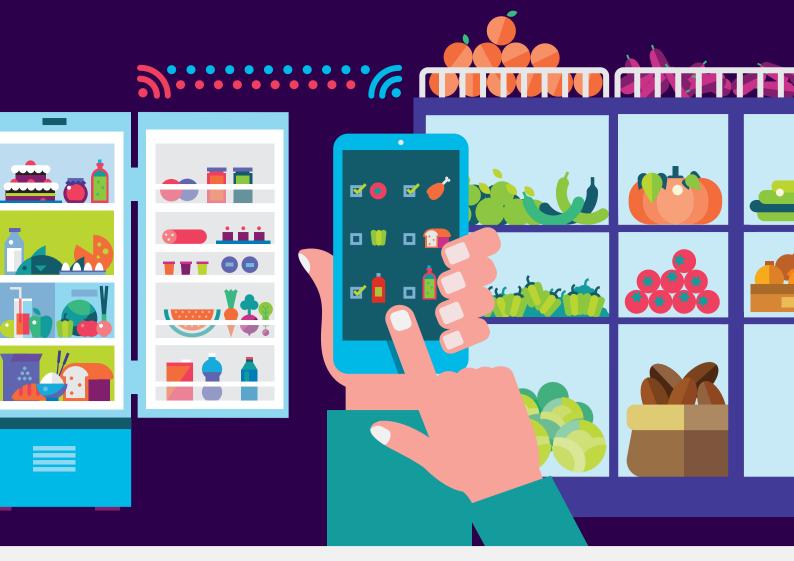


Smart Reduction of Consumer Food Waste: Using technology for the benefit of retailers and consumers



In most developed countries and industrialized nations the majority of food waste stems **from Consumers**



Graph figures reflect % of kcal lost and wasted

Consumption

Breakdown of stages in which total food supply

is lost or wasted

Processing

Distribution

and Market

Handling and Storage



24%

23%

22%

22%

22%

Source: WRI analysis based on FAO. 2011. Global Food Losses and Food Waste—Extent, Causes, and Prevention. Rome: UN FAO.



Routine cleaning

Trying to buy more fresh food

Buying too much

Buying multipacks of perishable products

Dissatisfaction due to **unmet taste** expectations

Source: Food Waste Reduction: How Can Technology Help? Author: Andrew Parry, Project Manager, WRAP

Technology can play an important role in reducing food waste at home



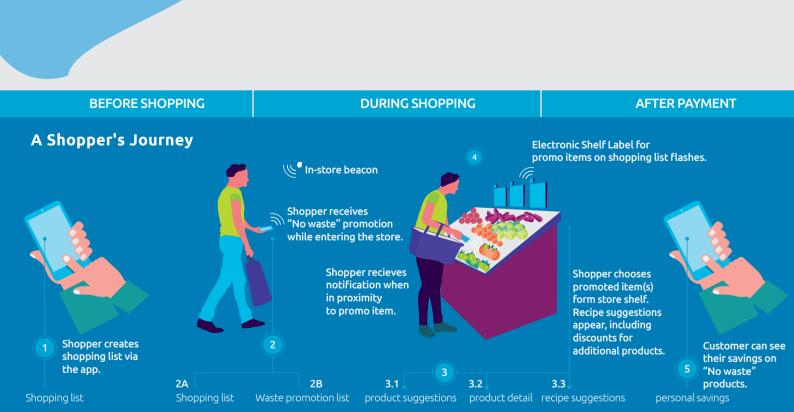




Dynamic pricing with Electronic Shelf Labels (ESLs) helps retailers optimize the "best before" deals



"No Waste" function in App helps consumers reduce over-purchasing of food





Get started. Help consumers waste less

- Understand why some of your products are landing in consumers' trash bins instead of being enjoyed as intended
- Increase the transparency and information consumers have regarding the production processes of food
- Make information about your products easy to understand
- Apply information technologies to help consumers quantify the amount of food wasted at home
- Help consumers build a tailored strategy to cut food waste at home