

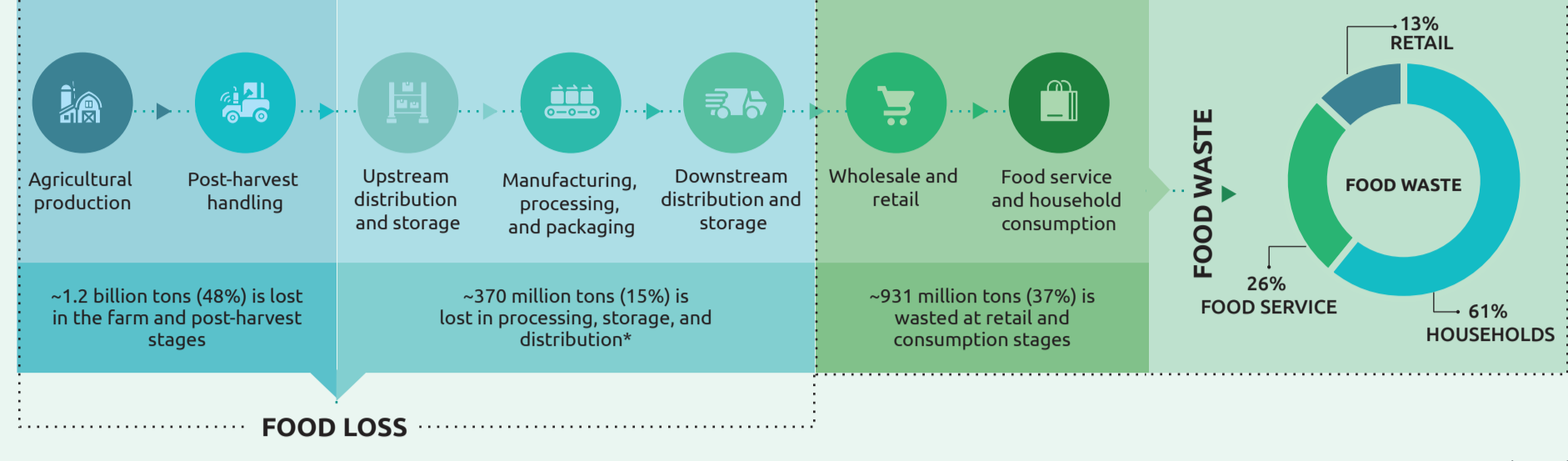
Reflect. Rethink. Reconsider.

WHY FOOD WASTE IS EVERYBODY'S PROBLEM



What is food waste and loss?

Food loss and waste refer to the decrease in mass (quantitative) or nutritional value (qualitative) of food – edible parts – throughout the supply chain. Essentially, food that was originally meant for human consumption, but for various reasons is removed from the human food chain, even if it is then directed to a non-food use (feed, bioenergy, etc.)

