



Ministerie van Landbouw,
Natuur en Voedselkwaliteit



SAMEN TEGEN
)))))
VOEDSELVERSPIJLING

No measurement
No reduction

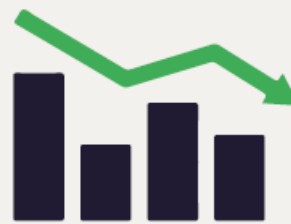
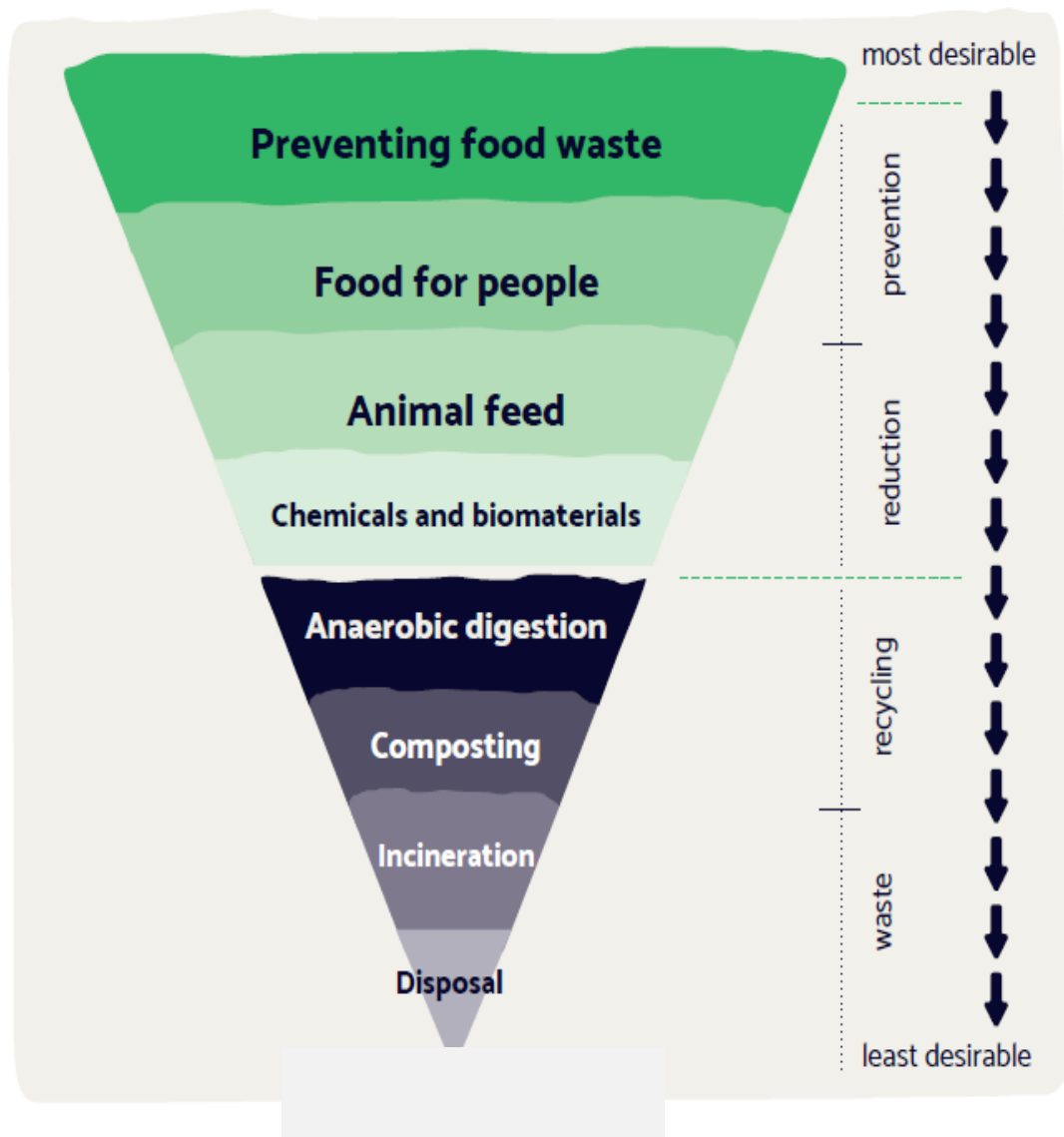
*Measurement in support of
food waste policy*

