this cycle of pill picking, and still not quite feeling 100%. I was like, "It can't be this way. I'm only in my 20s, I'm already taking so many pills. What do I need to do?"

I started at that time researching other people who had fibromyalgia and researching other people going through autoimmune challenges and what they did. I always surprised at most of the “cure” had to deal with food. It’s sometimes as simple as — I just started eating way more vegetables and cutting out all the crap. I’m like, “What?” Then I just kind of understood what the definition of crap was. I didn’t even realize this food I was eating was crap.

Once I cut any food that had ingredients that I didn’t understand and ate way more vegetables. This thinking just as a theory and it sounds like a corny story. Like, “Yeah, right.” I don’t have any pills right now. I’m eating this way, because hell I’m not going to go back to taking five pills.

Yeah, I think that I started writing about that and then realized that there are so many people who don’t even have the option of buying Spirulina or making a smooth every day. There’s so many who don’t have the option to buy vegetables. That’s, I guess, how it evolved my passion in terms of fighting for people to have equal food access, but also equal healthy food access. I think everyone has the right to have healthy foods. I think that’s where we start.

[0:41:11.8] AS: Yeah. I think that’s important for everyone listening, is like Leah started with her own health and it led to learning about cooking and writing about food. Then it led to inevitably a next step of like, “Whoa! There’s some people here who don’t even have choices around healthy food.” Here we are, this awesome endeavor.

Before I get into some other questions, how is this funded? If I’m listening to this, I’m like, “How does she — This is a nonprofit, so food company — Obviously, it’s probably a tax right off for people who donate, and then you’re getting more volunteers with awesome — I love that your app makes people take a selfie, because visuals are so important. Who pays for this? Yeah, who pays for this?”

[0:41:56.6] LL: Not only that we rely on volunteers. We rely on everyone’s donations to exist. Yeah, we have a lot of campaigns that we work on throughout the year to not only raise awareness, but also to encourage people to make us part of their charitable giving. Yup, a lot of it is all about you and your listeners.

[0:42:22.6] AS: Yeah, do you have any philanthropic funding as well, or is —

[0:42:28.0] LL: Yeah, we do have foundation support as well. We are very fortunate to have that. It helped us on our way, but it's not something that's going to be sustainable in the future. This is really about everyone. Understanding that this is their nonprofit. This is their charity. As many charities, depends on people's generosity to keep on going.

[0:42:54.4] AS: Was it kind of like, "Here, we're going to give you this seed money, because everyone needs something." Then we want to community to feel ownership of it.

[0:43:02.3] LL: Yes.

[0:43:03.2] AS: Yeah. I like how you said like the volunteers. It's life-changing to see how much food, because I've seen your pictures, but I've never been there to — I'm a horrible driver, so I've donated money, but I'm an awful driver. For your volunteers to see how much food — That inspires them to keep coming back.

[0:43:24.3] LL: Yes.

[0:43:24.9] AS: All right. You described your typical run. We have heard the stats and everything. Then I want to ask you a little bit more system questions about GMOs and everything. First, there is other spinoffs that you guys have had as a result, and I just think this shows there's no end to your ingenuity. Can you tell us about the ugly CSA project?

[0:43:47.3] LL: Yes. The ugly CSA project is us extending kind of our reach not only to the grocery stores, but to the farm. About 10% to 15% of all the food we waste happens at the farm level. Again, this is mostly because the farmers can't sell the ugly carrots, because it doesn't pass the standards.

It's us trying to ensure that the farmers still earn some income from this produce, because they did work as hard on that ugly carrot, or that pretty carrot. We have a CSA that's exclusively vegetables that are unsellable. They could be blot produce. Meaning, for anyone who's ever had a garden, no matter how small you make your zucchini peelings, that you will still get more

zucchinis than you need. It's giving them a market for that. It's giving them a market for the imperfect produce. Yeah, selling that to people who care.

We have — We're about to launch our ugly CSA and we have 120 shares this year from 40 and we're looking forward to having everyone subscribe to that.

[0:45:03.0] AS: That's amazing. I love the awareness of 412 Food Rescue generates the awareness around these subplots, I guess you could say, of 412 Food Rescue, like, "Hey, they're just throwing this out because it's ugly, not because it's not nutritious." It's like, "Oh. No, I don't want to do that."

[0:45:22.0] LL: Right. Yeah.

[0:45:23.7] AS: Then you have the hidden harvest program, and I love this because — Like you said, we were so disconnected from where our food comes from that we forget that there's food everywhere. Talk about the hidden harvest program.

