

THE FOOD WASTE IMPERATIVE

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 KERRY PROPRIETARY
INSIGHTS



Sparking Discussion and a Need for Research

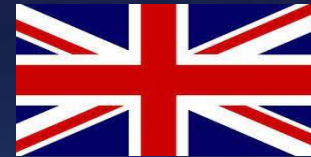
Our Approach



10 Countries

Concern with Food Waste, Taking Proactive Action to Reduce Food Waste – Areas of Focus

Countries:



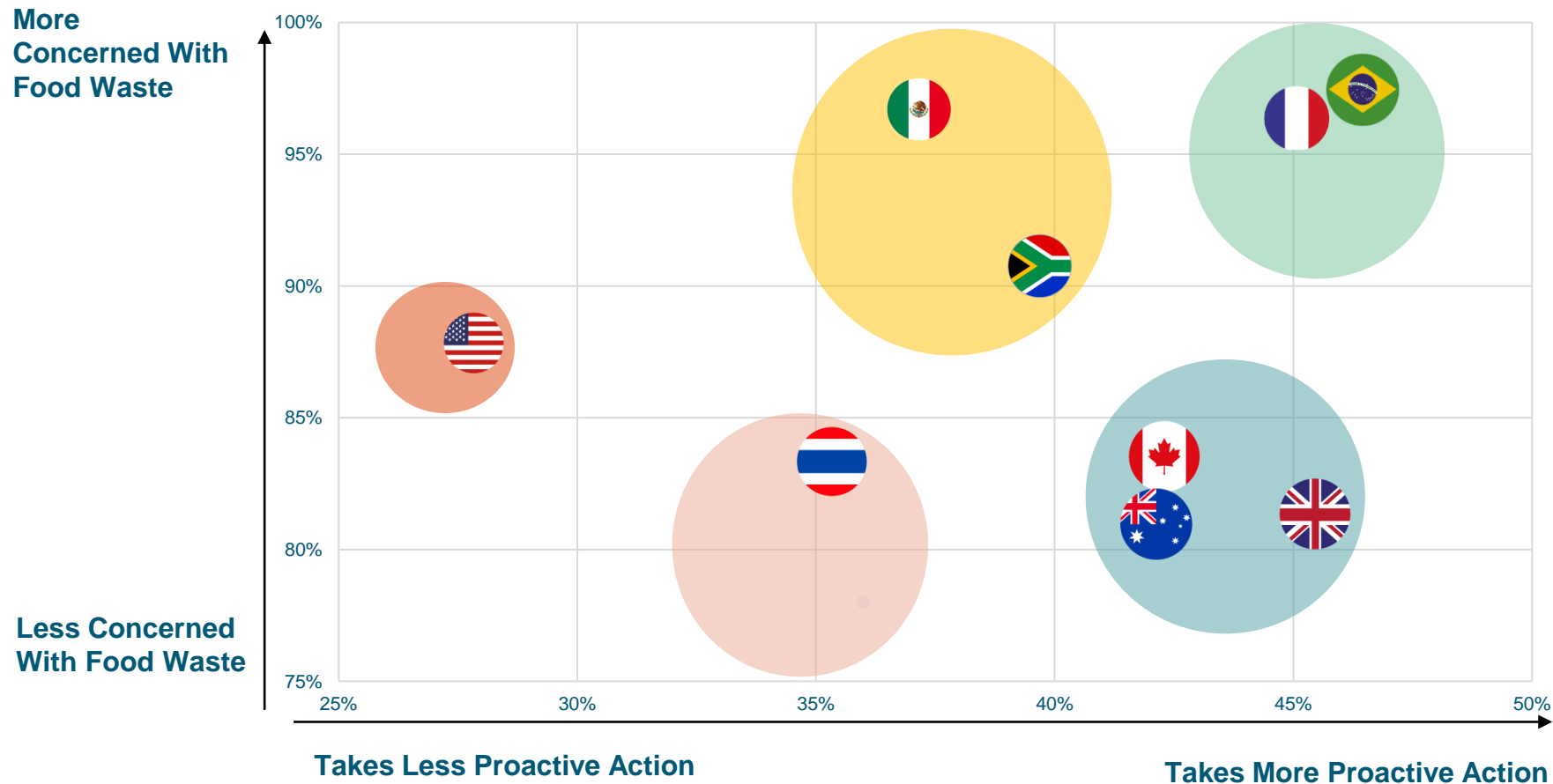


A Glimpse Of What We Observed...



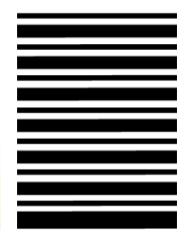
World Landscape of Food Concern/Action

While each country has unique thoughts and behaviors around food waste, we can categorize certain countries by their current concern and actions to help identify where focus should be placed.



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Changing the conversation on food waste



Shelf Life Extended

Be a force for change
in food waste reduction



Confidence in Food Safety Lowers Waste

“If it’s meat, I wouldn’t risk going over the date as could make you very ill but if it’s fruit and vegetables, as long as it looks okay, I would still use it”
Lisa W, UK



Concern about food safety

Consumers want to cut waste, but if they’re worried about a food’s safety, they’ll throw it out.