Daniëlle Kretz, coördinator
sustainable food

18 maart 2021



Food Waste Free United ecosystem



1. Monitoring progress and impact: United Against Food Waste measures the effects of its individual and joint approach.



2. Joining forces to combat food waste across the food supply chain: Stakeholders and leaders combine their strengths, networks and knowledge to develop innovative solutions.



3. Joining forces to combat food waste by consumers: United Against Food Waste aims to achieve sustainable changes in behaviour through campaigns, interventions and living labs.



4. Changing the rules: United Against Food Waste promotes the legislation and instruments needed to create a circular economy.

From Insight to Impact

Monitoring is crucial:

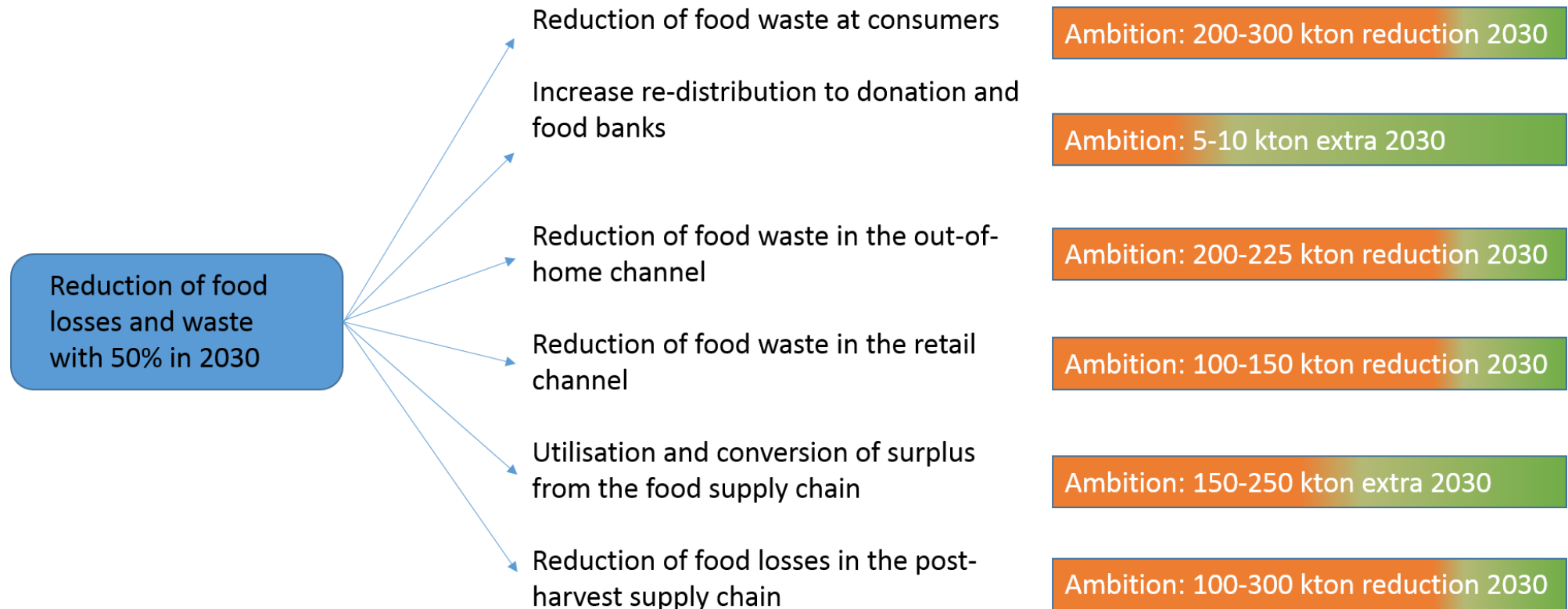
- › To focus the approach on impact
- › To set priorities aimed at contribution to reduction target
- › To get business stakeholders involved
- › To get into action on breakthroughs



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Roadmaps, routes towards impact in 2030





What's in it for me?