[0:45:36.4] LL: Yes. The hidden harvest program is something we first created because there are people who like saying, "I'm not flexible." We have other volunteer opportunities. Then we kind of merge that with all of the fruit trees that are all over our state that we are so used to using but we never harvest them.

We've decided to work with the city to harvest these fruit, and that's what we did. You see people all over the parks and in the sidewalks finding apple trees and harvesting them.

[0:46:16.6] AS: What has been the response, because I know some corporations do it with their — It's a team volunteer event, correct?

[0:46:25.4] LL: Correct. We hold it — I think now we're going to hold it. We just had a mulberry rescue, mulberry gleaning, and I think we're going to hold it at least once a month from now till the end of the season. Sometimes I think twice a month.

[0:46:40.4] AS: What can you do with mulberries? I said, I think I eat the same 10 foods.

[0:46:45.2] LL: Yeah, me too, because that's a convenient. Mulberries, you can eat the same way as any berry. We're launching a product from it. That will be coming soon.

[0:46:57.4] AS: Talk about that. You guys are — You're using stale bread to make bread. You're also making these innovative products that are local. This amazes me. Just keep going. Will you explain it?

[0:47:11.2] LL: Yeah. Everyone — That's because everyone who enters into the conversation in many different ways. We have people who care about the environment. They're interested in 412 Food Rescue, and there's the people who are about hunger and food and security, so they talk to us, volunteer with us. Then there's some people who may need a little bit more prodding. I think the beer and apple brandy are all great ways to start conversations about food waste in unexpected ways. I think that's really one of the reasons why we did that.

[0:47:46.5] AS: I just love that. You're right. It gets people — Because again most people want to do the right thing. It's just a lack of awareness often that prevents them from doing that. What are some of the things, before we get to these more — I love your opinion on some of these systems. What are some of the things that people can do since most of the food waste happens at home or in restaurants, because I know a lot of my clients, sometimes when they're struggling with portions or food, it's like, "But I don't want to waste it." Does that food you order at a restaurant, what are other ways that you can do besides stuffing yourself if you're not fully hungry to minimize food?

[0:48:23.8] LL: Yeah, you could always take it home. You don't have to eat it right then. Most food, you can freeze. I don't can or do anything that fancy, but I freeze everything I can and save it for a later time. I think that that's a reasonable and completely valid option, is to freeze food. I almost never can remember a time where I don't do a to-go container or after I eat in a restaurant.

[0:48:54.4] AS: Yeah. What else? I remember in one interview, you said don't buy the samples at the grocery store.

[0:48:59.2] LL: That's true. We always hear that advice is don't go to grocery stores hungry or all that stuff. That's true, especially with samples.

[0:49:11.4] AS: Are you just saying that that's the food that's most likely to not get eaten?

[0:49:16.8] LL: Yeah. I don't know. That cranberry cheese may have been good as the sample. Once you get home, you're like, "Hmm, this cheese is not really something we want." Just to minimize that.

[0:49:35.5] AS: Is there anything though — are there any tips or tricks about our own refrigerators and making sure, because I've had the lettuce go bad and I'm like, "Shit!" I know in Philly they have a composting company. I don't know the name of it, but you could pay \$10 bucks a month to someone at the Farmers Market and they'll come and take your compost.

[0:49:55.9] LL: Yeah. There is. There's a food composting — There's no home composting company in Pittsburg except your own effort. Composting is not that hard, but there is a learning curve and there is some commitment required. Those are the considerations that if you might want to have.

In our homes, there's really not much we can do unless we compost. The second thing that you can do is always have a list. Don't get scared to head — I think sometimes we romanticize foods so much that we feel like we need to make quart-meals all the time. Like you said, you eat only eight kinds of food, and I'm like the same way, and that's okay as long as it's healthy. Once in a while, you eat a restaurant and have your variety, right?

On an everyday basis, as a working woman, really, just stay as simple as possible.

[0:50:59.9] AS: I love that. I love to — I got an email from a client how she's like, "I realize I'm not the foodie I thought I was," not that her relationship with food is so different and she's just like, "I just like to get in and out and maybe I'll sprinkle some fresh herbs." I was like, "Yes, I love hearing that from people when they're just excited to eat simply and in season, because I think we build up food so much in the wrong way as I think — Well, in an unhealthful way. Let's put it that way.

[0:51:30.8] LL: Yeah. Totally.

