

To measure = to understand

= PURE PROFIT

Every euro invested in a proven solution to combat food waste pays for itself 14 times over! A win-win-win situation that we call 'Pure Profit'.



Less food waste supports:

- a reduction in greenhouse gas emissions, less land use for the production of our food, and a contribution to maintaining biodiversity;
- a circular economy in which raw materials are used sparingly;
- availability of sufficient good food for a growing global population;
- a resilient food production system that is more resistant to drastic external factors, such as a global pandemic or extreme weather events.

**50%
by 2030**

With SDG 12.3, the United Nations aims to halve food waste in the chain by 2030 compared to 2015. In the Netherlands, Food Waste Free United is the eco-system of companies and public organisations joining forces and sharing expertise to achieve this goal.

“ We strongly encourage developing national strategies for the prevention and reduction of food loss and waste. This requires a systemic, context-specific approach, including setting targets, measuring food loss and waste in line with established standards. Additionally, appropriate measures along the whole food supply chain should be developed and implemented, according to the food waste

hierarchy. We will strengthen our efforts to involve all stakeholders in this regard and to foster the exchange of information at regional, national and international levels. We will strive to support rural institutions, infrastructure and communities and stimulate public-private partnerships that can help to prevent and reduce post-harvest losses.

”

Final Communiqué Berlin Agriculture Ministers' Conference 2024,
Food Systems for Our Future: Joining Forces for a Zero Hunger World



'REDUCING FOOD WASTE STARTS WITH MONITORING'

There are many gains to be made by having a clear understanding of residual streams. This can be done by measuring and understanding how raw materials can be (re)used in the most efficient and environmentally-friendly way possible. This is the starting point for a 'Target-Measure-Act' approach: a proven way to achieve sustainable results. This approach helps to prevent, reduce and valorise residual streams.

FOOD WASTE FREE
UNITED

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.

CHAMPIONS 12.3

What does **measuring deliver?**

Commercial

- Greater insight into a major cost item;
- Greater insight into business processes and critical links;
- Benchmarks compared with sector peers*;
- Convert costs into benefits.

* possible where there are sufficient available data in the sector

Positioning

- This is an increasingly important topic for consumers and staff;
- Promotes cooperation and thus transparency in the chain, and shared strength;
- Reduce the risk of raw material shortages;
- External leadership and internal awareness.

External accountability

- Key variable in impact or footprint calculations;
- Material, non-financial indicator, determined according to the Food Loss & Waste Protocol;
- Since 2022, all EU member states have been required to report annually on food waste, broken down by chain link;
- ESG Compliance; as part of CSRD reporting, management systems; such as FSSC and quality marks; such as On The Way To Planetproof.



“ Since 2020, we have been actively managing to reduce food waste within the organisation. We have improved forecasting, are focusing more on sale ahead of the date labelling and actively working with Too Good To Go and Foodello. This has already saved millions of euros. ”

Unilever, 2024

PROVEN REGISTRATION METHOD

Food Waste Free United and Wageningen University & Research (WUR) have developed a sector-specific and low-threshold registration method that allows food producers to chart their residual streams. The method is based directly on the internationally widely accepted global Food Loss & Waste Protocol. This provides unambiguous, comparable insights. With each participating company, the method becomes increasingly refined at the (sub) sector level. We of course handle company data with extreme care.



How to measure (and understand)?

- Sign an agreement;
- Exchange data with WUR via a secure website;
- Get individual feedback;
- Company data are used in a sector-wide comparison.

“ With the valuable outcomes of this food waste self-monitoring, there is now factual evidence of which product categories are the most suited for action, allowing us to work purposefully towards the industry-wide target: 50% reduction in food waste by 2030. ”

CBL, 2024

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



More information?

Preventing, reducing and valorising food waste is becoming the new social norm. Want to know more about the possibilities for Pure Profit?

Contact us to chat further via:



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