



European
Commission



TIME'S UP FOR FOOD WASTE!

**SETTING THE
EU ACTION AGENDA
TOWARDS 2030**

CONFERENCE
BRUSSELS | 12.12.2019

EU2019 FI

Health and
Food Safety

RECOMMENDATIONS FOR ACTION AT RETAIL STAGE

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RECOMMENDATION 1: ESTABLISH TRUSTFUL RELATION WITH SUPPLIERS AND SHARE DATA AND INFORMATION ON FORECASTING TO MATCH SUPPLY AND DEMAND.

- Coordinate food waste prevention in a joint business plan among supply chains to develop volume demand forecasting, which will contribute to linking primary food production to other markets (process) to avoid waste in case of surplus.
- Where demand forecasting is not possible due to unpredictable climate conditions, consider measures to share risks of variable supply and demand with suppliers.
- Promote price transparency and agree on benefit splits with primary producers to ensure more food reaching the market and create a fairer supply chain.
- Use digital and automatic ordering to avoid human error and to improve shelf management practices.
- Improve return policies between supplier and retailers in order to facilitate supply chain management to prevent food waste



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HOW DOES COLRUYT GROUP DEAL WITH THIS?



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RECOMMENDATION 2: MAKE FOOD WASTE PREVENTION/REDUCTION A COMPANY PRIORITY

- Engage and train staff on the importance of food waste reduction, provide incentives for internal collaboration across company departments, and set Key Performance Indicators for measuring food waste reduction.
- Train staff on frequently marked-down product to support waste prevention, and create a coherent marketing system that does not encourage excessive buying of the same foods, but rather offers price discount deals. Promote “close to the end of shelf life” food at reduced prices putting them in special places in the stores.



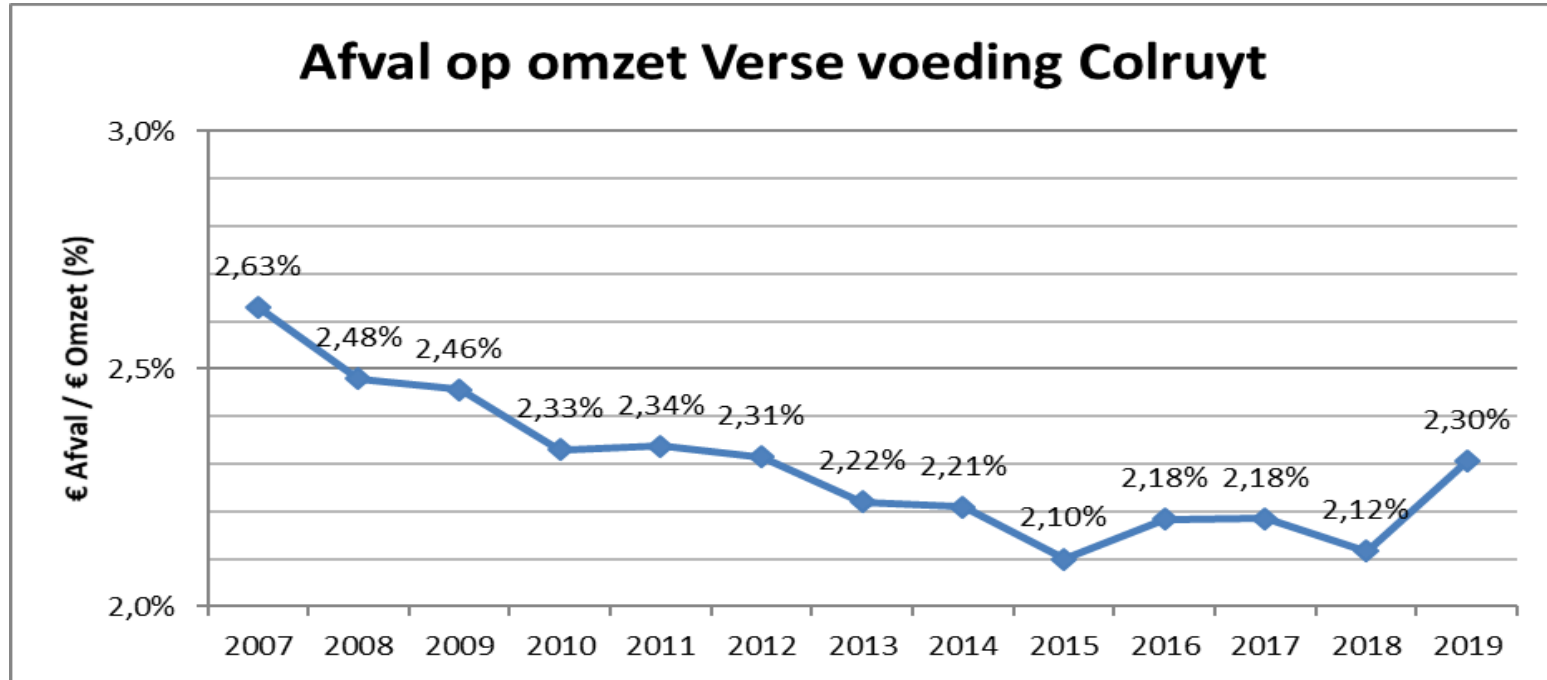
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RECOMMENDATION 3: DATE MARKING: AGREE ON ACCURATE DATE MARKING TO PROVIDE LONG SHELF-LIFE WITHOUT COMPROMISING SAFETY OR QUALITY AND CONSIDER THE ROLE OF INNOVATION (E.G. BAR CODES)