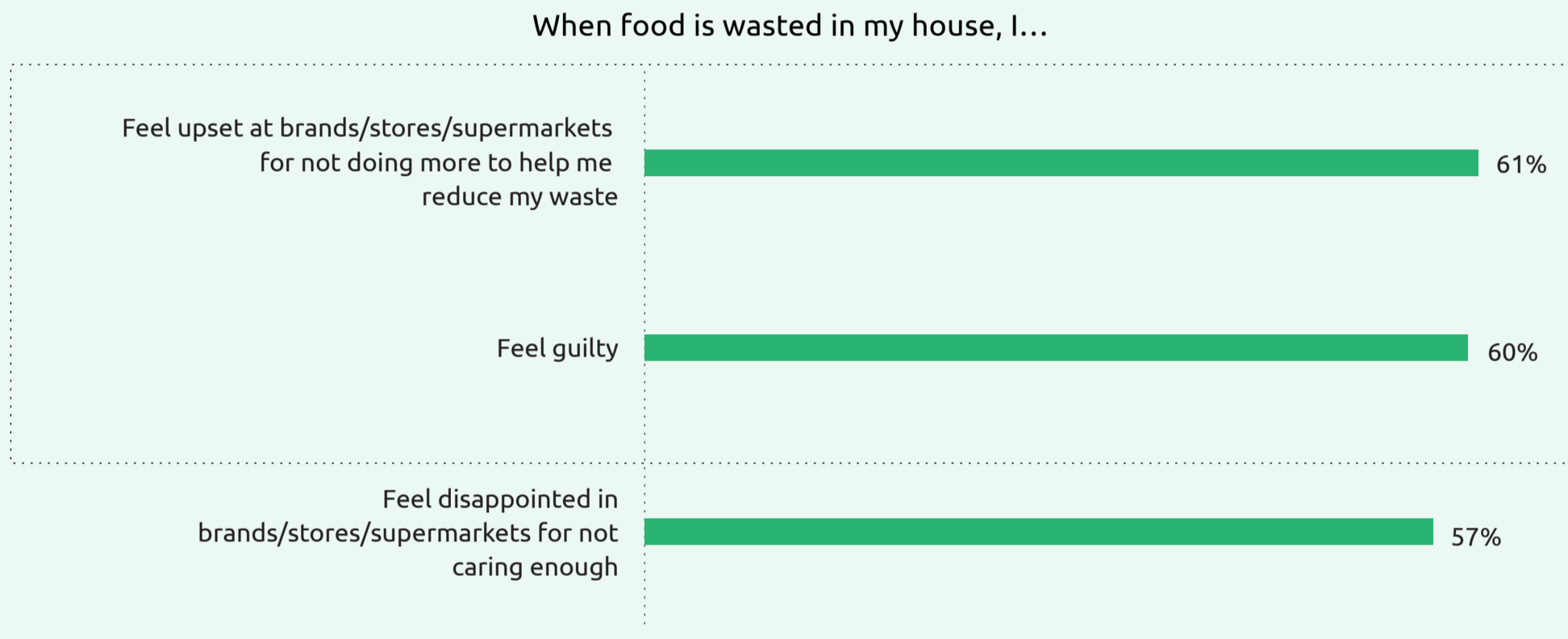


Consumer consciousness of food waste has risen dramatically

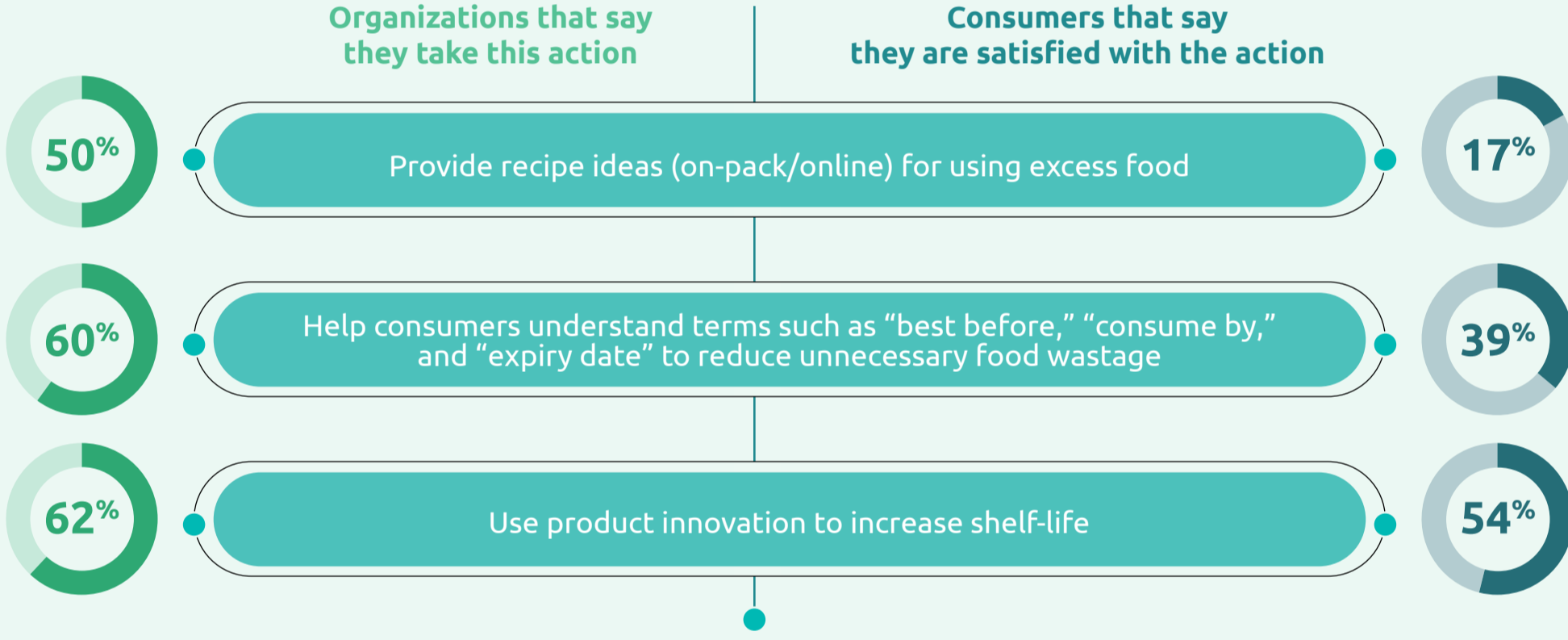


Consumers want organizations to take joint responsibility to reduce household food waste

