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TIME'S UP FOR FOOD WASTE!

**SETTING THE
EU ACTION AGENDA
TOWARDS 2030**

CONFERENCE
BRUSSELS | 12.12.2019

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Health and
Food Safety

**REDUCE FOOD LOSS AND WASTE
START UPCYCLING**

"1/3 of food gets lost somewhere in the food chain"

FOOD HEROES

Start..

..testing

innovative upcycling solutions

FOOD HEROES AWARDS

co-creative design approach

Share your solutions and meet up!

Interreg

North-West Europe

Food Heroes

European Regional Development Fund

FOOD HEROES

Marjon Krol

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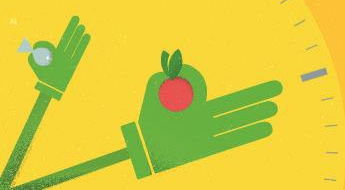
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CHALLENGE:

- One third of all food produced worldwide is lost or wasted
- This is 88 million tonnes each year in the EU



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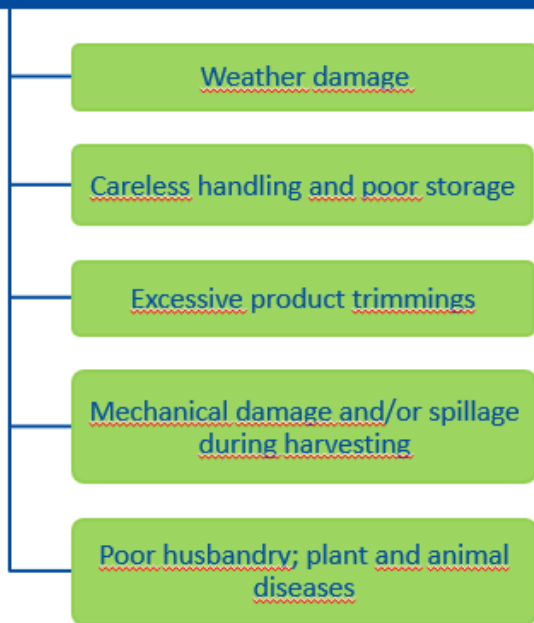
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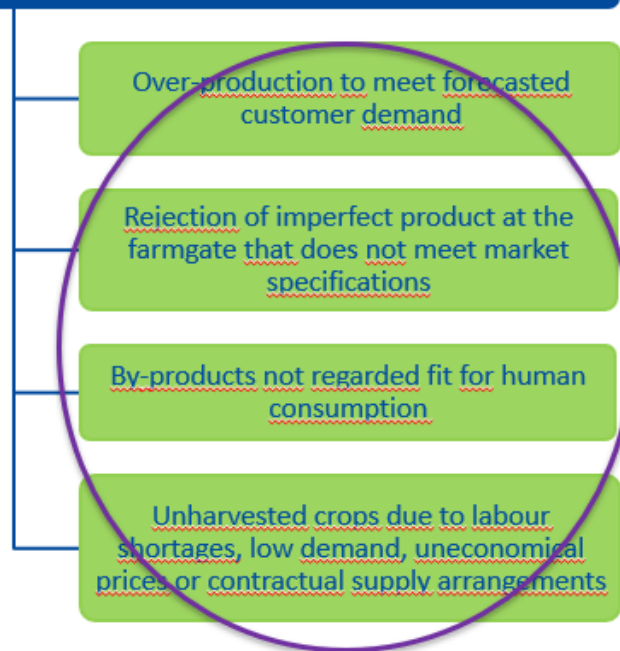


Improve farm
management

Food losses practice based



Food losses market based



Develop added
value



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Focus: reduce food losses and wastes in the primary sector by creating higher value uses for by-products and products that are out of specification.



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3 SECTORS:

- Fish & Seafood:



- Fruits & Vegetables:



- Male animals:



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2 MAIN LINES OF ACTIVITIES

- Develop, test and implement 15 solutions
- Showcase best solutions: Food Heroes Awards



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FINAL CONFERENCE: 18 MARCH 2020, BRUSSELS



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SOLUTIONS FRUITS & VEGGIES

Lekker
en gezond
met prei

Kimchi van gefermenteerde prei is niet alleen lekker, het is ook een manier om prei langer te bewaren en voedsolverlies te verminderen.



