

Strategies developed in supermarkets against foodwaste

Thomas Pocher – Greentag

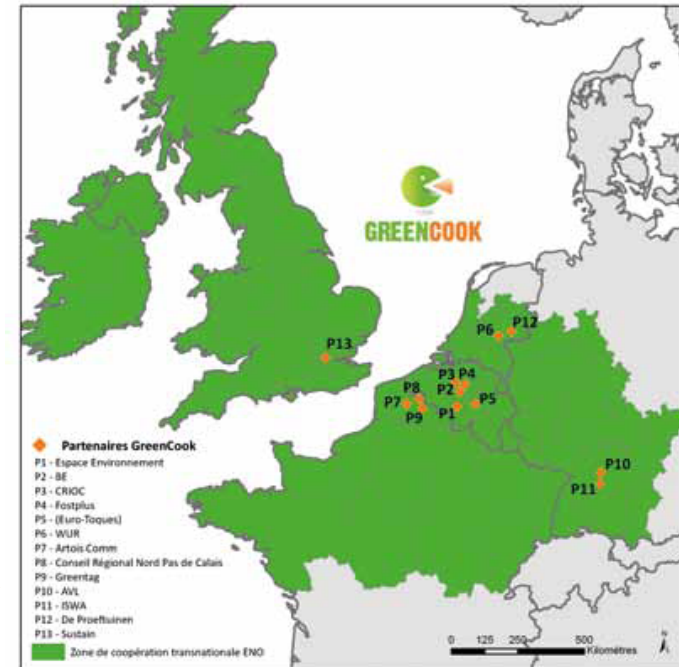
Konferenz : Strategien gegen Food Waste

Zollikofen, Switzerland - 13/06/13



GreenCook, what for?

- ◆ Interreg IVB project
- ◆ Priority 4 – Strong & prosperous communities
- ◆ 2010-2013
- ◆ 12 partners
- ◆ 5 North-West European countries
- ◆ 1 common goal : to make the NWE a model of sustainable food management



4 work directions to influence in-home and out-of-home consumption

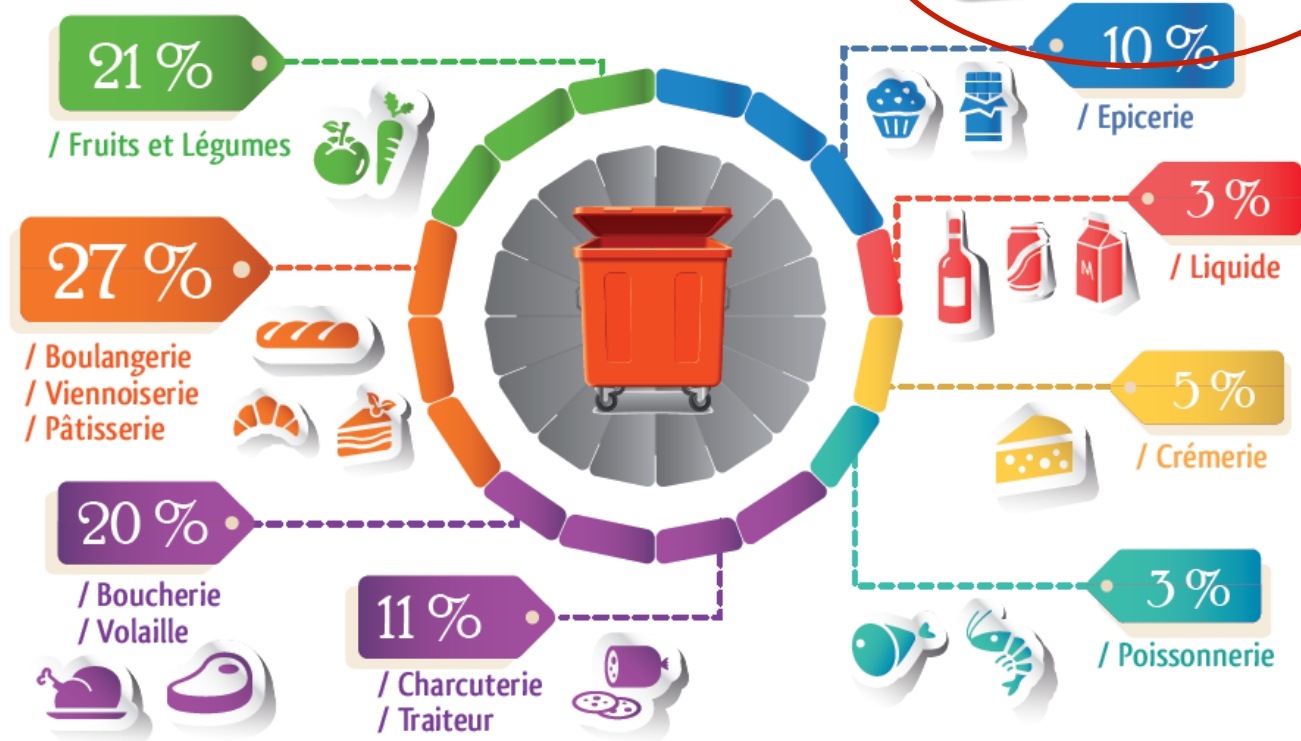
- ◆ At home, in the kitchen
- ◆ At the restaurant
- ◆ At the school canteen
- ◆ At the supermarket