[0:51:33.8] AS: Cooking can be an amazing outlet and meditation if that's really your thing. I don't want to poo-poo it.

[0:51:39.3] LL: No. Totally.

[0:51:41.2] AS: Those are kind of your main tips for us as individuals. Then, of course, one of the things that's been interesting, all these press, are you guys going to bring 412 Food Rescue to other cities?

[0:51:50.7] LL: Yeah. That's truly the purpose of the technology that we have is that, what we want is not only to be able to scale it here in Pittsburg but to enable other cities to use it and create the same impact that we are having here in our county, in our city. By the end of this year, we're hoping to pilot it in two other cities, then hopefully make it available for whichever city wants it.

[0:52:20.0] AS: If you guys are listening, and this sounds really compelling, contact Leah.

[0:52:26.8] LL: Yeah, definitely.

[0:52:28.0] AS: Do you think there'll be issues? Pittsburg is such a car culture. It was like kind of a shock to me. I knew it was, but coming back after 18 years and eating, driving, I was like — Do you think there'll be any different challenges with cities that are more public transportation, in the dense population areas? Will it be easier?

[0:52:48.0] LL: I don't know. That's the big question. I don't know this model will work. Let's say in New York City, where no one has cars. Not no one. There's still too many cars in New York City, but I didn't have a car in New York City. What we want to pick are cities that are possibly the same size as Pittsburg and cities that may have enough drivers and enough concentration of groceries as well as nonprofits. We kind of want to, first, start with those and then see how it works with other sizes of cities.

[0:53:29.5] AS: Got it. Got it. I love that you're just like, "We don't know yet. We're going to try it and see what happens."

[0:53:34.7] LL: Yeah. There's a lot we don't know.

[0:53:39.6] AS: Yes, I'm realizing that more and more. Including the America that I live in, wow! I feel like we're in this era or seeing behind the curtain that there's no wizard, and there's an incredible amount of transparency happening in all industries, in all fields. What do we know about our food supply? What don't we know about our food supply that we need to know?

[0:54:02.5] LL: A lot of things. The answer to that is very long. I think the first — You it's not that we can't ever. It's hard to picture what a billion dollars looks like. When you say 40% of food goes to waste, it's really hard to imagine what that means. I think one of the ways that you can raise that awareness level even more and understand it is to go on a rescue yourself and just see that, "Man! My car is full of broccoli and no one — If I wasn't there, this food would have gone through the garbage."

It's that appreciation of what — And what kinds of food goes to waste. I think that's the other thing that's shocking. I think if we want to know more about the food system, especially in this context, it's really find out what it is. What this food waste that people are talking about.

[0:55:02.6] AS: Yeah, you had in your website that the United States spends \$218 billion a year, or 1.3 of our GDP in growing, processing, transporting and disposing of food that is never eaten. It's hard to fathom \$218 billion a years, but I know a lot of places that it would be better spent than in the landfill.

[0:55:23.4] LL: Right.

[0:55:26.5] AS: One thing that I find interesting here is that a lot of the argument, or the — I don't know if they posture this as an argument as much as they say it's facts of the GMO, the genetically modified organism conversation, is that the world is going hungry. There are so

many people. How are going to feed the world without GMOs? What would you say to someone like that?

[0:55:50.0] LL: I think — I have my biases about GMOs that are personal, but I think first or in tandem with that, at a very very least, is that we should solve or try to tackle and make an impact with this disconnect between the fact that people are hungry but we have enough food four times over. What is wrong with our system? Let's solve that too maybe with the same gusto that we do to try with the GMO, right?

[0:56:22.8] AS: Yeah. I just wonder — I don't know. I wrote a book, it's called *The Roots of Going Green: Your Fork Your Power* when I was in graduate school, on how people can use food chain just to help to not contribute to the climate crisis as best as possible. A lot of studies around GMOs, after a while, they stop producing the yields that their promised and there's no monoculture that — Nature loves diversity.

[0:56:50.0] LL: Right.

[0:56:51.6] AS: There's a lot of arguments, but I feel like one of the — There's a lot of reasons not choose them or not to need them, but I think I like your approach of, "Look, we're wasting this food, so why don't we deal with that?" Then let's eat GMOs, even though Monsanto and DuPont are kind of out-pacing us. I think — Again, an example here in America. We have so much. It's just mismanaged in terms of distribution. Not mismanaged, the system is setup to be a bottleneck, the top 1% of resources. You know what I'm trying to say. A lot of these arguments really aren't honoring the inefficiencies and waste in our systems, I guess, is what I'm trying to say.

