The Measurement Gap:

Gathering and Using Data to Drive Behavior Change and Food Waste Prevention

The Zero Food Waste Forum – Berkeley – October 16, 2018

LEANPATH TRACKER
LAST 14 DAY TREND
000.00 LB
FOOD WASTE FOR LAST 14 DAYS (lb.)

LeanPath
FOOD WASTE PREVENTION

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THE ZERO FOOD WASTE FORUM

Pioneers in Food Waste Prevention

LeanPath

London

Portland

Barcelona

Melbourne

Offices in the
U.S., U.K., Spain and
Australia

Over 1,700 deployments in
30 countries
and all 50 states

LeanPath invented automated food waste
prevention technology in 2004
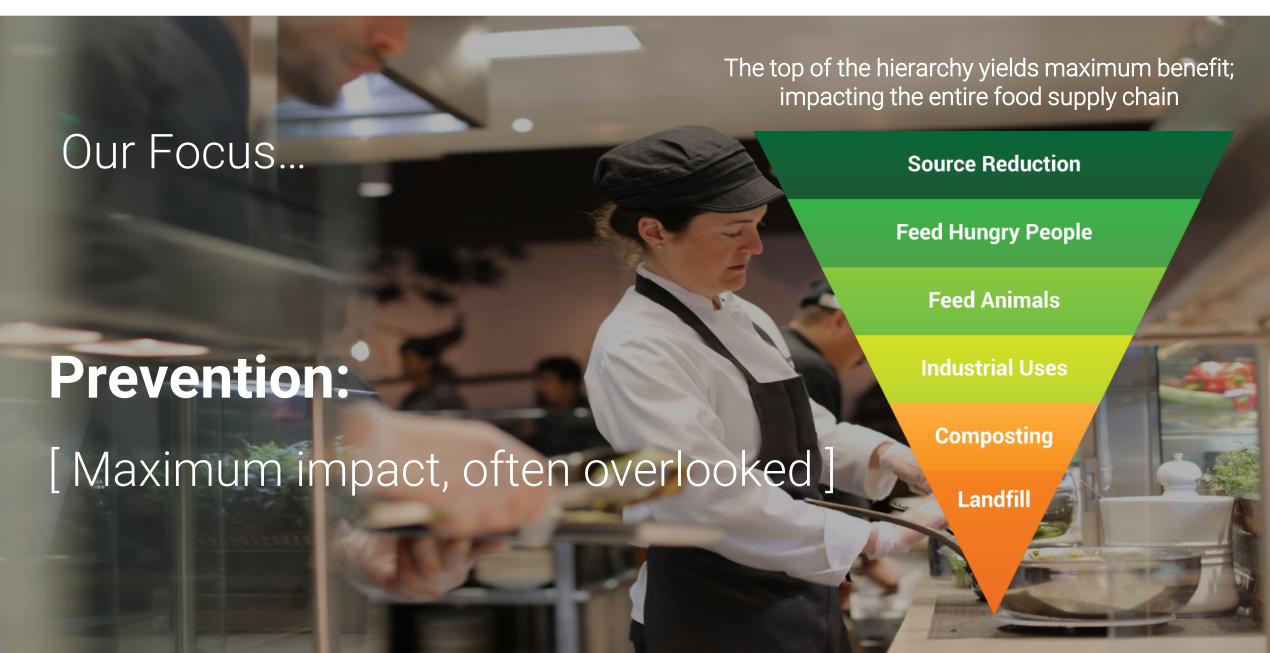
Selected Experience – Multiple Sectors
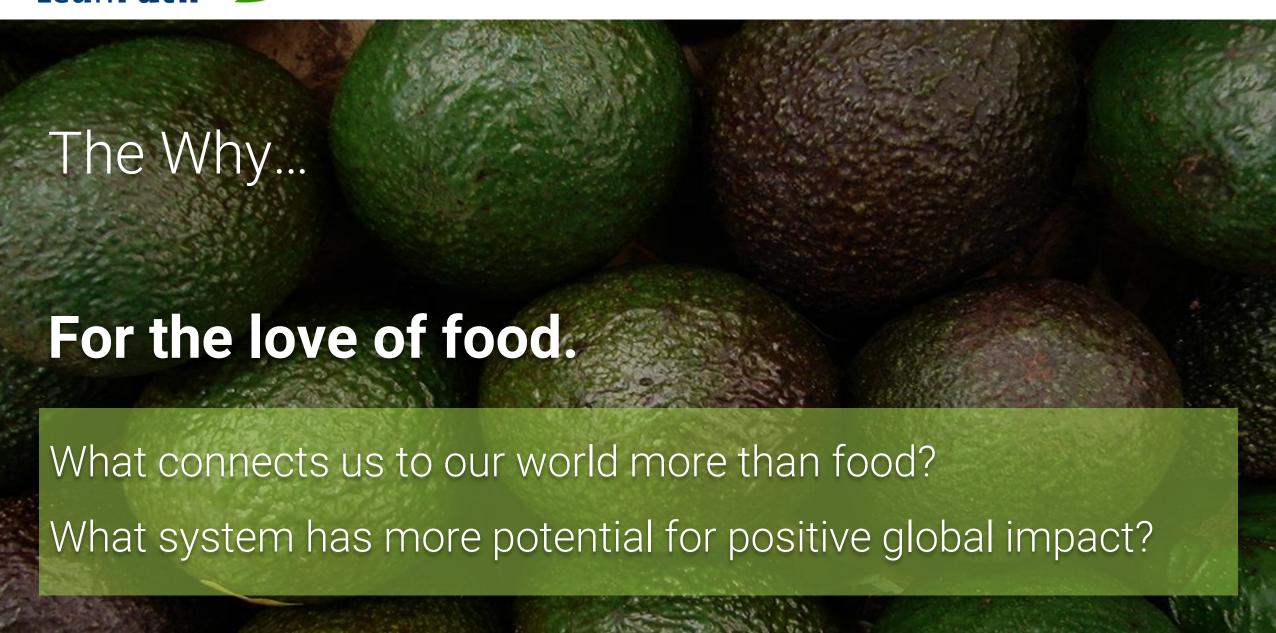
ENTERPRISE	HEALTHCARE	EDUCATION	HOSPITALITY/GAMING
aramark	PROVIDENCE Health & Services	Stanford	HILTON WORLDWIDE
IKEA	KAISER PERMANENTE	ILLINOIS UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN	Marriott
Google	SWEDISH	UNIVERSITY OF NOTRE DAME	Delaware North
sodexo	Unity HEALTH	VILLANOVA UNIVERSITY	PENN NATIONAL GAMING, INC.