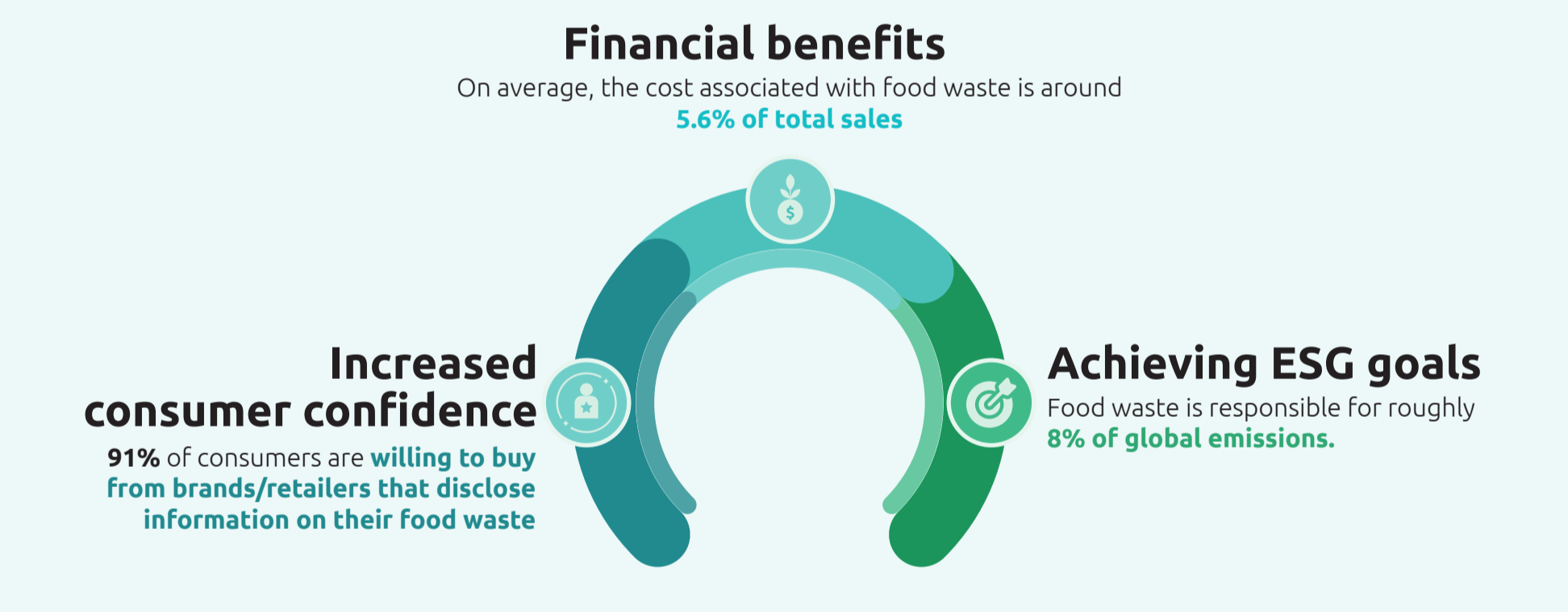
While consumers themselves feel guilty of wasting food, they also express discontent with retailers and food manufacturers, wanting them to curb it.



