

Colruyt Group: A practical testimony



 COLRUYTGROUP

A few numbers anno 2022:

365
Stores

6 600 000
Kg food donated

> 300
Organisations

>90%
Fresh products

5
min/day/shop

How does it work

Our principles

- We are part of society
- Food safety always comes first
- Take waste responsibility
- Equal partnership

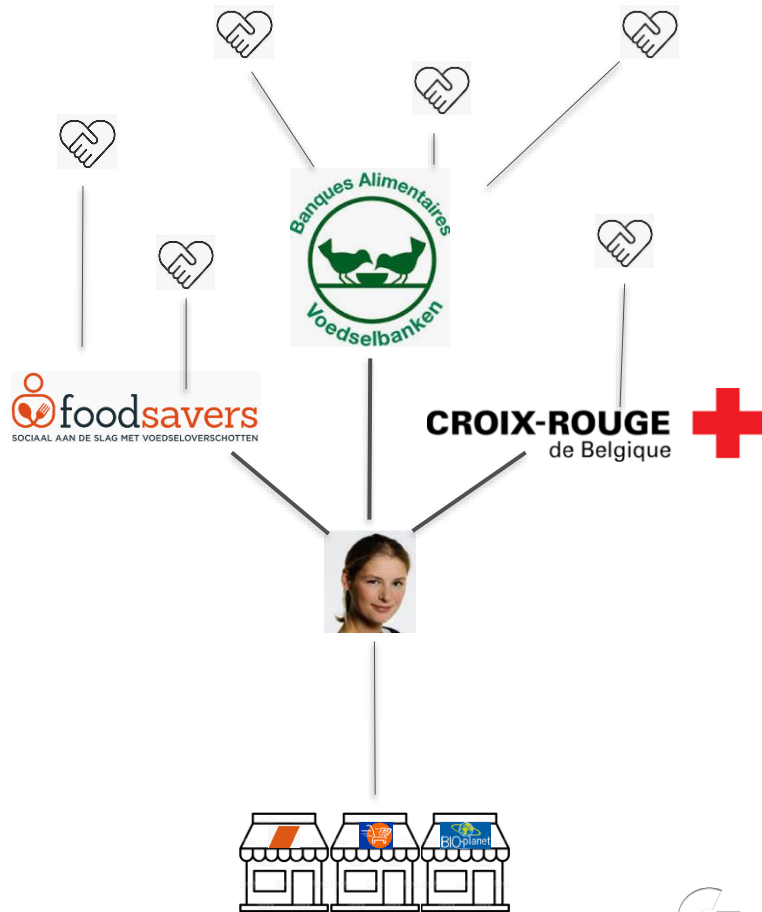
Our expectations

- Proper logistics & infrastructure
- Collect on distribution day & day -1
- Affiliated with Fed. Ag. Food Safety
- Affiliated with an umbrella institution



Top down regulation structure

- Strict contract rules ✓
- Agreement on frequency, time,... ✓
- Formation for all shop employees ✓
- Introduction shop – organisation ✓
- Start of collaboration ✓



Managing donation numbers

National monitoring

- Donation% as part of monthly reporting
- Fixed item on dashboard

Local monitoring

- Targets on donation%
- Fixed item on store dashboard
- Monthly follow up by region coach

Overzicht COLRUYT + BEENHOUWERIJEN	
Totaal Afval + Goed Doel ALLE Subafd (Kg):	██████████
Goed Doel ALLE Subafd (Kg):	██████████
Afval ALLE Subafd (Kg):	██████████
Goed Doel / Afval ALLE Subafd (%):	75,06%
<hr/>	
Totaal Afval + Goed Doel ALLE Subafd zonder NF (Kg):	██████████
Goed Doel ALLE Subafd zonder NF (Kg):	██████████
Afval ALLE Subafd zonder NF (Kg):	██████████
Goed Doel / Afval ALLE Subafd - NF (%):	75,45%
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Totaal Afval + Goed Doel VERS (Kg):	██████████
Afval VERS (Kg):	██████████
Goed Doel VERS (Kg):	██████████
Goed Doel / Afval + Goed Doel VERS (%):	80,86%
<hr/>	
Totaal Afval + Goed Doel NON FOOD (Kg):	██████████
Afval NON FOOD (Kg):	██████████
Goed Doel NON FOOD (Kg):	██████████
Goed Doel / Afval + Goed Doel NON FOOD (%):	42,64%



Going the extra mile...



Aiding in equipment

- Donation for eutectic plates for thermobox
- 2 x/y freezer sale at small prices
 - + max. donations
 - + ensures food safety



Maximizing donation with Foodhubs

- Donate products until date of use
- Triage by Foodhubs , who distribute right item to rightfull user
 - Ex. Prepacked cut lettuce expiring today to social restaurant
 - + donation% rises up to 15%- 23% extra
 - + waste is return the day after = no waste donated



A wide-angle photograph of a lush green agricultural field, likely corn, stretching towards a town and hills in the distance. The sky is clear and blue. The text 'Thank you' is centered in the middle of the field.

Thank you

The logo for Colruyt Group, featuring a stylized white 'C' inside a circle.

COLRUYTGROUP