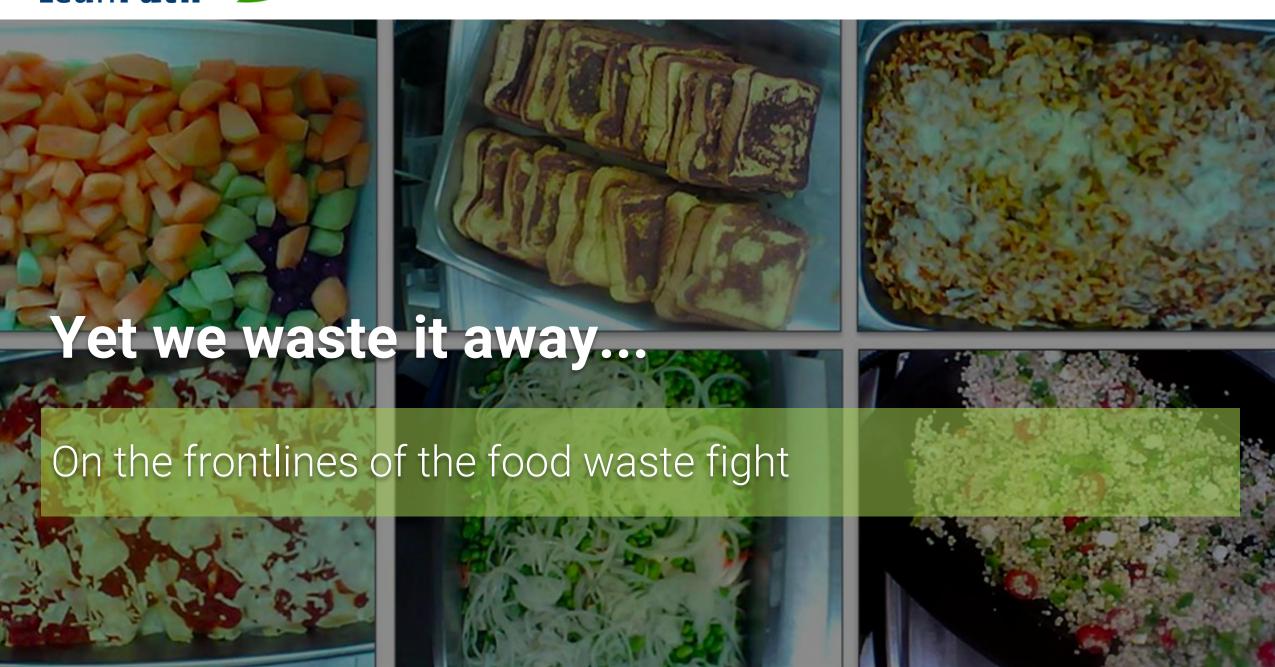**And hundreds more leading foodservice & hospitality brands**

