Sustainable Retailing in Practice: Innovation for food waste prevention through measurement and data

Food Matters Live – 21 Nov 2018
Our Vision:
Ensure a sustainable future by eliminating global food waste

We can take control.
Why...

Food Connects Everything.

What connects us to our world more than food?
What system has more potential for positive global impact?
Mission: To Make Food Waste Prevention Everyday Practice in the World’s Kitchens

15 years of measurable industry impact
Creators of food waste tracking & analytics category
Client partners in 25+ countries
Experience with over 1,700 customer deployments
Advocates against wasted food
Dedicated to food waste prevention
Prevention
[ Maximum impact, often overlooked ]

The top of the hierarchy yields maximum benefit; impacting the entire food supply chain.
Food Waste Costs Food Organizations...

5 Costs

- Food
- Energy / Water
- Labor
- Lost Sales / Profit
- Disposal
Rising Awareness & Focus on Targets

"Food waste" - Worldwide searches/day

Target 12.3
By 2030, Halve per capita global food waste at the retail and consumer levels
And reduce food losses along production and supply chains, including post-harvest losses

We’re creating a movement....
Big Food Operations; Big Potential for Good

- WRAP & IGD UK Food Waste Reduction Roadmap – 90 Food Co’s on board, 50% Target

- Tesco – Leading transparency efforts in reporting, chairing Champions 12.3 coalition

- Lidl – Commitment to reduced food waste, 25% by 2020, 50% by 2030

- Kroger – Donate 3 billion meals by 2025; zero food waste in operations by 2025
Food Retail Is Changing…Fast

• Blurring line between grocers and restaurants
  • *The shift to “Fresh”*…desire for high-quality, fresh food
  • Need for convenience
  • Increased grab-n-go options (perimeter)

• Innovating to attract and retain customers
• Reaction to on-line shopping / home delivery services
• Grocers seeking to create dining “experience”
• Offerings competitive with traditional takeout

*Increased complexity = potential for food waste*
The Measurement Gap

We need data to...

**Define Baselines & Measure Change Over Time**
Without data we cannot scope the problem or assess improvement

**Conduct Root Cause Inquiries and Develop Solutions**
Without data we can’t diagnose the roots of the problem

**Engage People in the Food Waste Effort**
Food waste prevention is a team activity, and we need everyone in the kitchen (and the industry) on the team
We need data to celebrate success and recruit supporters
Automated Food Waste Data Collection

1-STEP REAL-TIME

- **Fixed Stations with Photography**
- **Light-Weight Tablet Solutions**
- **Pre and Post-Consumer Incremental Floor Stations**
Smart, Actionable Information

Weekly waste summaries and detailed daily reports focus the conversation on the greatest opportunities for prevention.
Food Waste is a behavioral problem.

Successful prevention requires everyone to consistently repeat the right behaviors at scale.
Sharing Data Promotes Engagement & Behavior Change
Trends/Areas for Impact

Closed Loop Menu Planning/Ordering
Create waste-smart forecasts

Behavioral Intervention
Reinforcing the right food prep behaviors

Evaluate Waste-Generating Rules
Validate safety, merchandising and buffet practices

Adjust Concepts & Experiences
Addressing hot/cold bars, reinvent salad stations; focus on high waste food items

Targeting Overproduction
Bakery and prepared foods

Addressing Spoilage and Trim Waste

Challenging Disposal Patterns
Repurpose, or donate?
Since 2014 alone, LeanPath has helped its clients prevent over 12 million kg of food waste.
Join Us in This Journey to Make Food Waste Prevention and Measurement Daily Practice in the World’s Kitchens

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