A RECIPE TO REDUCE FOOD WASTE!

Cooking Up Sustainable Solutions

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A Recipe to reduce food waste!

Meet Nora Brüggemann, CSCP Project Manager

For a recipe to reduce food waste, we have paired up with our food waste reduction expert, Nora Brüggemann:

"Although this recipe takes some time to prepare to get the best result, anyone can get a taste for it, whether a beginner or an expert."

Nora Brüggemann
Project Manager

A recipe to reduce waste

Equipment

For this recipe you need:

Good Measurement tools

All available hands

An inclusive working environment

Getting started

Step 1 | Good Measurement tools

The food community knows: Only what is measured can be reduced! So far, studies on food waste quantities in Germany have represented only estimates, making it difficult to rely on them. The joint work of the 21 members of the **Dialogue Forum for the Reduction of Food Waste in Wholesale and Retail** is highly valuable not only in gaining more insights into food waste in the retail and wholesale sector in Germany and in the companies internally, but also in enabling the identification of reduction solutions that can deliver real impact.
Halfway through its collaboration, the Dialogue Forum can build upon 156 food

waste reduction measures and data on the entire German food retail sector. This lays out the foundation for further analysis and work. Further details can be found in the Dialogue Forum **interim** and **monitoring** reports (German only).

Step 2 | All available hands

As moderators of the **Dialogue Forum Wholesale and Retail** and the **REFRESH Pilot Working Platform**, we experience first-hand the power of collaboration and multi-stakeholders platforms for the reduction of food waste. Together, much can be done:

- **Raise awareness**
- **Create momentum**
- **Identify difficult topics**
- **Concretise measures**

For the mid-term results of the Dialogue Forum, including numerous concrete reduction measures implemented by the members, check out our **summary and download the report**.

Step 3 | An inclusive working environment

In February 2019, the federal government of Germany adopted the **National Strategy for Food Waste Reduction**, pinpointing challenges and spheres of activity to substantially reduce food waste in line with the coalition agreement and the **United Nations 2030 Agenda** (particularly SDG12.3).

The Strategy makes it clear that reducing food waste is a task for society as a whole. Similarly, EU's **Farm to Fork Strategy** calls for all-encompassing engagement in order to move toward sustainable food systems with less waste.

Photo by Charles Deluvio on Unsplash

A recipe to reduce waste
Ingredients

Knowledge

Innovation

Optimisation

Read through to get an idea why these ingredients can't be substituted

Combine the following:

Ingredient 1 | Knowledge to inspire, best practices to guide

Inspiration of what can be done is key to support practical food waste reduction measures.

This **action guide** is intended to support wholesalers and retailers in further reducing food waste in their companies and to inspire them to successfully implement even more effective measures. It shows examples of existing measures already established in Germany and beyond, as well as innovative ideas from the niche; internally within the market as well as at the interfaces to suppliers, consumers and when donating food.

Ingredient 2 | Behaviour Change

How we behave in our professional as well as private lives plays a key role with respect to food waste. Building upon our successful Academy of Change (AoC) programme, we are keen on collaborating to change behaviours for less food waste. **How can that be done?**

- **Training and capacity building to engage employees in exploring and understanding food waste reduction measures**
- **Co-creation, match-making and networking for better collaboration with other stakeholders to seize common food waste reduction opportunities**
- **Behaviour change insights to support customers and consumers in contributing to the overall societal efforts to reduce food waste**

Would you like to learn more about behaviour change, this central ingredient to food waste reduction?

Reach out to **Nora Brüggemann**!

Ingredient 3 | Technological optimisation tools

Due to extensive regulatory demands, the food sector generates huge amounts of data. This makes it a perfect case for the application of Artificial Intelligence (AI) approaches. AI can enable a better connection between consumption and production by optimising processes in the food value chain. Within the **REIF (Resource Efficient, Economic and Intelligent Foodchain)** project, our team is collaborating to identify approaches and create concepts to reduce food waste based on AI solutions.

Would you like to learn more?
Rosa Strube is happy to answer your questions!

Photo by Cottonbro on Pexels

Best served with...

The chefs suggest to consume this recipe with an active approach and in good company.

So, roll-up your sleeves and join us at the action week **"Germany saves Food!" (Deutschland rettet Lebensmittel!)**, 29 September - 6 October 2021. Organised for the second time by the Federal Ministry of Food and Agriculture (BMEL) and the ministries of the federal states, stakeholders are invited to jointly draw attention to the issue of food waste with actions throughout the country and to initiate a movement for more appreciation of our food.

For further questions, please contact **Nora Brüggemann**!

Join us at the action week **"Germany saves Food!"**

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