

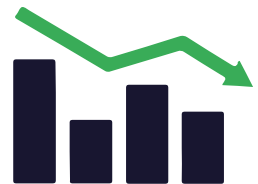
SAMEN TEGEN VOEDSELVERSPILLING

TO MEASURE = TO UNDERSTAND = PURE PROFIT

The waste of raw materials in the food chain is one of the great known unknowns and people don't like talking about it. However, it is interesting. Because, did you know that every invested euro in a proven solution to prevent food waste results in **savings equivalent to 14 euros**? It's a win-win-win situation that we call Pure Profit.

Your company makes sustainable returns and contributes to:

- reducing greenhouse gas emissions;
- a circular economy that handles raw materials efficiently;
- enough high-quality food for a growing global population;
- a resilient food production system that can better withstand external crises, such as the COVID-19 pandemic.



With Sustainable Development Goal (SDG) 12.3, the United Nations aims to halve food waste in the chain by 2030 compared with 2015. In The Netherlands, the Samen Tegen Voedselverspilling (Food Waste Free United) foundation is the ecosystem of companies and public organisations that have joined forces and combined expertise to achieve this goal.

The good news is that **reducing food loss and waste** actually can make a profound difference across the multiple, related challenges we face; that is, **helping to end hunger, produce healthy economies, and preserve our planet** - Worldbank 2020

OBTAIN MORE INSIGHT INTO FOOD WASTE

Of course, as an entrepreneur, you already focus on optimising valuable raw material use. And yet, gains can still be made by obtaining a more realistic insight into waste streams. A future-oriented food sector benefits from measuring and understanding how to maximise efficient and environmentally-friendly raw material use and reuse. This realistic insight forms a good starting point for a Target-Measure-Act approach: a proven way to achieve fast results. This approach helps you prevent and reduce waste and create value from waste streams. Furthermore, you make an active contribution to the Dutch Ministry of Agriculture, Nature and Food Quality's national food waste prevention strategy.

CHAMPIONS 12.3

Target



Targets set ambition, and ambition motivates action.

Measure



The old adage "what gets measured gets managed" is true for food loss and waste, as well.

Act



In the end, action is what ultimately matters.

HOW DOES YOUR COMPANY BENEFIT? The benefits are listed below.

Business economics

- More insight into an important cost item;
- More insight into business processes and critical links – to prevent and reduce waste, and to increase the value of raw materials;
- Benchmarking compared with sector colleagues*;
- Convert costs into benefits.

External responsibility

- Important variable in impact or footprint calculations, for example CO₂ impact;
- A tangible, non-financial indicator for stakeholders, according to the Food Loss & Waste Protocol;
- The Netherlands must meet EU food waste reporting obligations by 2022, categorising the report according to links in the chain.

* if sufficient data is available in the sector

Positioning

- Positioning opportunities on and for consumers is an increasingly important theme;
- New insights into trade relations, which can improve chain cooperation;
- Reduced risk of raw material shortages, by establishing a more resilient, circular supply chain;
- External leadership and internal awareness.

*"Since starting the focused monitoring, we've **reduced** our food waste through **monthly** management team **reports** on the extent of this waste. This encourages us to take specific **waste reduction** actions and the effects are **visible in the reports**." - Best Fresh Group 2020*

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Over the past few years, the Samen Tegen Voedselverspilling foundation and Wageningen University & Research (WUR) have developed an in-depth registration method to help food producers map out their waste streams. This method is directly based on the international broadly accepted [Food Loss & Waste Protocol](#). This provides unambiguous, comparable insights and your participation will enable increasing refinements at sector and sub-sector level. Of course, your business data will be handled with the utmost care, in which, after signing an agreement, your company exchanges data with WUR via a secure website. This enables us to give you personalised feedback. Your data will also be used in a sector-wide comparison. These data will of course not be traceable. External communication about data will only take place if there is sufficient coverage across a sector or sub-sector.

NOW, IT'S YOUR TURN!

Preventing and reducing food waste and food scraps, or increasing their value, will become the new social norm. If you would like to know more about the Pure Profit benefits when registering waste streams via this tried and tested method, we would be delighted to help you! Please contact us to discuss this further via:

E-MAIL

+31 (0)85-0607181

*"The **valuable outcomes** of this "zelfmonitor Voedselverspilling" (self-monitor on food waste) have now provided substantiation with facts, so we know which **product categories** demand action and we can **work in a targeted way** on the sector-wide objective: **a 50% reduction in food waste by 2030**." - CBL 2020*