Characterization of food waste

Constat du gaspillage alimentaire
en poids en 2012 dans un hypermarché de 5 250 m²

un total de
199 Tonnes



Characterization of food waste

QUANTIFICATION OF FOOD WASTE IN 2012 TEMPLEUVE (5250m²)

Net value (€)	%Turnover HT (€)	Net Weight (t)	N° meals (eq 855g)	Eq CO ₂ (kg)
466 341€	0,93%	199	232 748	6 500



Greentag : Project general view





In-store communication



Stand



Loyalty program



Website



www.jeconomisemaplanete.fr



2012 Shopper survey results*

SHOPPERS ATTITUDES TOWARDS FOOD WASTAGE

- Most customers say they **struggle daily** against wasting food.
- Food categories that customers throw the most are the fruits and vegetables, breads and pastries, yogurt and meats.

COMMUNICATION IMPACT ON SHOPPERS CHOICES

- **65%** of customers think that the in-store information do not influence their choice of products.

IMAGE OF THE STORE

- The image of the two store (E.Leclerc Templeuve and Wattrelos is very **positive** (8/10).
This initiative improves the image of the store according to 74% of customers.



* Greentag/SymphonyIRI shopper insight Food wastage – April 2012



What does this store could do more to help reducing food wastage ?

	Total Etude	Leclerc Templeuve	Leclerc Wattrelos
More awareness events/animations	13%	22%	5%
More awareness of food waste in their advertising	12%	12%	13%
Awareness of food waste by the employees	5%	7%	3%
Disseminate the right messages in schools	24%	21%	27%
The store, itself, must waste less	36%	21%	49%
Donate products to charities	28%	7%	48%
Reduce the packaging of its products	2%	2%	3%

N° of respondent :

121

58

63

* Greentag/SymphonyIRI shopper insight Food wastage – April 2012



Partnership with local producers

Objectives

- Establishing a win-win relationship between producers and retailers
- Offering customers local food produced within 80 km of the point of sale
- Developing short food supply chains in order to propose fresher and higher quality foods
- Creating an association to encourage debate between producers and retailers.

