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

1. AT THE OFFICE AT THE STORE DURING PROMOTION
   - Promo information is added to the retailer's system.

2. OR
   - Coworker visually checks the quality of perishable items.
   - Via real-time data analytics based on business rules (e.g., forecast and actual sales)
   - Coworker changes the price via an app.
   - Electronic Shelf Label and POS changes accordingly.

**Breakdown of stages in which total food supply is lost or wasted**


Graph figures reflect % of kcal lost and wasted

<table>
<thead>
<tr>
<th>Consumption</th>
<th>Distribution and Market</th>
<th>Processing and Storage</th>
<th>Production</th>
<th>North America and Oceania</th>
<th>Industrialised Asia</th>
<th>Europe North Africa, West and Central Asia</th>
<th>Latin America South and Southeast Asia</th>
<th>Sub-Saharan Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>23</td>
<td>46</td>
<td>52</td>
<td>34</td>
<td>28</td>
<td>13</td>
<td>5</td>
<td>23</td>
</tr>
<tr>
<td>17</td>
<td>23</td>
<td>46</td>
<td>52</td>
<td>34</td>
<td>28</td>
<td>13</td>
<td>5</td>
<td>23</td>
</tr>
<tr>
<td>15</td>
<td>23</td>
<td>46</td>
<td>52</td>
<td>34</td>
<td>28</td>
<td>13</td>
<td>5</td>
<td>23</td>
</tr>
<tr>
<td>17</td>
<td>23</td>
<td>46</td>
<td>52</td>
<td>34</td>
<td>28</td>
<td>13</td>
<td>5</td>
<td>23</td>
</tr>
</tbody>
</table>

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

**10 main Causes of Consumer Food Waste**

- Food gone "past use" by or "best before" date (34%)
- Food visibly gone bad or smelling bad (30%)
- Not eating food that needs to be consumed first (25%)
- Impulsive food purchases or special offers (30%)
- Cooking excessive quantities of food (27%)
- Trying to buy more fresh food (23%)
- Routine cleaning (24%)
- Dissatisfaction due to unmet taste expectations (22%)
- Buying multipacks of perishable products (22%)

**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

- 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

**Help consumers waste less**

The information contained in this document is proprietary.

©2018 Capgemini. All rights reserved.