AH Oesterzwamburger

Prijs per KG € 18,69 160 g

Nieuw

2,99

Voeg toe +

Oesterzwamburger met champignons en ui, met toegevoegde vitamines

- Gemaakt van de steeltjes van oesterzwammen, dit is een duurzame keuze
- Burger met een lekkere paddestoel smaak van oesterzwam en ui
- Volledig plantaardig
- Rijk aan vezels



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SOLUTIONS FISH & SEAFOOD



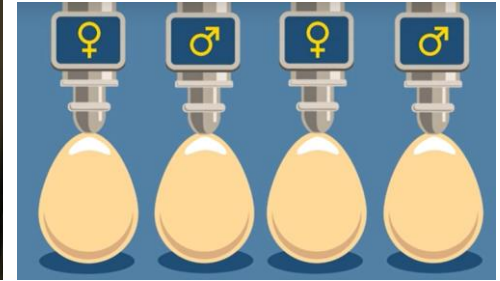
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SOLUTIONS MALE ANIMALS



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Submit before: 15 November 2018

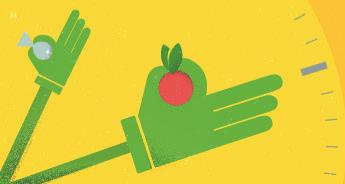
www.foodheroesaward.eu/go



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ENVIE: WINNER FRUITS & VEGGIES



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Naomi Smith



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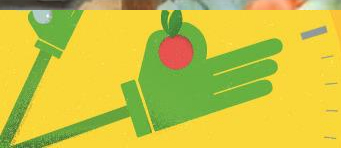
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enVie is a social business that supports people to improve their own lives by giving a second life to undervalued resources.



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Successes - Year 1

Objective	Achieved year 1 (2018-2019)
4-5 people trained	8 people trained
40 tons of vegetables 'saved'	50,4 tons of vegetables "saved"
75.000 bottles of soup produced & sold	134.400 bottles of soup produced & sold



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Four founding partners integral to the value chain:



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IN OVO: WINNER MALE ANIMALS

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SAVE THE CHICKS

Wouter Bruins



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IN OVO



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Germany becomes the first country to ban disturbing 'chick shredding' practice from egg industry

Ashitha Nagesh for Metro.co.uk Saturday 24 Oct 2015 1:44 pm



ANIMALS

German court: killing male chicks 'in line' with animal rights laws

A German court has ruled that the mass slaughter of male chicks does not violate animal protection laws. Farmers say that the males provide no eggs and too little meat; animal rights activists dub the practice murder.



Animals

Egg producers pledge to stop grinding newborn male chickens to death

By Karin Brulliard June 10



Most Read

- 1 18-year-old woman sentenced to 40 years in murder of gamer over a PlayStation 4
- 2 In Canada, Muslim woman attacked in supermarket. Pig's head left at mosque.
- 3 Scientists just doubled the number of known contagious cancers
- 4 Strawberry-pink Arctic snow: Pretty maybe, but alarming

Unilever Makes An Effort To Stop Killing Male Baby Chickens

Consumer goods giant Unilever will stop utilizing maceration, the process of grinding up baby male chickens they cannot use. Instead, the company is creating a technology to determine sex before the chicks hatch.