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The top of the hierarchy yields maximum benefit; impacting the entire food supply chain

Our Focus…

Prevention:

[Maximum impact, often overlooked]

Source Reduction

Feed Hungry People

Feed Animals

Industrial Uses

Composting

Landfill

The Why…

For the love of food.

What connects us to our world more than food?

What system has more potential for positive global impact?

Yet we waste it away…

On the frontlines of the food waste fight

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Reducing Food Waste **Really** Matters

LeanPath

15 years ago, we set out to solve a really big problem…

Our Vision:
Ensure a sustainable future
by eliminating global food waste

We *can* take control.

It's far beyond tools, tech and software.
It's a **complete food waste strategy**.

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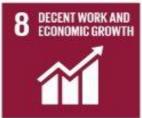
Mission: To Make Food Waste Prevention Everyday Practice in the World's Kitchens

15 years of measurable industry impact

Creators of food waste tracking & analytics category

Client partners in 25+ countries around the globe

Experience with over 1,700 customer deployments

Advocates against wasted food

Dedicated to food waste **prevention**

Rising Momentum – Responsible Goals

Awareness of the scope and scale of the food waste challenge continues to grow

"Food waste" - Worldwide searches/day

We're creating a Movement….

Target 12.3
By 2030, Halve per capita global food waste at the retail and consumer levels
And reduce food losses along production and supply chains, including post-harvest losses

California State Bill 1383
By 2020, <u>50%</u> reduction in statewide disposal of organic waste
By 2025, <u>75%</u> reduction in statewide disposal of organic waste
<u>20%</u> of disposed edible food must be recovered for human consumption

Paris Agreement
Limit global temperature rise to 1.5°C

The Measurement Gap

We need data to...