- Align the food supply chain (primary production, manufacturers and retail) to agree on consistent date marking practices in the EU. Provide guidance to both the food business operators and to consumers on the difference of “use by” (safety concerns) and “best before” (quality concerns) labelling.
- Collect data on the impact of the current date marking rules for eggs (i.e. 28-day “best before” set in marketing standards and the 21-day “sell by” date) on food waste, in order to assess whether a revision is necessary. As for all foods, food business operators should determine date marking.
- Consider the role of innovation and the potential to use technologies such as bar code scanning to keep track of products close to the end of their shelf-life. This will allow retailers to give consumers promotions on those products.
- Promote packaging innovation within the industry that prolong the shelf-life of products, ensures food safety and reduces packaging material.



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Longer lasting than you thought

HOW ARE



15 February 2019

If you want to take care at home simply by checking the difference, you will certainly

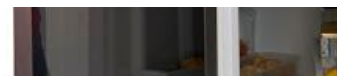
'Best before' versus

We explain the difference via posters in our shops. Some products which are still perfectly

- **'Use by':** after this date you can no longer use the product safely. This applies to products such as soft cheeses, milk, etc.
- **'Best before':** after this date the product will deteriorate, but it's still safe to use. This applies to products such as fish, tinned vegetables, hard cheeses, etc. Is it past the date shown? Trust your senses and inspect it yourself for signs of decay. If it looks and smells normal, you can still use it.



can make a difference. If you know the difference, you'll have good luck!



Past its date? Inspect a product thoroughly with your senses before you throw it away.



RECOMMENDATION 4: GREATER USE OF FOOD REPURPOSING IN STORE (E.G. PROCESSING UNSOLD FRUIT/VEGETABLES)

- Create, where possible, in-house re-processing capacities at retail level to process foods, which are close to the end of their shelf life.



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RECOMMENDATION 5: USE CONSUMER RESEARCH TO BETTER UNDERSTAND CAUSES OF FOOD WASTE AT HOME AND TAILOR PRODUCTS, DISCOUNTS AND PROMOTIONS TO HELP CONSUMERS PREVENT FOOD WASTE AT HOME.

- Use digital tools to allow consumers to report their experiences of food waste through the bar codes and QR- codes. This will give both consumers and retailers awareness of consumers' waste habits and allow identifying areas of improvement, both at home and at retail level through adaptation of products, packaging, promotions and discounts. Create awareness campaigns targeting the consumers, especially during the “food waste seasons”, e.g. Christmas and Easter.



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HOW ARE SUPERMARKETS ALREADY DEALING WITH THIS?



Verse producten

Versheid en kwaliteit

Duurzaamheid

In de kijker

Tips & tricks



Tips & tricks



Wat leg ik waar in de koelkast?



Hoelang blijven etenswaren goed?



Wat kan ik doen met restjes?



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RECOMMENDATION 6: MONITOR, MEASURE AND REPORT ON FOOD WASTE QUANTITIES IN ORDER TO IDENTIFY AND TAKE ACTION

- Establish a baseline to measure progress as well as a monitoring system that allows retailers to report on their findings.