[0:57:38.7] LL: Yeah, totally.

[0:57:40.9] AS: Just a couple of more questions about you, personally. I think people will think, "Oh, it's an amazing thing. You've had Andrew McCutchen. Is that how you pronounce his name, like the favorite Pittsburgh Pirate donated a truck to you guys. You've got an incredible press, and you're doing all these good stuff. Yet, even when you're trying to do good stuff, there are huge challenges. What challenges have you come across and what kept you going?"

[0:58:07.2] LL: Yeah, personally or as the organization?

[0:58:10.7] AS: Both.

[0:58:11.9] LL: Okay. I think, personally, one of the things that is the most challenging about being so an entrepreneur is that you don't have the structure of feedback that you would have in a corporation. Every quarter you get your best salesman award, or you get your pat in the back or your best employee, and then you get you raise at the end of the year. There's a cycle of dependable encouragements that happen.

With starting out, you have to be that person even on the difficult phase, and then the challenge is to keep on going even on the difficult phase and keep your eye on the ball. Maybe that personally would be my biggest challenge.

As an organization, it's really — What we're doing requires so much education still, because while people are getting more and more aware of food waste, there's really no model that we can follow. Unlike if I were to establish a food pantry, there's many many food pantries that already exist and I could probably get a best practice handbook somewhere. But with food rescue and recovery, there's no such thing. We're lining as we go and we're trying to setup the processes that would eventually be the best practice that hopefully people refer to.

[0:59:43.2] AS: Wow! I never thought about that. I know in my work there's no path for what I've been doing. People think it's that or coaching or therapy, but it's none of that. The education is so hard. Clients will say to me, "This is what I needed, but didn't have the language for it." I'm like, "Oh, that's wonderful and that's so challenging in a humbling."

I can only imagine, you're trying to setup a better system, and so the learning curve is so huge. I never thought about that.

[1:00:15.4] LL: Yeah.

[1:00:17.0] AS: Again, as you point out, it's these smaller places. Yeah, the Costco and the Wholefoods, and those ones are huge, but it's these smaller places and you really just — You need a lot of people and a lot of communication. It sounds like it's a lot of, for lack of a better word, grinding it out. Just those continuous efforts.

[1:00:36.3] LL: Right.

[1:00:38.6] AS: Wow! What are your spiritual views? What gives you this orientation towards wanting to make the world a better place and keeps you going during those times where it's like just — I think what you were saying with the feedback loop is like, often, as an entrepreneur, you definitely are very aware of how you're failing, right?

[1:00:57.6] LL: Right. Yeah.

[1:00:59.3] AS: With blowing up, but it's like, "Okay, how do I know I'm on the right track?" If you're creating your own path, no one to say, "Here is your bonus."

[1:01:11.6] LL: Right, yeah.

[1:01:13.3] AS: Where do you tap into? I'm really curious, your spiritual views.

[1:01:17.2] LL: I think — My main spiritual view is that you can't take it with you, right? Why bother?

[1:01:25.8] AS: I saw that too.

[1:01:27.5] LL: Right? It's like why spend — We only have. It's like a few years on our — It's like, "Come on." How do we make the most out of it? It's really do what matters. Love people. Love your family. Love your friend. Then I think the next level to that is try to make it as easy for other people as you possibly can. We are both so lucky, and this world is so unequal. I think — We can't take any of it with us; money, fame, I don't care. Whatever else. We will die. That's it. That's my belief, so let's just make the most out of our time here.

[1:02:21.4] AS: Yeah. I think this actually kind of ties in to the healthcare conversation, and I love that. I always say that too. Granted I want some creature comforts, like I'm not going to —

[1:02:32.3] LL: Right. Yeah, I'm not saying that either. It's like I'm not saying that at the expense of yourself or that you have to be so aesthetic and just — I guess that is more of what can we do. What can we do to make it meaningful? This beef stay here. That's really what it is. It's like we can't — We can't just close our eyes to how fortunate we are without doing something that at least try to make it better for others. We're never going to solve the world, all the world's problems, but at least in our small way we're trying to give it some shot.

[1:03:19.1] AS: Yeah. I was going to say, but I always say to Carlos or something like, "Why are people so — assimilating all these stuff?" I'm like, "We're not taking it with us." I always say the same conversation, because he's like, "You don't want to buy that thing." I'm like, "Because we're not taking any of it with us. If anything, we're going to have to it, which is annoying —"

[1:03:37.8] LL: I know. It's like I don't want to pack all of these. Yeah. That doesn't mean you can't have a comfortable bed.