Define Baselines & Measure Change Over Time
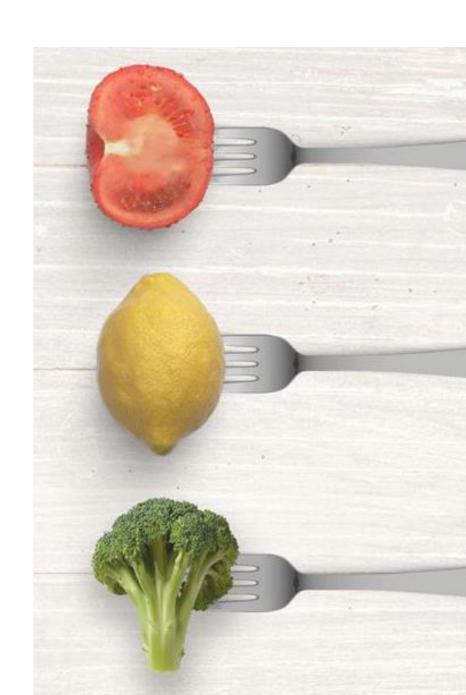Without data we cannot scope the problem or assess improvement

Conduct Root Cause Inquiries and Develop Solutions
Without data we can't diagnose the roots of the problem
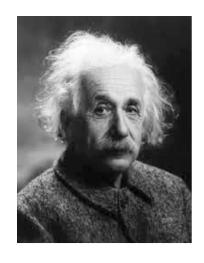
Engage People in the Food Waste Effort
Food waste prevention is a team activity, and we need everyone in the kitchen (and the industry) on the team

We need data to recruit supporters

New Thinking, New Tools Needed

"We cannot solve our problems with the same thinking we used when we created them"
– Albert Einstein

*"If you want to teach people a new way of thinking, don't bother trying to teach them. **Instead, give them a tool**, the use of which will lead to new ways of thinking"*
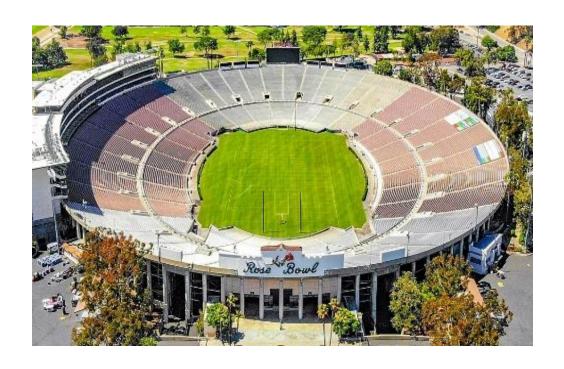**– R. Buckminster Fuller**

California: The Path to 75% by 2025…

Impressive Goal:

Substantial Logistics/Infrastructure costs

What better way to address than Prevention?

The path to Reduction *requires* **Prevention**

A Prevention focus required to effectively and responsibly address 6 million tons per year in California

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California: The Path to 75% by 2025...

Measurement is the optimal route to **Prevention**

Because metrics influence behavior....

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California: The Path to 75% by 2025...