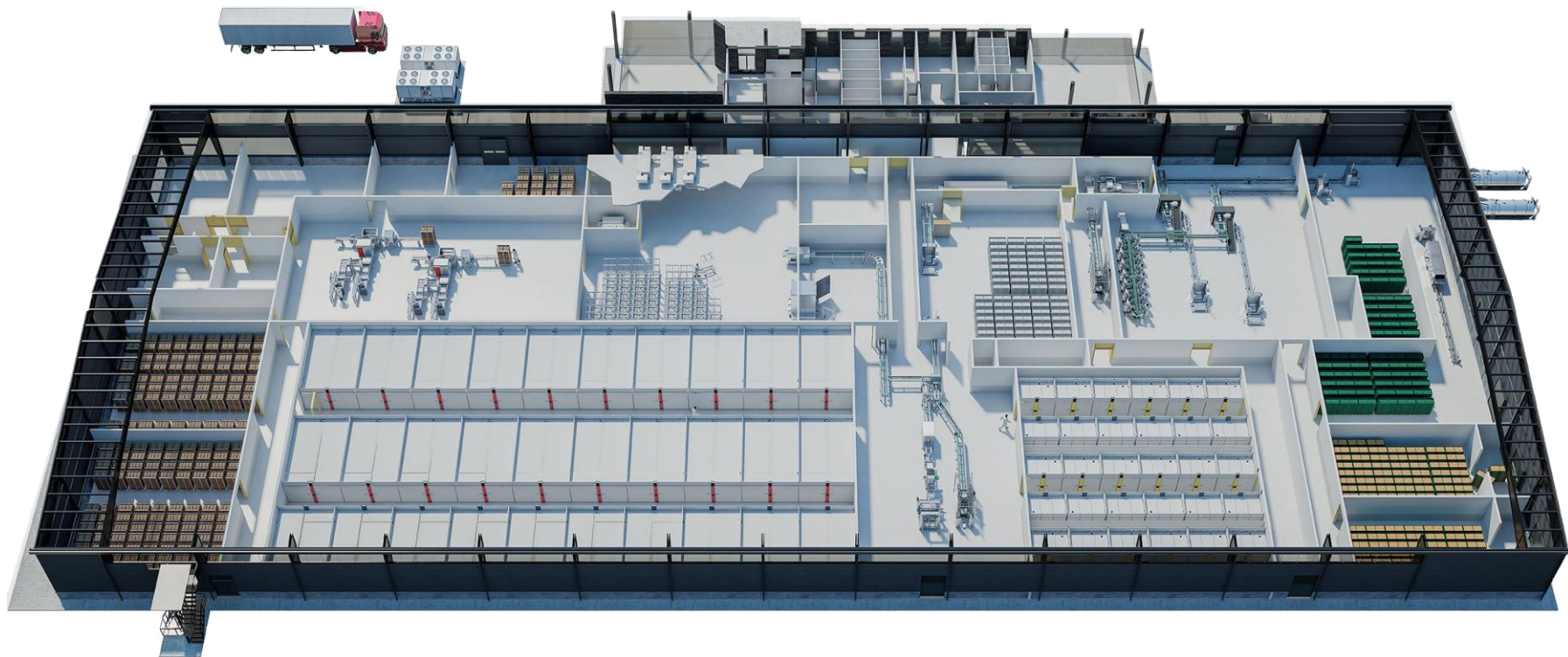


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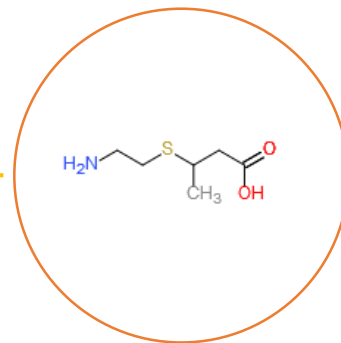
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2020

2021

Global Market

Hens produced

1 million

20 million

6 billion

Hatcheries

1

4

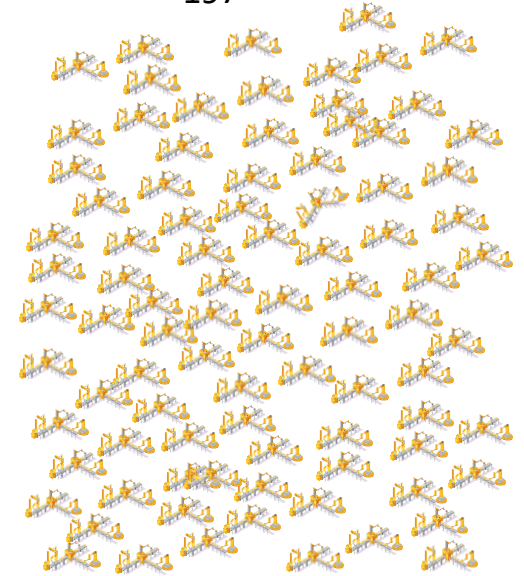
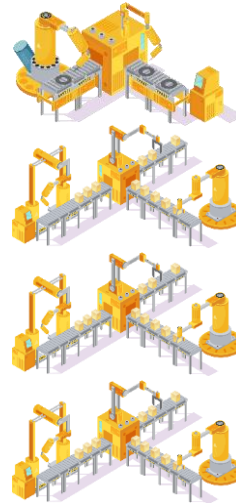
~600

Countries

1

2

197



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FOOD HEROES FINALIST



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MUSSELLA: WINNER FISH & SEAFOOD



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Mussella™

Axel BRIERE



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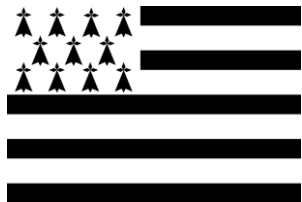
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ABOUT ME