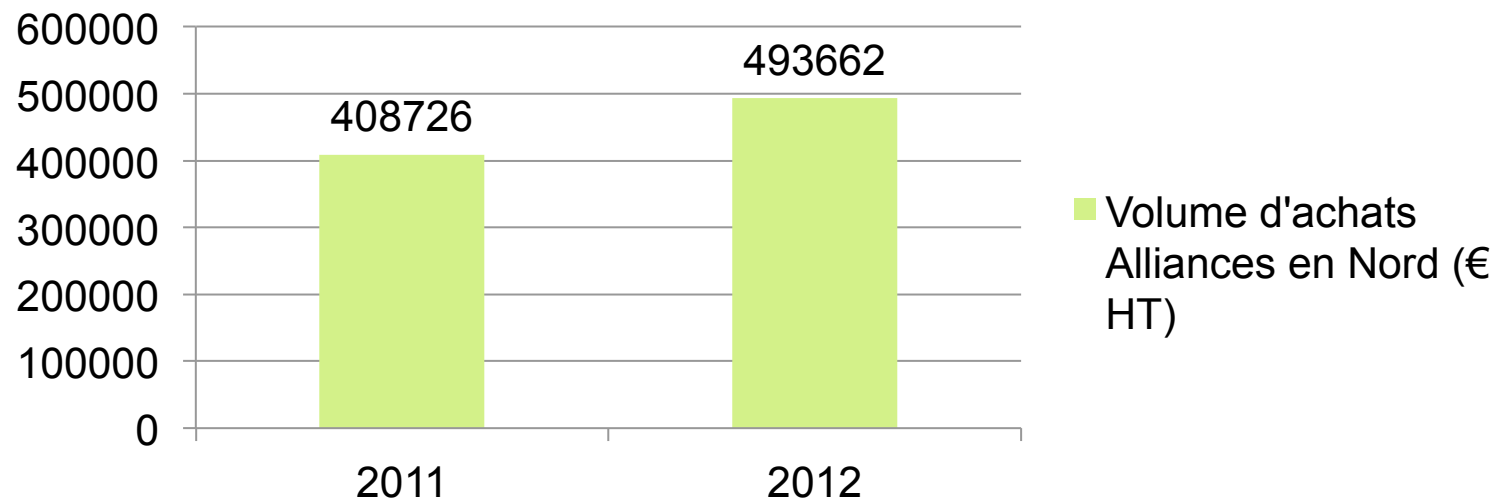


→ 33 partners



Partnership with local producers : Achievements 2012

**Volume d'achat Alliances en Nord - E.Leclerc
Templeuve (€ HT)**

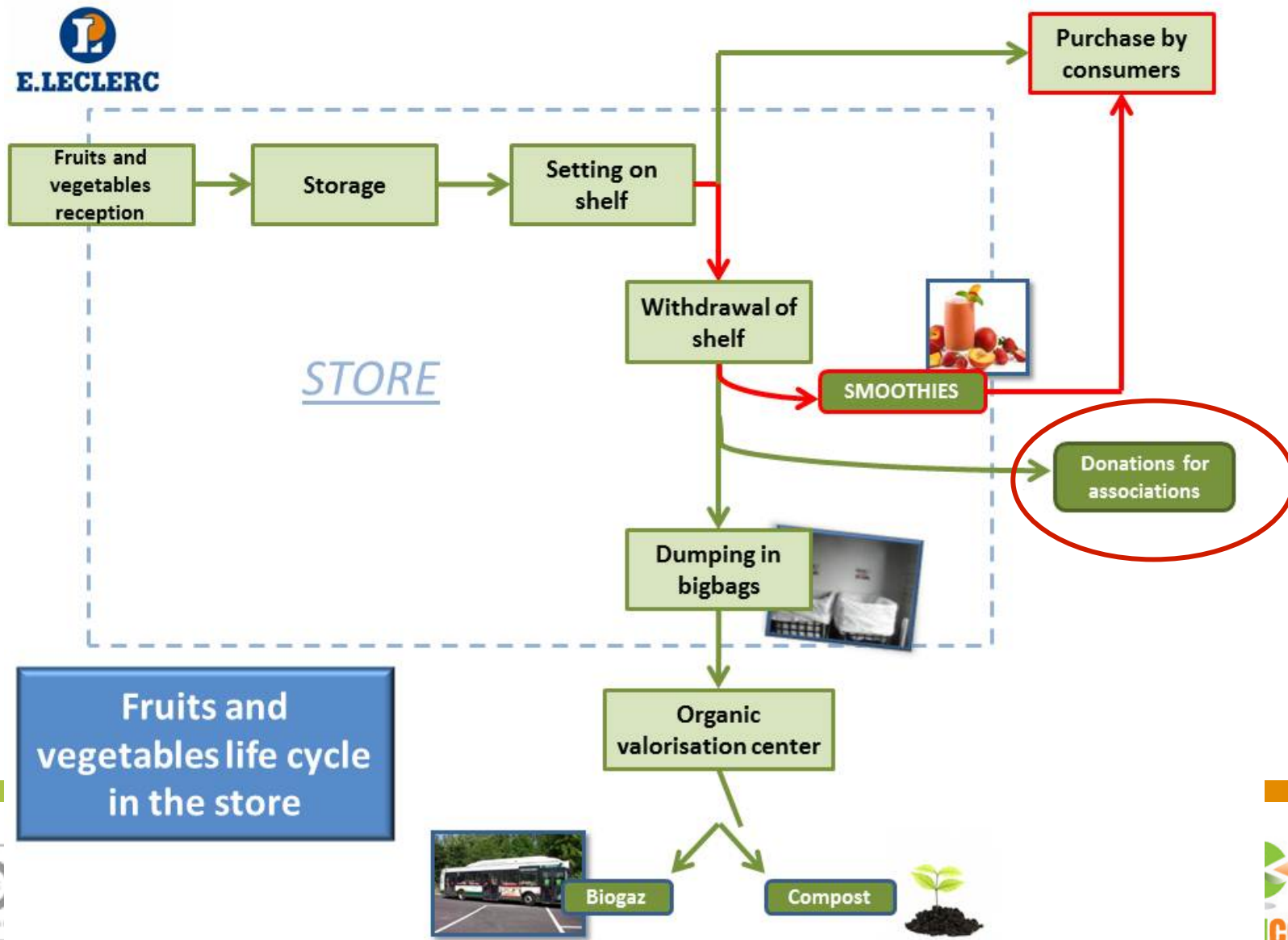


Partnership with local producers: Barriers

- Awareness and training of staff. How to encourage them to promote local products which have a reduced margin and make few sales ?
- Finding producers who can produce enough to meet the demand of supermarkets
- Keeping the products permanently on shelves
- Logistics difficulties

Priority in 2013 : Training the staff on local products and partnerships so that they can tell the «story of the product» to the customers