Automation is the optimal approach to **Measurement**

Automation is 3x more effective than manual tracking efforts
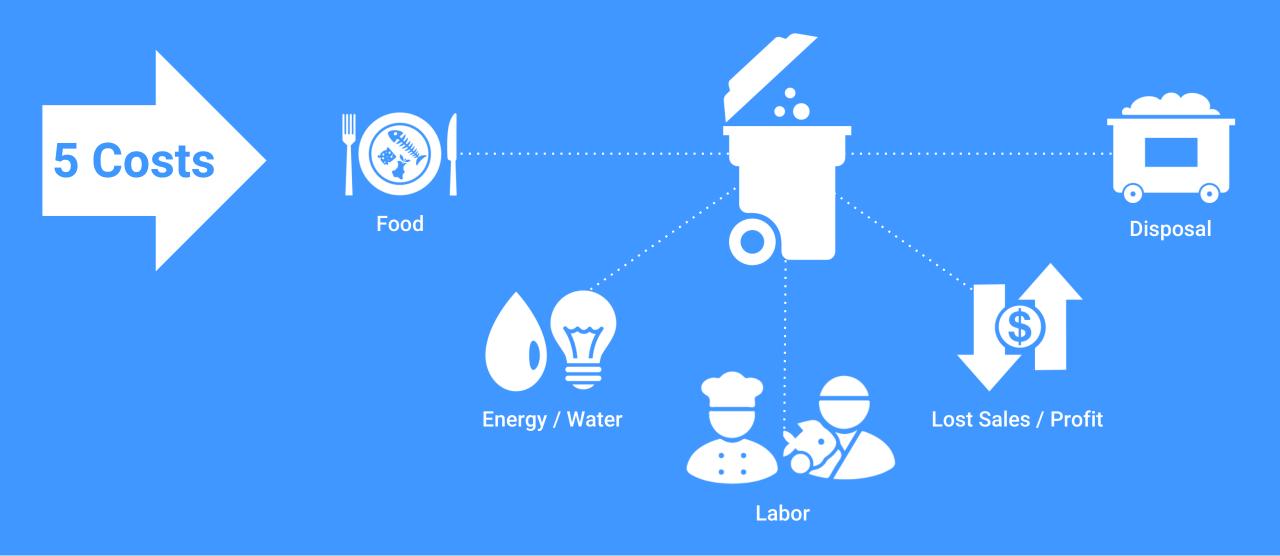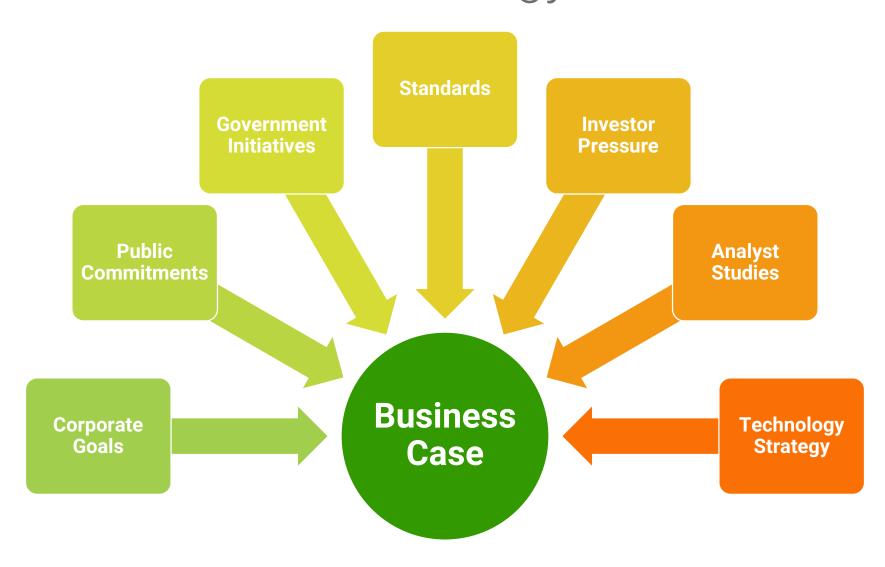...saving time and money, improving accuracy

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Establishing The Business Case for Preventing Food Waste

Building the Business Case

- **Public Commitments** – IKEA, Sodexo 50%, Kroger (Zero Waste/ZeroHunger)

- **Government Initiatives** – SDGs, Target 12.3 (50%), CA State Bill 1383

- **Standards** – Food Loss and Waste Measurement Protocol (WRI)

- **Investor Pressure** – Organizations pushed to disclose food waste data

- **Analyst Studies** – ReFED Reports, BCG study, NRDC study

- **Partnership Initiatives** – WRAP and Institute of Grocery Distribution launch UK Food Waste Reduction Roadmap:

  - **All major UK retailers and 50+ large food businesses have committed to achieving 50% reduction in food waste by 2030; consistent measurement, transparent reporting**

Tracking, measuring, and reporting on food waste becoming a basic expectation

How to Deliver on the Promise of Prevention?