Mussels farm

- Third generation
- Environment
- Territorial and social anchoring



Swiss business school

- Efficiency
- Robustness of the model



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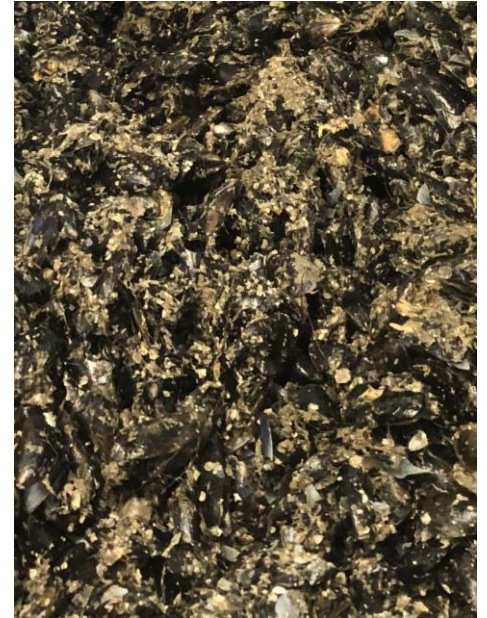
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MUSSELS' BY-PRODUCT

- National problematic
 - 80 to 90% of undersized mussels
 - 15 to 65% of the production
 - 20 tons/year



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ISSUE

- Legal
- Image
- Ecological



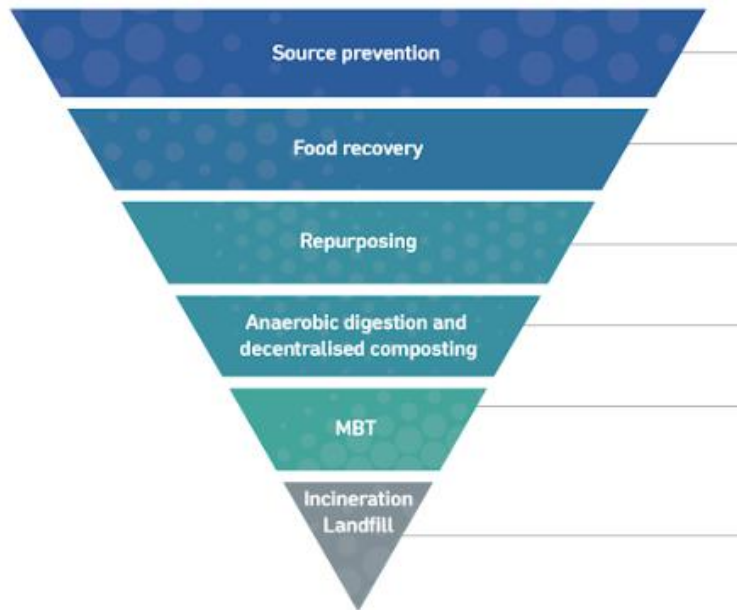
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VALORISATION DETERMINATION



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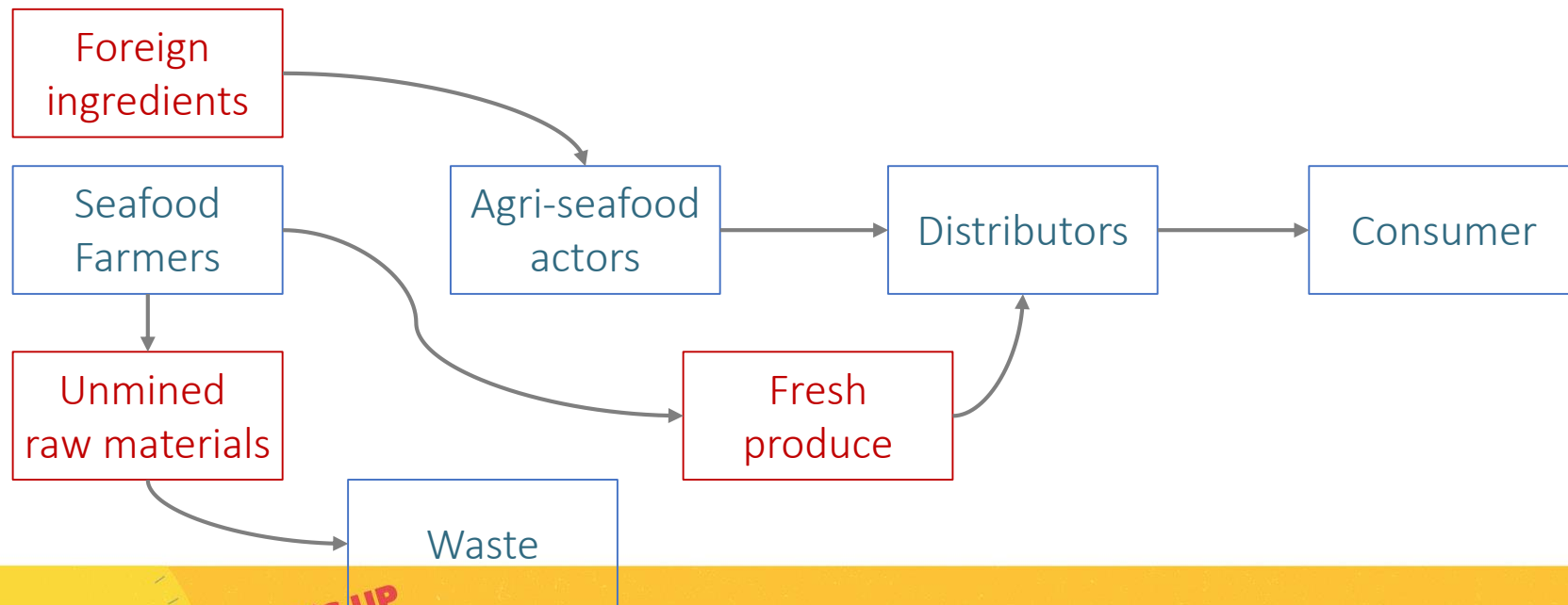
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SEAFOOD VALUES CHAINE



