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

Promo information is added to the retailer’s system.

Coworker visually checks the quality of perishable items.

OR

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

Consumption

Distribution and Market

Processing and Storage

Production

North America and Oceania

Industrialised Asia

Europe North Africa, West and Central Asia

Latin America South and Southeast Asia

Sub-Saharan Africa

17 15 17 18 17 11 12 23 23 23 21 28 37 37 39 32 22 6 6 5 4 4 9 21 28 37 37 39 32 22 6 6 5 4 4 9

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

10 main Causes of Consumer Food Waste

34% Food gone “past use” by or “best before” date

30% Food visibly gone bad or smelling bad

25% Not eating food that needs to be consumed first

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

Get started.

Help consumers waste less