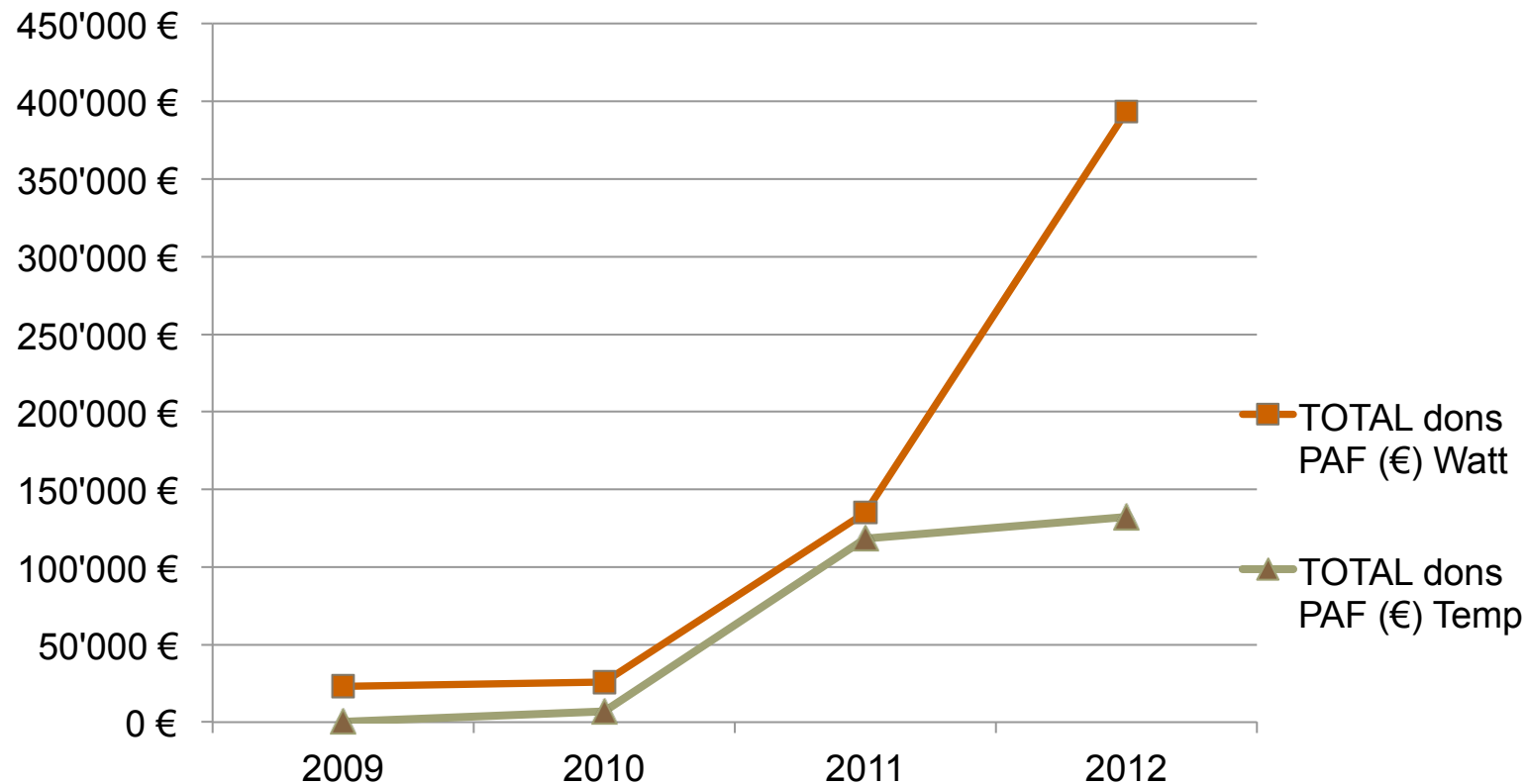
Partnership with charities



Partnership with charities :

Results

- ◆ Huge increase since the beginning of Greencook project (Wattrelos : +700% ; Templeuve : + 1500%)
- ◆ In 2013 donations should also increase significantly for E.Leclerc Templeuve.



Partnership with charities :

results

For the 3 E.Leclerc stores

- ◆ 13 charitable partners
- ◆ Value of donation : 600 000 € per year
- ◆ Weight : 200 tons per year
- ◆ Donation of more than 50% of total food waste