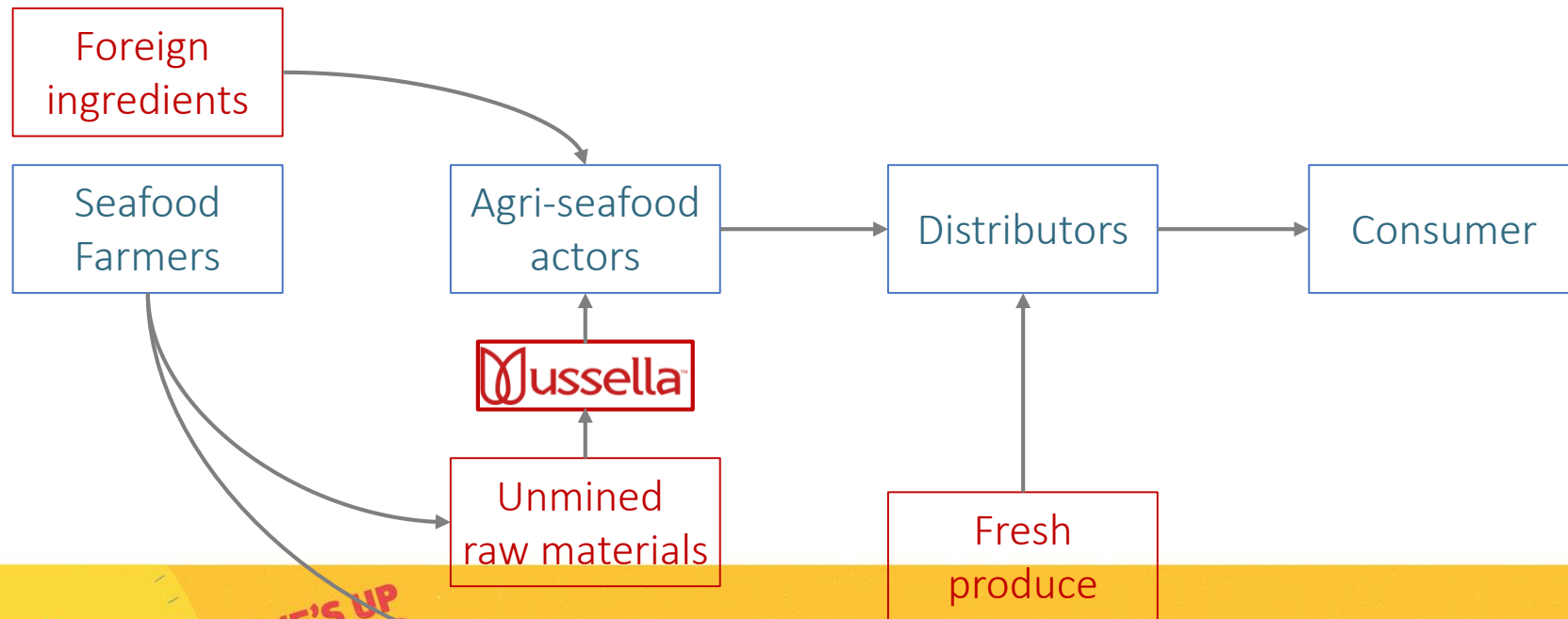
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MUSSELLA BUSINESS MODEL



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