



Food and Agriculture  
Organization of the  
United Nations



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## SAVE FOOD Initiative on Food Loss and Waste Reduction in Europe and Central Asia

### A Series of Impact Webinars

International attention on the issue of food loss and waste is firmly reflected in the 2030 Agenda for Sustainable Development. Specifically, Target 12.3 of the Sustainable Development Goals (SDGs), which embody this agenda, calls for the halving by 2030 of per capita global food waste at the retail and consumer levels and the reduction of food losses along production and supply chains, including post-harvest losses. Many countries are already taking action to reduce food loss and waste, but the challenges ahead remain significant, and we need to step up efforts.

Being a complex issue, food loss and waste prevention and reduction requires an integrated, holistic approach, with measures to be taken at each stage of the food supply chain and involving all key players from the public and private sectors.

In this regard, FAO in Europe and Central Asia organizes a series of online talks – Impact Webinars – aimed to identify and promote good practices and inspire transformative interventions to prevent and reduce food loss and waste along the whole food supply chain.

Accordingly, each webinar will focus on a specific stage of the food supply chain – from production to consumption, offering practical and evidence-based solutions to the issue that may be replicated or scaled up at national or regional level.

The series of webinars will:

- Bring together experts, policy-makers and organizations to exchange knowledge, develop solutions and mobilize ideas to take action toward food loss and waste reduction.
- Showcase the latest solutions, new ideas, tools, and approaches to food loss and waste reduction.
- Inspire decision-makers, public sector, and civil society to drive action.

### FORMAT

The 90 - 120 minutes webinars will comprise three sections: (1) key presentation, introducing the problem at a particular stage of the food supply chain and proposing solutions, (2) case studies from the region, highlighting local efforts by various stakeholders and experts, and (3) a Q&A session.

### SPEAKERS

The speakers will comprise the representatives of public and private sectors, as well as non-governmental organizations, thereby allowing to address the issue of food loss and waste at different levels and from different points of view.

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## Webinar III

### Food loss and waste reduction at wholesale and retail stage

Food loss and waste occur along the whole supply chain. The reasons vary widely and can be sector-specific. Therefore, every actor has a contribution to make, focusing on where it can have most influence.

During the previous webinars we explored the ways to reduce food losses during harvest and post-harvest operations and during food processing and packaging stages. However, large amounts of food waste are also generated in the wholesale and retail.

In fact, data from the EU-funded FUSIONS project shows that 5 percent of food waste happens in wholesale and retail<sup>1</sup> - that is around 5 million tonnes of food. In addition, the recent Report on Food Waste Index by UNEP<sup>2</sup> revealed that retail sector alone accounts for 13 percent of 931 million tonnes of food waste that was generated in 2019.

The causes of food waste at this stage include fluctuations in seasonal supply of fresh food, changes in consumer demand, inappropriate sizes or packaging, visual defects or damage to a food item or the packaging, esthetical considerations for fresh produce or lack of consumer understanding concerning the date markings to name a few.

By collaborating with food business operators from other stages, wholesale and retail actors can influence upstream and downstream handling of food and thus contribute to reducing food waste. In particular, the main areas where wholesalers and retailers can improve their operations in order to prevent and reduce food waste are supporting suppliers and clients, optimizing logistics, forecasting and stock management and building consumer awareness on the issue of food waste. In addition to technical solutions, incentives for retailers to engage in food donation shall be also considered.

During the third webinar, representatives of wholesale and retail sector, as well as start-ups and tech companies will share their practices and innovative solutions to reducing food waste.

Please find the detailed Programme in Annex I.

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<sup>1</sup> FUSIONS, 2016. Estimates of European food waste levels, <https://www.eu-fusions.org/phocadownload/Publications/Estimates%20of%20European%20food%20waste%20levels.pdf>

<sup>2</sup> <https://www.unep.org/resources/report/unep-food-waste-index-report-2021>

## Annex I. Programme

Date: 29 July 2021

Time: 10:00 – 12:05 CET

Time	Speaker
10:00 – 10:05	Introduction
10:05 – 10:20	Eugenia Carrara, Secretary General, World Union of Wholesale Markets
10:20 – 10:25	Q&A
10:25 – 10:40	Ignacio Gavilan, Director, Sustainability, Consumer Goods Forum Aliya Kumekbayeva, Sustainability Officer, Consumer Goods Forum
10:40 – 10:45	Q&A
10:45 – 11:15	<i>Solutions demo session 1: Food waste reduction measures in retail sector</i> <ul style="list-style-type: none"><li>• Hande Balta, Product Safety Executive, Migros</li><li>• Ocado<sup>3</sup></li><li>• Raphael Fellmer, Co-Founder &amp; CEO, SIRPLUS<sup>4</sup></li></ul>
11:15 – 11:30	Q&A
11:30 – 11:50	<i>Solutions demo session 2: Technologies and innovation in food distribution and marketing</i> <ul style="list-style-type: none"><li>• Marco Snickers, CEO &amp; Founder, OneThird<sup>5</sup></li><li>• Tomas Pasqualini, VP Global Operations, Wasteless<sup>6</sup></li></ul>
11:50 – 12:00	Q&A
12:00 – 12:05	<i>Closing remarks</i>

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<sup>3</sup> An online grocery store and developer of software, robotics, and automation systems for online retailers. <https://www.ocadogroup.com/>

<sup>4</sup> Grocery store that sells expired, mislabelled and oddly shaped food at discounted prices. <https://sirplus.de/>

<sup>5</sup> Food tech company OneThird instantly predicts fresh produce shelf life and connects businesses at all stages of the supply chain. <https://onethird.io/applications/retailers/>

<sup>6</sup> AI-powered dynamic pricing tool. <https://www.wasteless.com/>