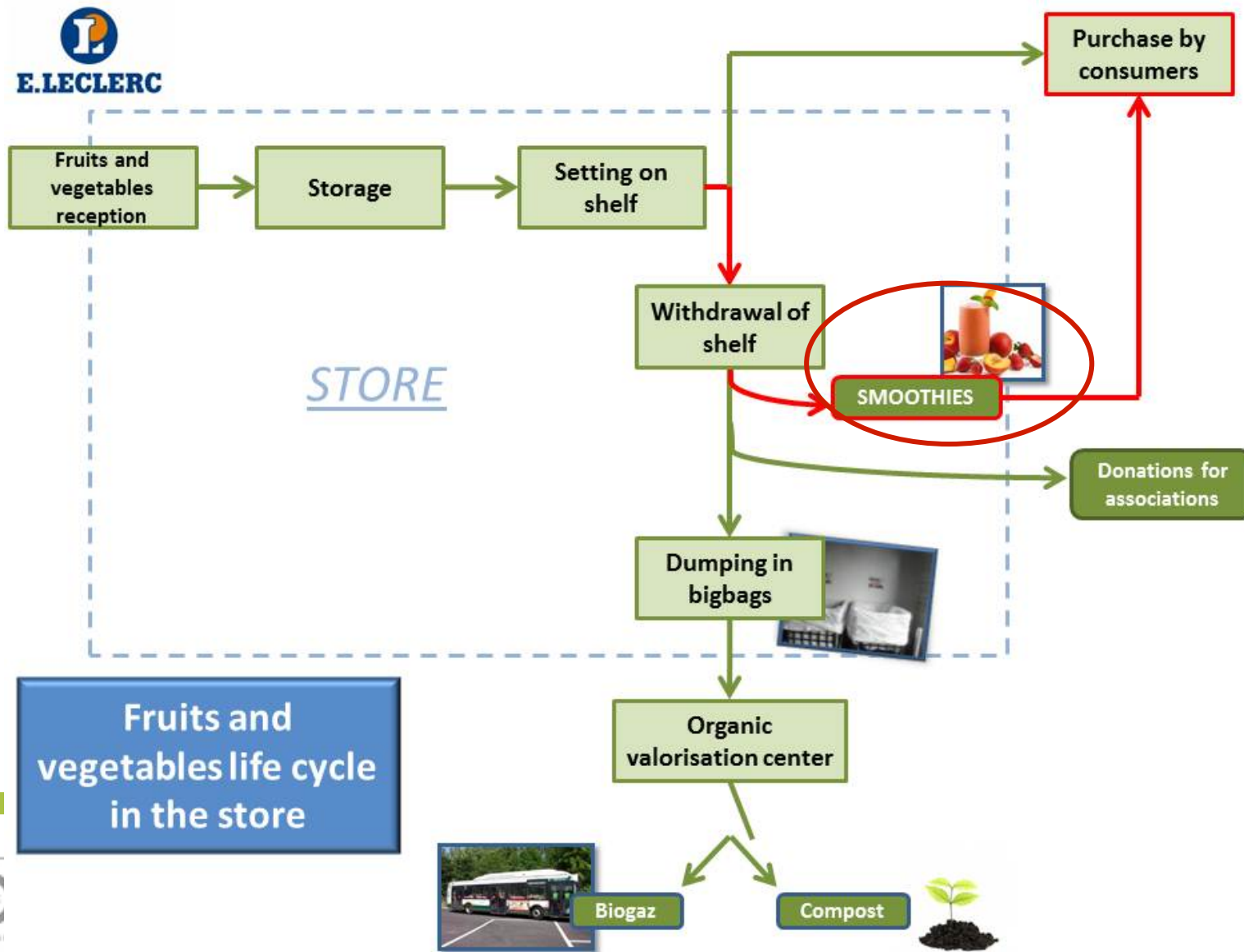


Barriers

- ◆ Lack of equipment of the association
- ◆ Cost of transport
- ◆ Team's involvement
- ◆ Traceability and food safety
- ◆ Precautionary principle
(seafood, fish, ground steak, pastries...)



Devellopping new products





Objectives

- Reduction of fruits and vegetables' waste within the supermarket : unsold products but still edible
- Valorization of fruits and vegetables by processing them into smoothies and juices
- Sensitize consumers and employees to food wastage avoidance



Developping new products from unsold food



> Découvrez nos produits sur demande aux rayons fruits et légumes

★ les ateliers GOURMANDS ★
mangeons mieux avec le centre e.leclerc templeuve

JUS
ORANGE
PAMPLEMOUSSE
CITRON

DECOUPE D'ANANAS

sur demande



> Des légumes trop bons pour être jetés !

Objectif > moins gaspiller!

Retrouvez les recettes de cuisine correspondant à votre kit sur le site Internet :

J'économise la Planète
www.jeconomisemaplanete.fr

★ les ateliers GOURMANDS ★
mangeons mieux avec le centre e.leclerc templeuve



> 0,99 € le Kg

KITS
LEGUMES
faits maison



Smoothies and Juices : results

	Bottles of smoothies produced	Bottles of pure juice produced	Quantity of processed fruits
2012 (weeks 26 to 52)	1 587	25	2 445 kg
2013 (weeks 1 to 7)	263	445	582 kg



Vegetable kits

	Vegetable kits produced	Quantity of vegetables « saved »
2012 (weeks 46 to 52)	176	73 kg
2013	385	242 kg

- ◆ Vegetable are repacked in kraft bags
- ◆ More than 10 soup or mash recipes so far
- ◆ Production cost around 0,6€ per kit
- ◆ Turnover = production cost.



