

# THROWBACK

## OG INFLUENCER

**There were influencers before social media. An original food influencer was Julia Child. Child lived from 1912 to 2004. She was a famous chef. She wrote many cookbooks. She had a popular TV show. She showed people how to cook. She was one of the first to give step-by-step instructions. She made cooking look easy. She cooked fancy French food. She brought fancy food into regular homes. She introduced people to foods like artichokes. She promoted eating fresh food. (She did this before “organic” was trendy.) She wanted women to empower themselves through cooking. She encouraged more women to be chefs. She’s the first woman in the CIA’s Hall of Fame. CIA stands for Culinary Institute of America. Culinary means cooking. Child wanted people to enjoy eating. She said, “This is my invariable advice to people: Learn how to cook — try new recipes, learn from your mistakes, be fearless, and above all have fun!”**

Fruits and vegetables grow in nature. About 40 percent look imperfect. They have funny shapes. This “ugly food” gets thrown away. Stores don’t want to sell them. Some people think this is wasteful. They want people to buy ugly food. A new trend is home delivery services that sell ugly food.

Jordan Figueiredo started a #LoveTheUgly movement. He posts funny photos of ugly food on Instagram at @uglyfruitandveg.

Sarah Phillips started “Ugly Produce Is Beautiful” on Instagram. She styles ugly food. She makes ugly food look good. She hopes this inspires people to eat ugly food. Ugly food tastes the same as pretty food.



▲ Stores don't have as much luck with ugly foods. People tend to pick food that looks "pretty."