

Dollar Value Calculator

Calculating the estimated national retail value* of a 1lb basket of the types and amounts of food rescued in the most recent complete Second Harvest fiscal year.

Inputs

- Second Harvest food and beverage data
Types and amounts of food and beverage donated to Second Harvest over a 12- month period.
- Nielsen MarketTrack, Canada National All Channels, 52 weeks
The Nielsen MarketTrack data provides an average price per LB for food/beverage categories across Canada for a 52-week period. Data renewed every 2 years.

Process

Combine Second Harvest and Nielsen data to determine the estimated average retail \$ value per LB of each food category tracked by Second Harvest.

Food Category	Subcategories	Nielsen Markettrack Data Average Retail Price Per LB	Second Harvest Data Proportion of Food Subcategory Rescued	Subcategory Proportion Total Per LB	Average Retail Value per Pound per Category Total of Category Subcategories
CATEGORY 1 e.g., DAIRY	Subcategory 1 e.g., MILK	\$1.00	50%	\$0.50	\$1.65
	Subcategory 2 e.g., CHEESE	\$2.00	35%	\$0.70	
	Subcategory 3 e.g., YOGURT	\$3.00	15%	\$0.45	
CATEGORY 2	Subcategory 1	\$10.00	70%	\$7.00	\$13.00
	Subcategory 2	\$20.00	30%	\$6.00	
CATEGORY 3	Subcategory 1	\$1.00	30%	\$0.30	\$1.00
	Subcategory 2	\$2.00	20%	\$0.40	
	Subcategory 3	\$3.00	10%	\$0.30	

Sample Data (not actual values)

Basket Valuation - Determine the value of a 1 lb basket of the types and percentages of foods that were rescued by Second Harvest over a 12-month period.

Multiply the determined **Average Retail Value of 1 lb of each of the food/beverage categories** tracked by Second Harvest, with the % of each category rescued over a 12-month period.

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Food Category	Total lbs of food rescued by Second Harvest over a 12-month period by Category A	% of Category making up the Total Rescued B	Avg retail value per lb for category C	Estimated average of a 1 lb basket of foods rescued by Second Harvest over a 12 month period (B x C)
CATEGORY 1	100	10%	\$1.65	\$0.16
CATEGORY 2	200	50%	\$13.00	\$6.50
CATEGORY 3	300	40%	\$1.00	\$0.40
TOTALS	600 lbs	100%		\$7.06 sample estimate

Sample Data (not actual values)

This results in an estimated national retail value of a 1lb basket made up of the categories and ratios of the types of foods rescued by Second Harvest over the most recent complete fiscal 12-month period.