Insight into residual flows,
internal costs, business
processes, ecological footprint

Marketing opportunity

Financial advantage

Validated reporting on a
material non-financial topic

Sustainability linked loan

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PURE WINST

www.samentegenvoedselverspilling.nl



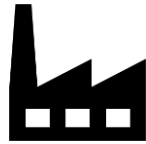
Current state sector-based data + ambitions



Primary Sector

No registration, destinations known

- On-farm measurements
- Inclusion in economic survey
- Upscaling to production areas + volumes



Manufacturing

Side & waste streams registration (undisclosed) + destinations

- Sharing data
- Converting waste into (in-)edible fractions
- Upscaling to sector size + volumes



Retail

Supermarkets: representative data on via loss registration (€), otherwise unknown + destinations (partially)

- Converting € into kg
- Sampling of specialty shops, upscaling to sector size + volumes



Out-of-home

High variance, little registration (if available, in €) + destinations unknown

- Sampling major O-o-H sectors
- Food waste challenge
- Converting € into kg
- Upscaling to sector size + volumes



Households

3-annual compositional analysis + survey; representative data



Dutch households

- › Monitor every 3 years
- › Synthesis of 3 studies: actual foodwaste, consumer survey, estimation survey liquid waste
- › Separately measured: consumer attitude & behaviour
- › In 2019: 34,3 kg, <29% since 2010
- gives information policy is working





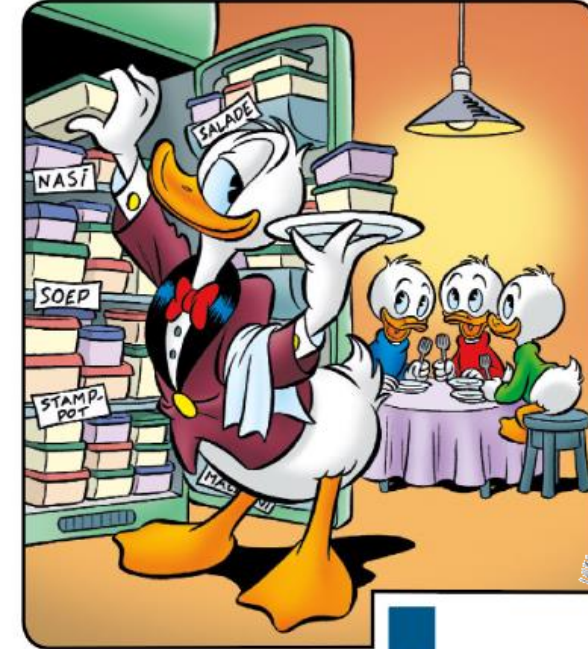
Information on what is wasted most, where, why & by who
→ gives focus in consumer campaign & development of tools

Who wastes most: families with small children
→ target in campaign

Most wasted foods
→ focus in consumer campaign (2021)