Food waste



Protected/extended shelf life

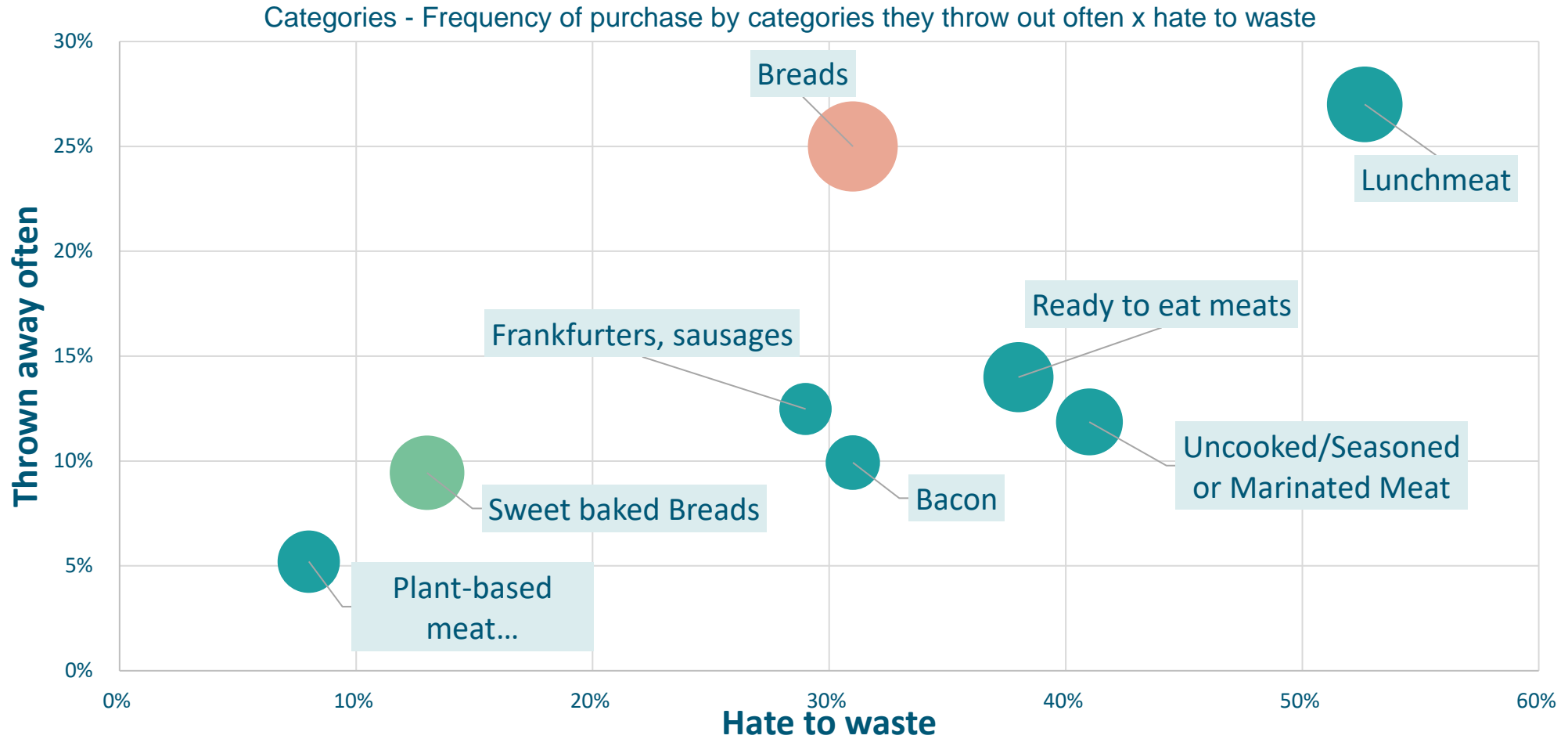
There is a need to **elevate safety, extend shelf life** – to help reduce food waste.



Food Safety for Peace of Mind



Consumers hate food waste, especially in meat and bakery



Manufacturer simulation | Consumer simulation

Let's calculate the waste reduction potential for a product you have in production today

What is your product type? **Bread**

What region do you operate in? **Europe**

How much of this product do you produce? **20,000 kg per day**

What is your products current shelf life? **7 days**

How many additional days' shelf life would you like to stimulate? **+ 3 days**

Do you know your % waste statistics today? **No, use market statistics**

01 02 03 04 05 06

Back | Start over

Manufacturer simulation

For **Bread in Europe** at a production scale of **20,000 kg per day** the extension of shelf-life from **7 days** to **10 days** indicates:

- Potential volume waste reduction: **2,232 kg per day**
- Above reduction as a % of production: **11 %**
- Equivalent CO₂: **4,812 kg**
- Equivalent H₂O: **539,943 l**
- Equivalent nutritional reach (additional people fed): **1,253 people fed for one day**

Download results

Sources: UN FAO (2011, 2015, 2021); Food Loss and Waste Accounting and Reporting Standard Calculations (2021) leveraging: Poore & Nemecek (2018), Espinoza et. Al. (2011) The carbon footprint of bread, Notarricola et. Al. (2017) Energy flows and greenhouses gases of EU national breads using an LCA approach, Michael Clark et. Al (2022) Estimating the environmental impacts of 57,000 food products. PNAS; World Resources Institute: FLW Value Calculator (beta release v1.2 June 2, 2021), Food Waste Atlas; Data Environmental Impacts of Food Data Explorer by Our World in Data; Kerry Proprietary Database

*** Optional - all others are required inputs**

Disclaimer: The results of this simulator are indicative and not designed to represent a quantitative measure of your own sustainability impact. These should not inform front of pack claims or sustainability claims. The purpose of this tool is informational, to raise awareness of the opportunity to reduce food waste through preservation.

Manufacturers

Estimate food waste reduction from shelf-life extension

Consumers

Calculate the impact of a % food waste reduction in your home



Key Learnings

Engage people, not respondents



Identify Stories Beyond the Numbers



Research with short-, medium-, long-game potential.



Time for Questions

Talk to us!



Thank You!

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