Development of new products from unsold food : difficulties

◆ Technical challenge

Long process to create daily recipes within the supermarket

→ slow reactivity, daily offerings are difficult to implement

◆ Economic challenge

Limited production = high labour cost per unit

→ makes it hard to turn a profit

◆ Communication challenge

Positive response from consumers on the supermarket's commitment
but...negative response on price-tag, perceived as too high “for garbage food”...

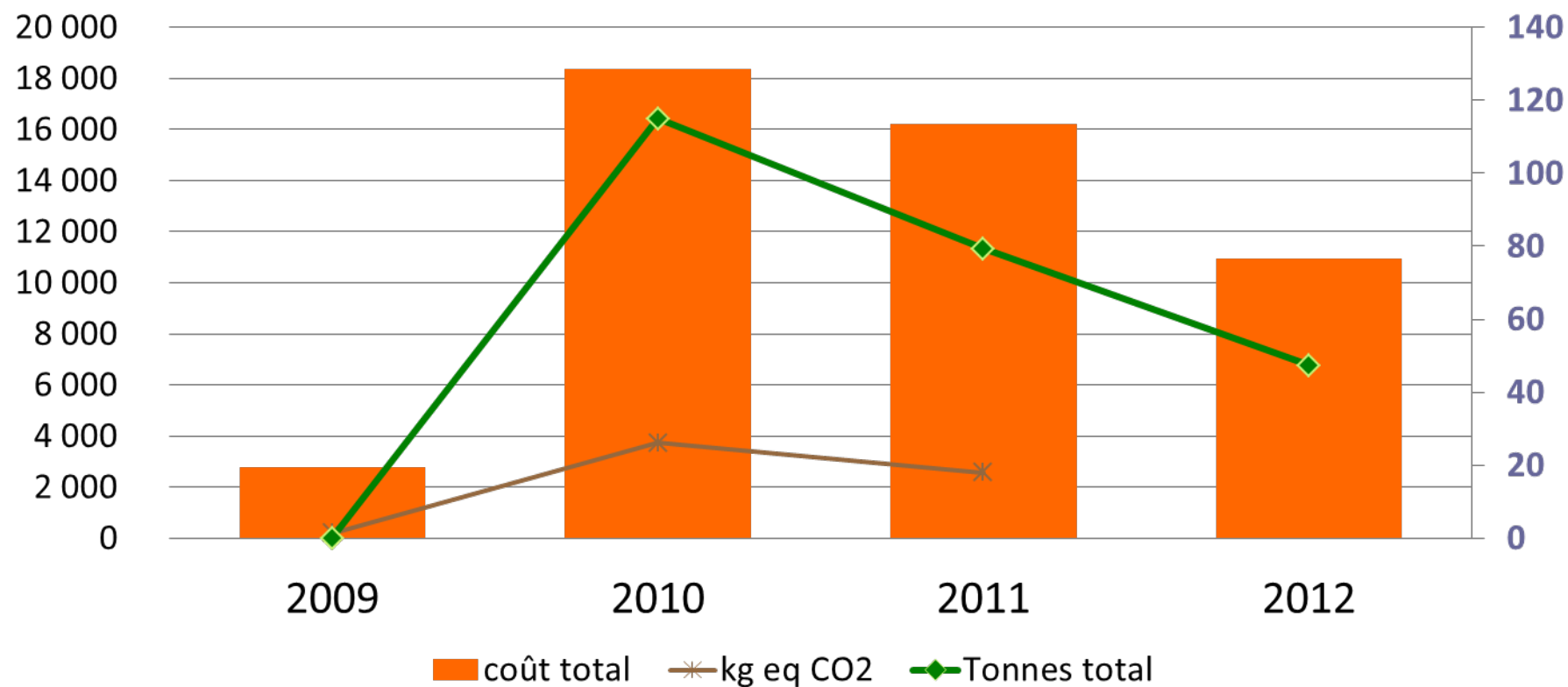