Disney Donald Duck

Samen tegen voedselverspilling



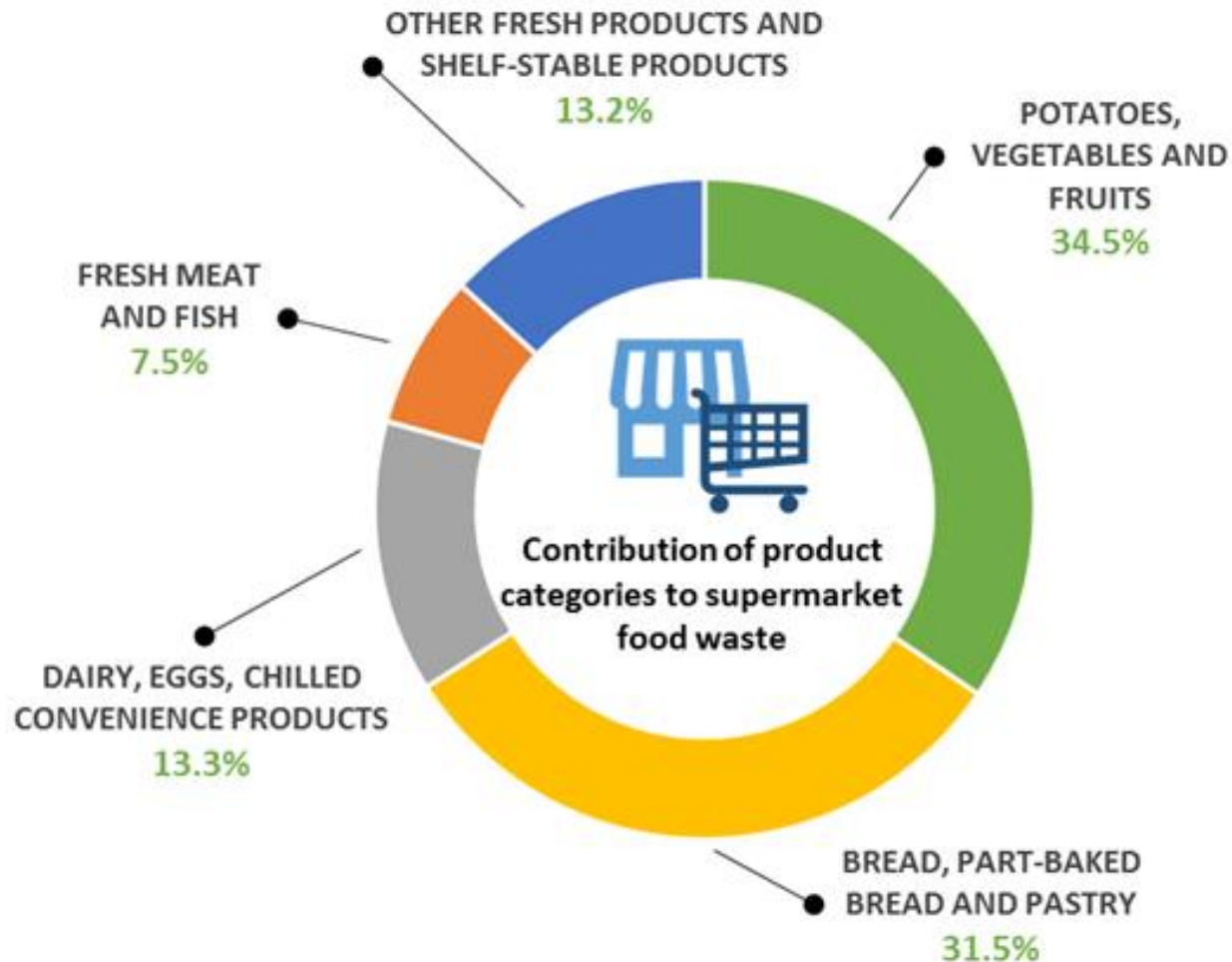
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Dutch supermarkets



> Amount of FW and product groups:

- 1.7% of sold amount
- Potatoes, fruits and vegetables + bread / bake-off = product 50-75%

Food Waste Challenge

Meer resultaat door minder verspilling in de horeca

Zo belangrijk is de horeca ➤ Zoveel kunnen we besparen



Groot:

1,8% van het BBP

Waardevol:

€ **€28** miljard omzet

Werkgelegenheid:

448.000 banen

Groei in 10 jaar:

+ **5.000** bedrijven
+ **28%** banen

In totaal
46.000
bedrijven (18.000
restaurants)

€ **582 miljoen**
61 miljoen kilo voedsel
121.000 ton CO₂

➤ Zoveel leverde de Food Waste Challenge

de deelnemers op in **6** weken:

21% minder voedselverspilling, dit is
een besparing van **75.240 kg** voedsel,
ofwel **€ 757.775,-**
en **150.480 kg CO₂**.

Het grote doel voor **2030**

-50% voedselverspilling

De Nederlandse horeca als voortrekker.

291 miljoen Euro kosten bespaard

30,5 miljoen kg minder voedsel gebruikt

60.500 ton CO₂ minder uitstoot

Top 5 tips:

best werkende acties

1 Commitment

Iedere medewerker tekent persoonlijk voor zijn of haar betrokkenheid. Deal!

