TIME’S UP FOR FOOD WASTE!

SETTING THE EU ACTION AGENDA TOWARDS 2030

CONFERENCE
BRUSSELS | 12·12·2019

EU2019FI
FOOD HEROES

Marjon Krol
CHALLENGE:

• One third of all food produced worldwide is lost or wasted
• This is 88 million tonnes each year in the EU
Food losses practice based

- Weather damage
- Careless handling and poor storage
- Excessive product trimmings
- Mechanical damage and/or spillage during harvesting
- Poor husbandry; plant and animal diseases

Food losses market based

- Over-production to meet forecasted customer demand
- Rejection of imperfect product at the farmgate that does not meet market specifications
- By-products not regarded fit for human consumption
- Unharvested crops due to labour shortages, low demand, uneconomical prices or contractual supply arrangements

Improve farm management

Develop value added

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Focus: reduce food losses and wastes in the primary sector by creating higher value uses for by-products and products that are out of specification.
3 SECTORS:

• Fish & Seafood:

• Fruits & Vegetables:

• Male animals:
2 MAIN LINES OF ACTIVITIES

• Develop, test and implement 15 solutions
• Showcase best solutions: Food Heroes Awards
FINAL CONFERENCE:
18 MARCH 2020, BRUSSELS

FOODWASTE FEST
COMING BACK

18TH MARCH 2020
SAVE THE DATE

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SOLUTIONS FRUITS & VEGGIES
SOLUTIONS FISH & SEAFOOD
SOLUTIONS MALE ANIMALS
FOOD HEROES AWARDS

SHOW YOUR FOOD WASTE SOLUTION!

Submit before: 15 November 2018

www.foodheroesaward.eu/go
ENVIE: WINNER FRUITS & VEGGIES

VOTE NOW FoodHeroesAward.eu
enVie is a social business that supports people to improve their own lives by giving a second life to undervalued resources.
## Successes - Year 1

<table>
<thead>
<tr>
<th>Objective</th>
<th>Achieved year 1 (2018-2019)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-5 people trained</td>
<td>8 people trained</td>
</tr>
<tr>
<td>40 tons of vegetables ‘saved’</td>
<td>50.4 tons of vegetables “saved”</td>
</tr>
<tr>
<td>75,000 bottles of soup produced &amp; sold</td>
<td>134,400 bottles of soup produced &amp; sold</td>
</tr>
</tbody>
</table>
Four founding partners integral to the value chain:
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IN OVO: WINNER MALE ANIMALS

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SAVE THE CHICKS

Wouter Bruins
Germany becomes the first country to ban disturbing ‘chick shredding’ practice from egg industry

ANIMALS

German court: killing male chicks 'in line' with animal rights laws

A German court has ruled that the mass slaughter of male chicks does not violate animal protection laws. Farmers say that the males provide no eggs and too little meat; animal rights activists dub the practice murder.

Unilever Makes An Effort To Stop Killing Male Baby Chickens

Consumer goods giant Unilever will stop utilizing maceration, the process of grinding up baby male chickens they cannot use. Instead, the company is creating a technology to determine sex before the chicks hatch.
<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021</th>
<th>Global Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hens produced</td>
<td>1 million</td>
<td>20 million</td>
<td>6 billion</td>
</tr>
<tr>
<td>Hatcheries</td>
<td>1</td>
<td>4</td>
<td>~600</td>
</tr>
<tr>
<td>Countries</td>
<td>1</td>
<td>2</td>
<td>197</td>
</tr>
</tbody>
</table>
MUSSELLA: WINNER FISH & SEAFOOD

VOTE NOW FoodHeroesAward.eu
Axel BRIERE
ABOUT ME

Mussels farm
- Third generation
- Environment
- Territorial and social anchoring

Swiss business school
- Efficiency
- Robustness of the model

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CONFERENCE BRUSSELS | 12-12-2019
MUSSELS’ BY-PRODUCT

- National problematic
  - 80 to 90% of undersized mussels
  - 15 to 65% of the production
  - 20 tons/year
ISSUE

• Legal
• Image
• Ecological
VALORISATION DETERMINATION

Source prevention
Food recovery
Repurposing
Anaerobic digestion and decentralised composting
MBT
Incineration
Landfill

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MUSSELLA BUSINESS MODEL

Foreign ingredients

Seafood Farmers

Agri-seafood actors

Unmined raw materials

Distributors

Fresh produce

Consumer

Mussella