Consumers express discontent with organizations' actions on food waste



Organizations derive significant benefits from reducing food waste



Organizations' food-waste initiatives fail to achieve scale

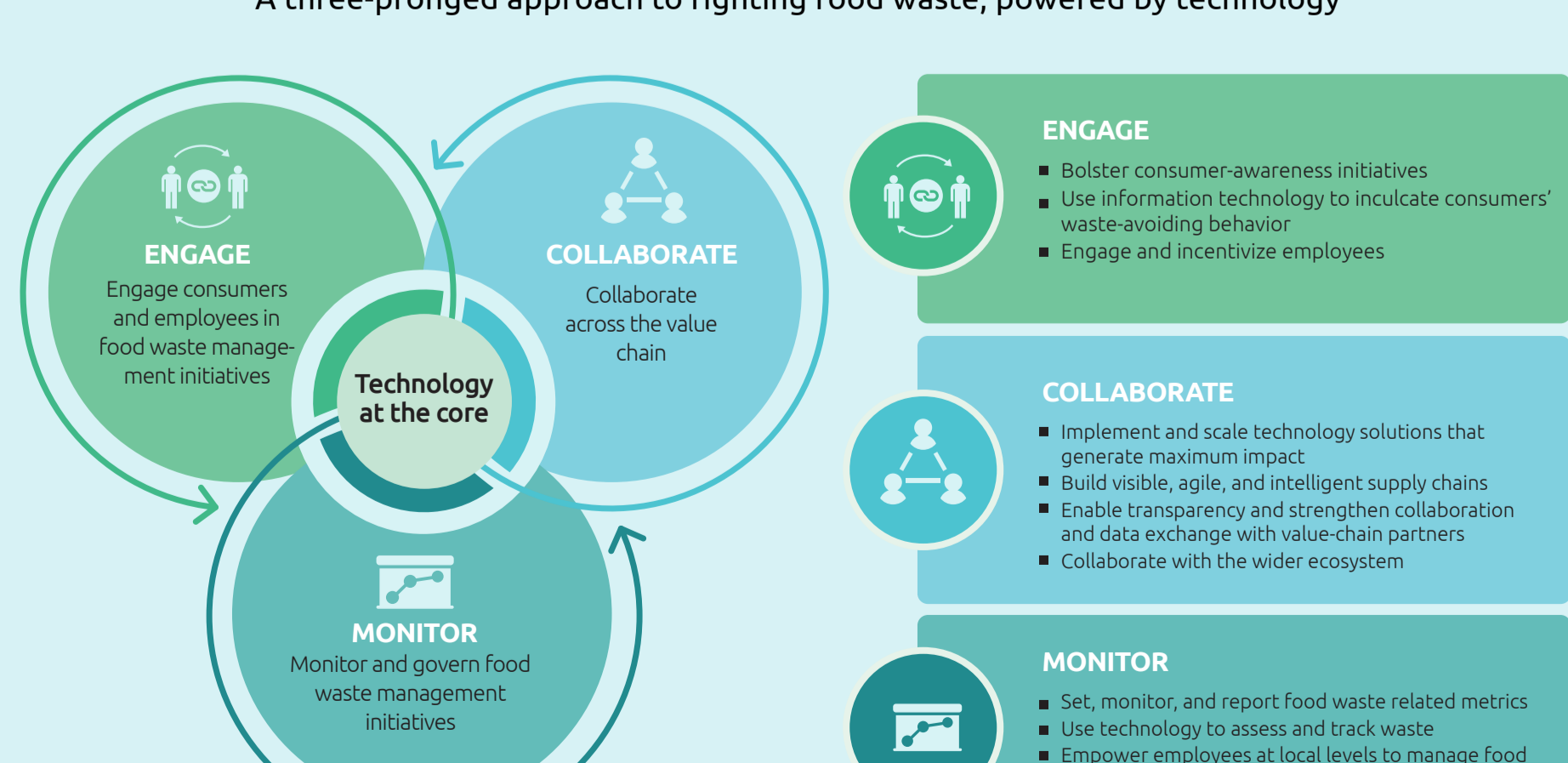
Only 15% of food manufacturing and retail organizations are on track to achieve their SDG12.3 targets.

Downstream supply-chain and consumer-related initiatives are not priorities



How can organizations accelerate the fight against food waste?

A three-pronged approach to fighting food waste, powered by technology



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