2 Sociale norm

Laat zien dat er al heel veel andere chefs ook meedoen.

3 Smiley

Een rode, verdrietige smiley op de vuilnisbak. En een blijde groene op de koelkast. Zulke subtiele aanwijzingen werken echt!

4 Boegbeeld

Laat zien dat de chef (of een ander intern boegbeeld) zich echt in zet om voedselverspilling te voorkomen.

5 Doggy Bag

Laat op de menukaart zien dat het normaal is om een doggy bag te vragen.

Meer informatie:
rabobank.nl/foodwastechallenge

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Growing a better world
together.
Rabobank

Dutch restaurants

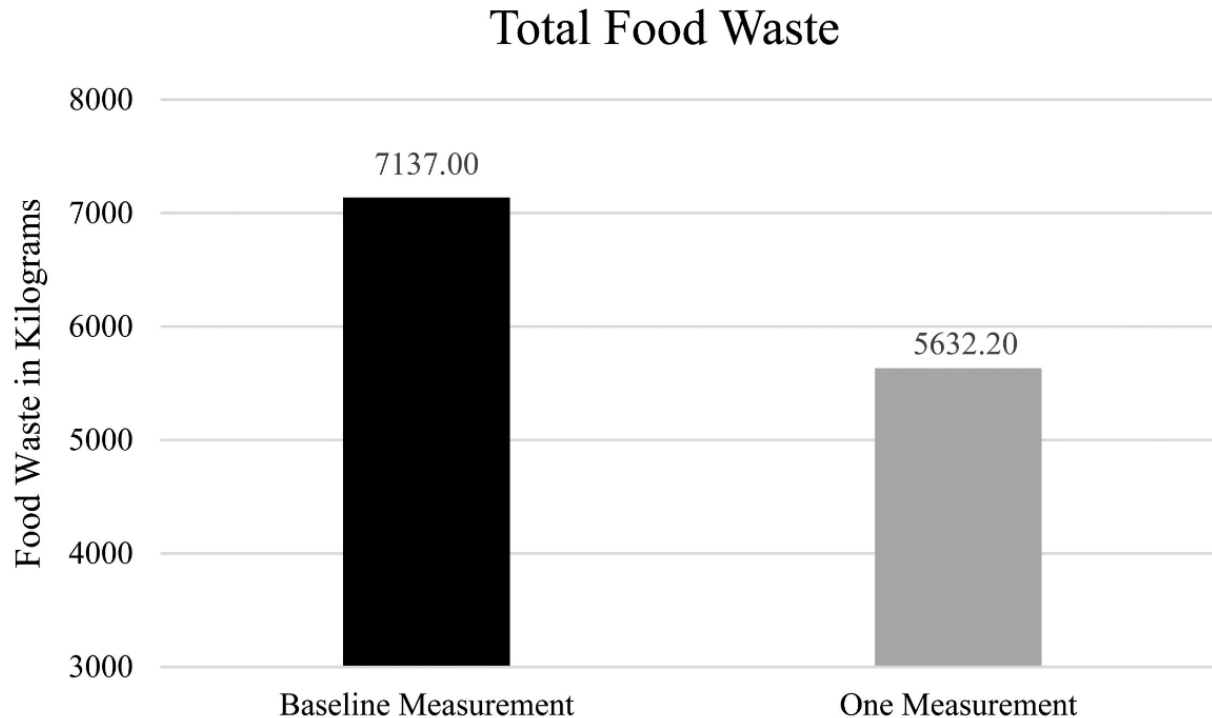


Figure 1. Total food waste during the baseline and one-measurement.

Visser-Amundson (2020), Journal of Sustainable Tourism,
DOI: [10.1080/09669582.2020.1849232](https://doi.org/10.1080/09669582.2020.1849232)

- > Baseline measurement, followed by nudging and second measurement
- > Amount of FW, by weighing of preparation and plate waste
- > Impact (86 restaurants):
 - Total 21% FW reduction on average
 - Differences between type of restaurants and nudges