

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

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



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



10 main Causes of Consumer Food Waste



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

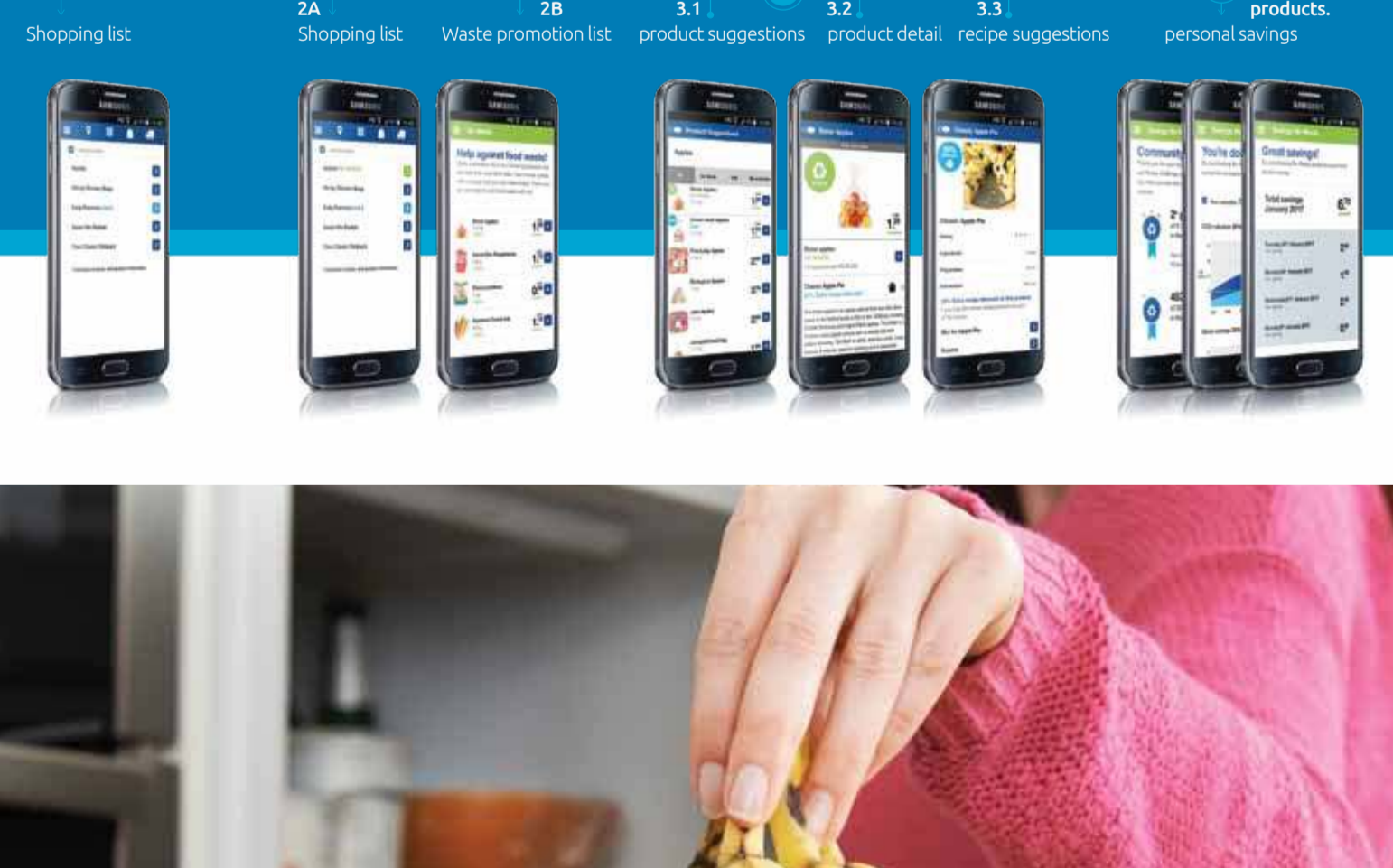
Technology can play an important role in **reducing food waste** at home



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