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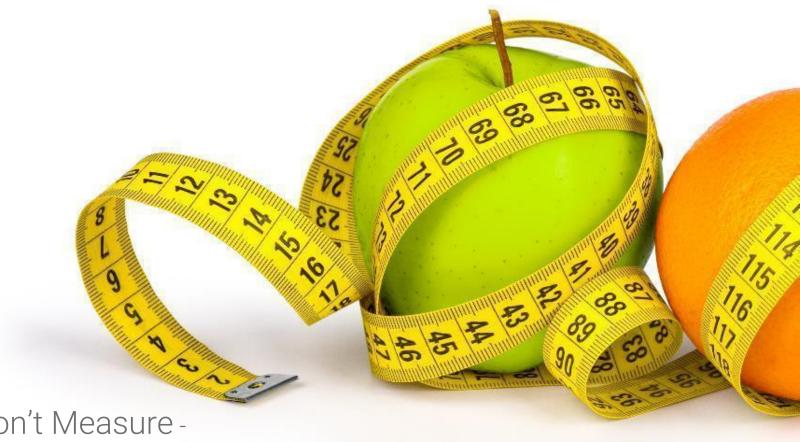# Measurement Matters Most, and Works 2 Ways:

Find out what is being wasted and why, so teams can…

Understand & Improve

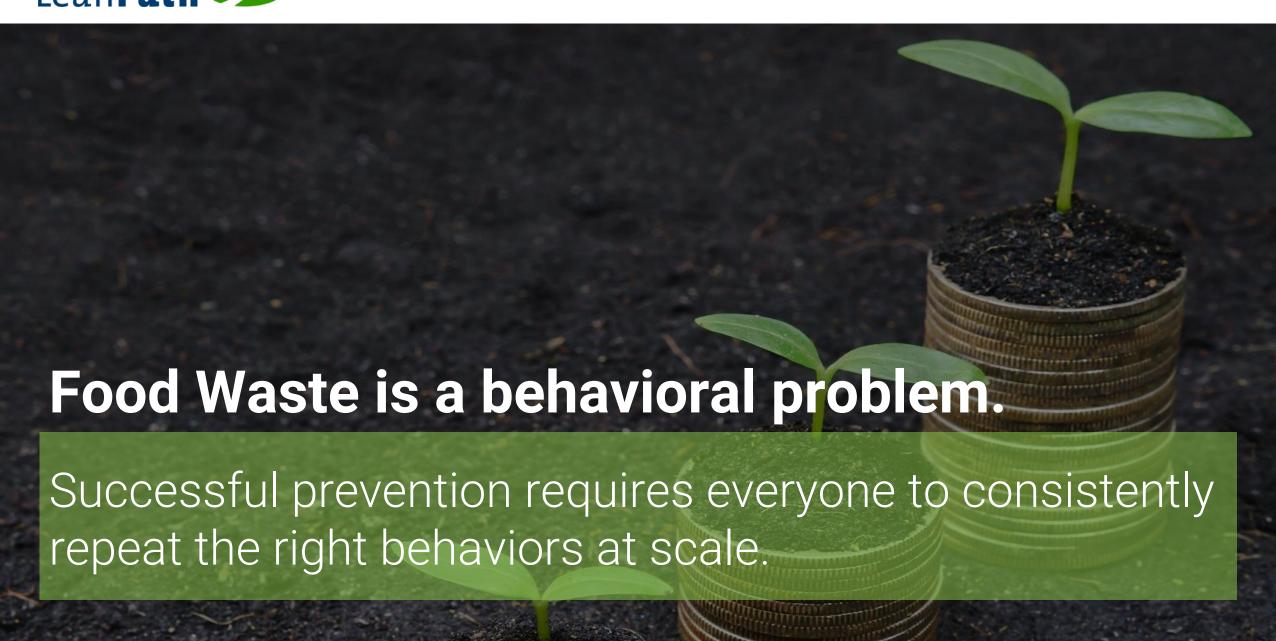- Understand the waste
- Set goals
- Track improvement