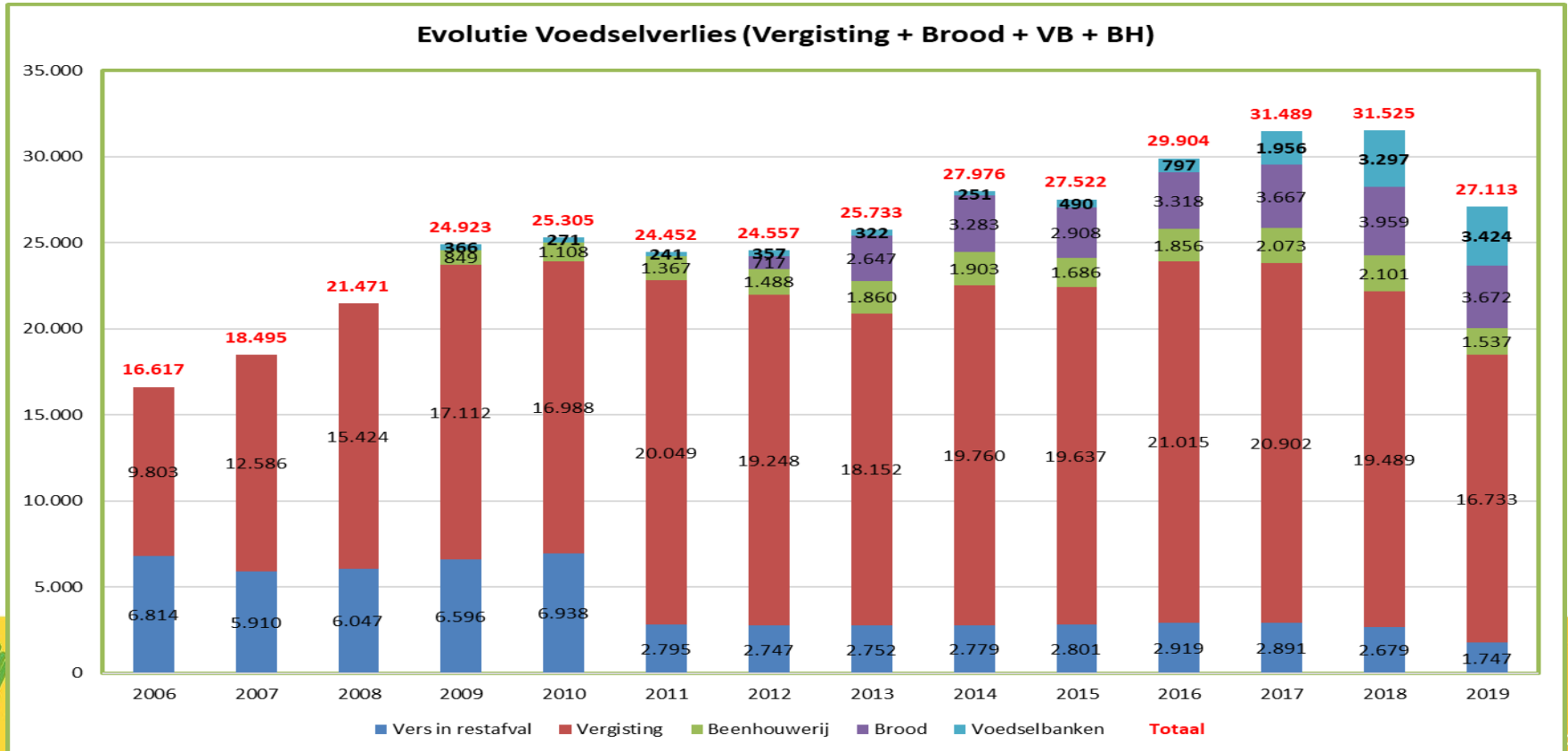
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HOW DOES COLRUYT GROUP DEAL WITH THIS?



PLATFORM'S RECOMMENDATIONS FOR ACTION

1. Establish trustful relation with suppliers and share data and information on forecasting to match supply and demand.
2. Make food waste prevention/reduction a company priority
3. Date marking: agree on accurate date marking to provide long shelf-life without compromising safety or quality and consider the role of innovation (e.g. bar codes)
4. Greater use of food repurposing in store (e.g. processing unsold fruit/vegetables)
5. Use consumer research to better understand causes of food waste at home and tailor products, discounts and promotions to help consumers prevent food waste at home.
6. Monitor, measure and report on food waste quantities in order to identify and take action
7. Put in place a favourable framework to encourage food waste reduction



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