Increasing employees awareness on food wastage issue

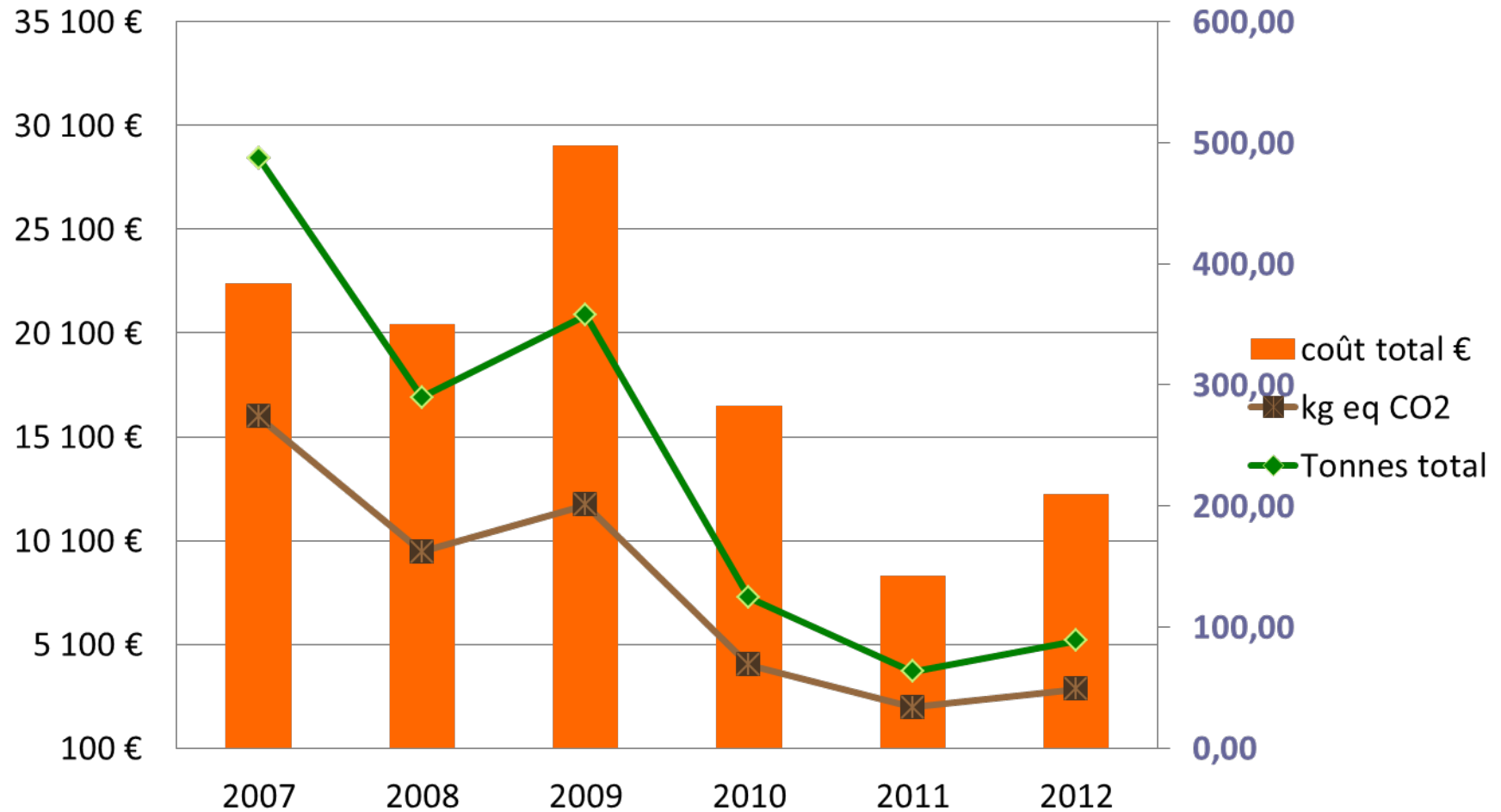
- Organizing events rather than formal meetings
 - FlashMob : sept 2011
 - Convention : Nov 2012
 - Tasting insect : Jan 2013 -
<http://www.youtube.com/watch?v=EgkRpAptMal>
- Green committee : 10 ambassadors
- 2013 Priorities : Training and best practices guide



BIOWASTE



Evolution des DIB : Templeuve





Thank you for your attention !

For more information
www.jeconomisemaplanete.fr

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