Change Team Behavior

- Engage employees
- Raise awareness
- Celebrate progress

You Can't Manage What You Don't Measure - Drucker

Opportunity Trends/Areas for Impact

Making Measurement Easier & More Affordable
- Make measurement as simple as disposal

Closed Loop Menu Planning/Ordering
- Closing loops to create waste-smart forecasts

Behavioral Intervention
- Reinforcing the right food prep behaviors

Targeting Overproduction
- Bakery and prepared foods

Addressing Spoilage, Culls and Trim Waste

Challenging Disposal Patterns
- Repurpose, or donate?

![LeanPath]

Opportunity Trends/Areas for Impact

Evaluate Waste-Generating Rules
- Validate safety practices, review close-down merchandising requirements, buffet practices

Adjust Concepts & Experiences
- Addressing hot/cold bars, reinvent salad stations; focus on high waste food items (cost, environmental impact, frequency) e.g. meat

Making the Connection to SDG 12.3
- Leverage the ongoing dialog and momentum to drive awareness and change at both the kitchen and store levels
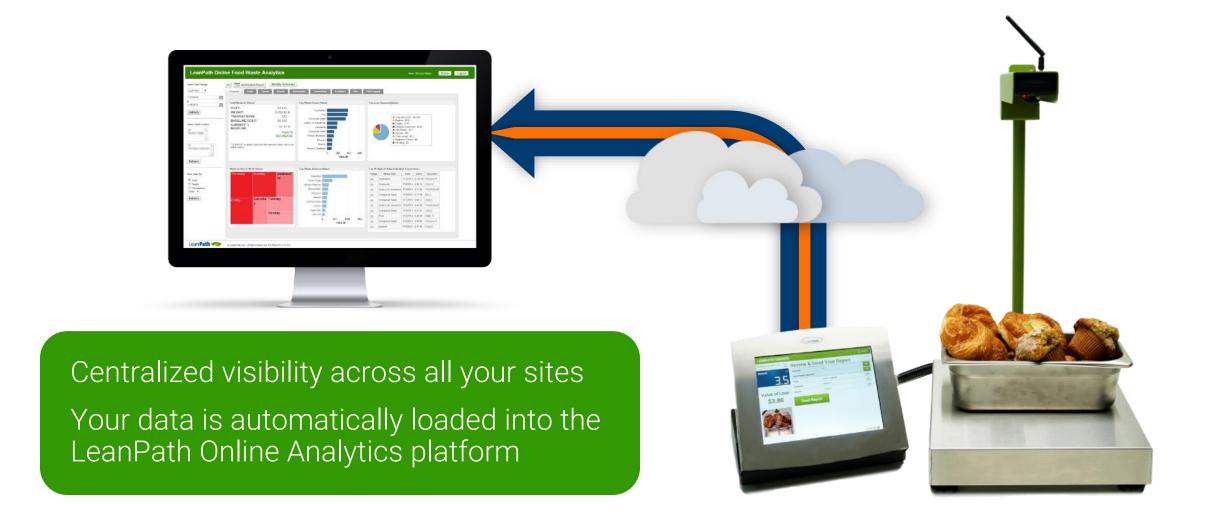
Instant Data Transfer to the Cloud

Centralized visibility across all your sites

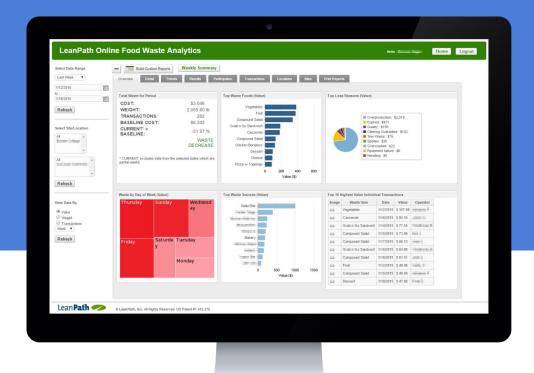Your data is automatically loaded into the LeanPath Online Analytics platform