[1:03:45.6] AS: Right. There is the balance. Right.

[1:03:47.1] LL: Right?

[1:03:47.2] AS: Yeah.

[1:03:48.5] LL: Right.

[1:03:49.0] AS: No, but what I was going to circle back to is I was on a plane headed to D.C. a couple of weeks ago and a guy next to me, we were talking about healthcare reforms since I was going down there. He was talking — I was saying that part of the issue with healthcare right now, part of why it's so expensive is the end of life care, the last six months. The guy next to me was like, "Yeah, my mother-in-law was dying and she was a basically in a chair comatose." He's like, "I don't even know how much this state spent on the last six months of her life." I said, "Brings up this fact that in America, we do not talk about death. We pretend it doesn't happen."

We pretend we're going to live forever. We're very future-oriented." As a result, when the times comes, people often don't feel like they got the meaning that they want, to they hold on as long as possible. I'm not saying that I'm not going to be that person, but it's like the more that I live with what I feel like is true for me and important to me, the less I worry about the — I'm not saying I'm not scared, of course, but I don't — I feel like I used up what I'm here to do.

Whatever happens afterwards, I feel more and more content the more that I do focus on connecting in community and all that stuff, and I think if America, I think if we could talk more about death and the fact that we're not taking any of these with us. Like you said, fame, fortune, our families, I think people would be more in touch with how to give back, because you get so much from it.

[1:05:21.9] LL: Yeah, I agree. I don't know. I don't think it's any special thinking or thought of make me better than someone else. It's just that I just have the fundamental relief that I can take any of it with me. I think from that point on, a lot of things change. Yeah. Would you not say I don't like shoes? I enjoy shoes, but I'm not going to buy two million pairs. It's like — I don't know. It's a balance, like I said, between — Like you said too, between enjoying your own life, but also understanding that you can get enjoyment more from experiences as well as really giving.

Altruism — There's a big Harvard study that shows that one of the biggest pictures of a low-life is how altruistic you are.

[1:06:22.9] AS: I love that. There's a study too around meaning when people who aim for meaning in their life, versus happiness. Even when they're challenged, like you described, not having a template for this, their biomarkers are better when you shoot for meaning, even if their struggling. Versus people who are just kind of that hedonistic treadmill of like, "Happiness. Happiness. Happiness." Which I think is really quite spiritual and intriguing.

When you feel like you're a part of something bigger than yourself, even when it's challenging, it still nurtures you. That tells me we're all connected, if nothing else, right?

[1:07:01.9] LL: Right. Totally.

[1:07:05.0] AS: Leah, you are such a gift to Pittsburg, to the cities that will get this. I'm sure you'll adopt their zip code. It won't be 412 Food Rescue and like —

[1:07:15.0] LL: Yeah. Definitely.

[1:07:18.5] AS: How can people follow 412 Food Rescue, or donate, or get involved, or learn more and reach out to you?

[1:07:24.3] LL: yeah. You can — First of all, if you're in Pittsburg right now, or in the Allegheny County, you can download our app, it's on iOS and android, it's 412 Food Rescue, and then follow us on Facebook, which is — We love connecting with everyone, and on Twitter. Then our website is 412foodrescue.org, and you can donate either on Facebook or on Twitter — I mean on our website.

[1:07:49.3] AS: I love it. I think I'm going to get over my poor driving skills and try to do a rescue for a day.

[1:07:56.5] LL: yeah. I hate driving too.

[1:08:00.6] AS: I know. I'm like I wish I got to get my bike. I have a bike, but the front — When we were in Phili, our two front tires were stolen, like three years ago we still haven't gotten them replaced. That's how much of a shopper I am.

[1:08:12.9] LL: Oh, God! Yeah, I get it.

[1:08:14.8] AS: I'm going to try it, because this is — I just love what you are doing, and thank you for being you.

[1:08:21.1] LL: Thank you for being you. Thank you for giving us an opportunity to spread the word with your listeners. It's really valuable and I appreciate it.

[1:08:29.6] AS: Of course. Of course.

[END OF INTERVIEW]

[1:08:32.6] AS: Have questions or reactions about the episode? Reach out to me on Instagram and Twitter @alimshapiro, or Facebook at facebook.com/alimarieshapiro. If you love this show, please leave an iTunes review and tell one friend this week about how to get the Insatiable Podcast on their phone.

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