

# Plus Retail and Keep-it<sup>®</sup> presentation

**EU Platform on Food Losses and Food Waste:**

**Sub-group on action and implementation**

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## PLUS RETAIL AND OUR AMBITIONS

- Strengthen our position as pioneer in the fight against food waste and promoter of sustainable consumption in the Netherlands
- CSR policy is a key part of our business strategy
- PLUS is proclaimed the Most Responsible Dutch Supermarket 4 times in a row by research agency GfK

## WHY KEEP-IT®

- We believe it is one of the most innovative tools in reducing food waste we have seen so far
- Many additional benefits to fighting food waste: Quality - Food Safety – Real Time Shelf Life - Easy to Read
- Proven results in the Norwegian market over several years

## EXPECTED OUTCOME

- Offer PLUS customers an attractive and effective tool to reduce food waste in their households
- Increase quality control and reduce food waste in the entire cool chain
- Reduce food waste in PLUS fresh food categories with 10% after 2 years

## WHAT WE WANT TO DO

- Pilot test in 130 PLUS stores
- Fish and depending on legislation, chicken, products with Keep-it® indicator
- Measure effects on:
  - FOOD WASTE REDUCTION
  - CONSUMER BENEFITS
  - COOLCHAIN AWARENESS
- Establish trust in the indicator and producer food safety liability
- After validated test results expand to meat and other categories



## WHAT WE ARE ALLOWED TO DO UNDER CURRENT LEGISLATION

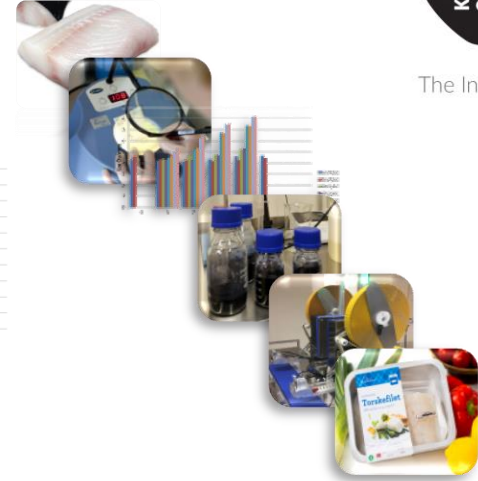
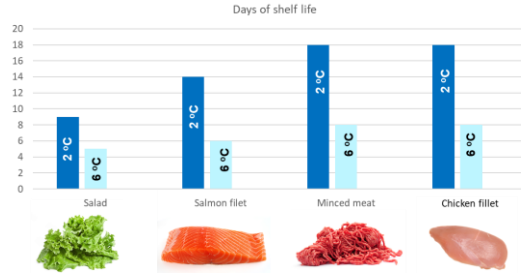
- Best Before products only

## LEGAL BARRIER

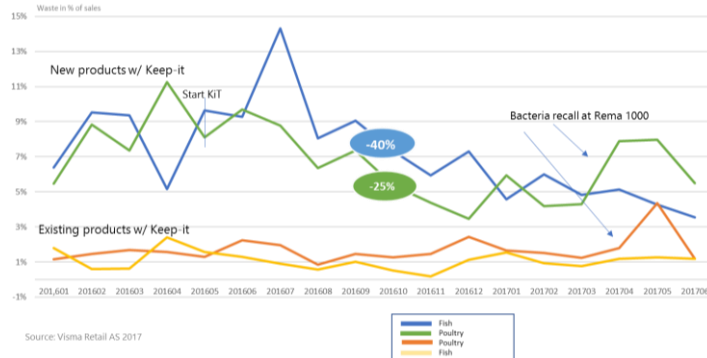
- Potential confusion is created when date stamp has expired, but Keep-it indicator shows days left
- National Dutch Commodities Act states:

“when a Use By product has printed storage instructions for 0 to 4° C, and additional mention should be printed on the package saying “the foodstuff should be consumed within a few days after purchase, but never after the stated date”

## THIS IS KEEP-IT®



## DOCUMENTED FOOD WASTE REDUCTION RESULTS IN NORWAY



**60%** LESS FOOD WASTE ON MINCED MEAT  
= 24 TONS PER YEAR

**PROFITS**

- Increase sales
- Reduce food waste
- Increase price & margin
- Cold chain control

REMA 1000 TEST, MINCED MEAT 2013

**Increased sales** +10% growth in the region with Keep-it vs the rest of Norway

**Reduced waste** 60% less food waste vs before! Increased number of shelf life with +2.6 days (reduced with 24 tons, 460,000 kg Co2 gases)

**Reduced customer complaints** «Number of customer complaints were drastically reduced» (Ole F. Skogstø, freshfood director)



## BENEFITS WITH KEEP-IT® ON “USE BY” PRODUCTS

- Benefit to the *vast majority of fresh food categories*
- Provide highly temperature sensitive products with a device showing **ACTUAL shelf life condition**
- **Detect temperature abuse** on temperature sensitive perishable products early in the value chain
- **Reduce consumer uncertainty** in households and **avoid eating potentially harmful spoiled food**
- **Reduce food waste** and improve **food retailer profit** in high value fresh food categories
- **Improve sustainability** in the fresh food value chain



## KEEP-IT® SUPPORTED BY THE EU COMMISSION

- Keep-it Technologies part of SafeConsum project. Funding from the European Union's Horizon 2020 research and innovation program **grant agreement No 727580**. Objective is to Reduce health burden from foodborne illnesses.
- Keep-it Technologies granted EU funds for the project:

*Redefining shelf life monitoring in the global food industry with a intelligent Time-Temperature Indicator for perishable products.*

**Grant agreement No 807205 KEEP-IT-UP**

The Indicator  
**SAFE CONSUME**



*Certificate delivered by the European Commission,  
as the institution managing Horizon 2020,  
the EU Framework Programme for Research and Innovation 2014-2020*

## AT THE SAME TIME EU LEGISLATION IS OUR BIGGEST OBSTACLE

Directive EU Vo1169/2011 Article 24

### **Minimum durability date, 'use by' date and date of freezing**

In the case of foods which, from a microbiological point of view, are highly perishable and are therefore likely after a short period to constitute an immediate danger to human health, the date of minimum durability shall be replaced by the 'use by' date. After the 'use by' date a food shall be deemed to be unsafe in accordance with Article 14(2) to (5) of Regulation (EC) No 178/2002.