LeanPath Online

Clear, intuitive graphics

Drill-down capabilities for detailed investigation

View data and trends for one or multiple sites

Data Drives Behavior Change

Gamification = **Engagement**
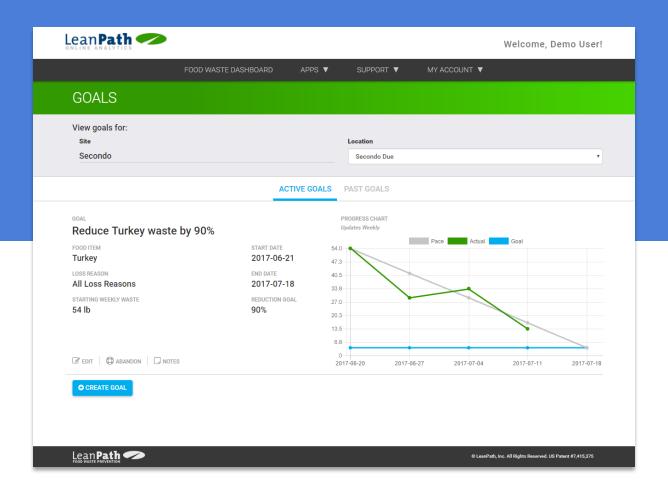
Data Motivates Action

Instant alerts deliver real-time insights, enabling immediate intervention

Data Inspires Measurable Improvement

Goal module allows targeting of specific items for reduction
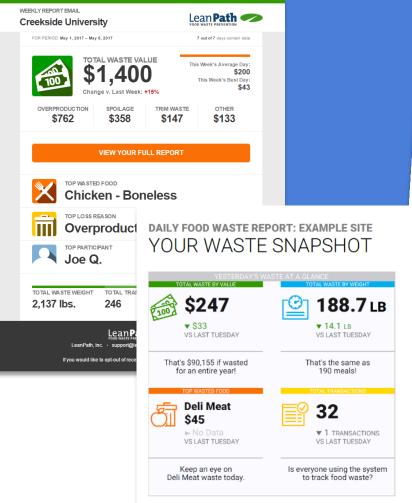
Data Yields Insights to Drive Behavior Change

Weekly waste summaries and detailed daily reports focus the conversation on the greatest opportunities for prevention

Additional Benefits

Save on Labor

Staff spend less time preparing wasted items

Save on Disposal

You're throwing away less

Protect the Environment

Reduce CO_2 emissions and save water

Increase Employee Engagement

Let staff know they can have a major impact

The Power of Why…
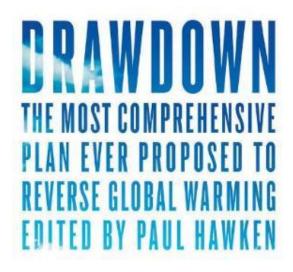
So Why Track Your Food Waste?

- Financial – Strong ROI gains
- Environmental
- Social
- Demonstrated Impactful Results
- Meeting Changing Expectations
- Inspire Your People
- Help to Drive Global Change!

It's the *Right* Thing to Do!

Environmental

LeanPath

DRAWDOWN
THE MOST COMPREHENSIVE PLAN EVER PROPOSED TO REVERSE GLOBAL WARMING
EDITED BY PAUL HAWKEN

Top 10 solutions to climate change
Total gigatons of CO2-equivalent emissions that could be reduced by 2050

SOLUTION		PLAUSIBLE SCENARIO		DRAWDOWN SCENARIO		OPTIMUM SCENARIO
Refrigerant Management	1	89.74	2	96.49	3	96.49
Wind Turbines (Onshore)	2	84.60	1	146.50	1	139.31
Reduced Food Waste	3	70.53	4	83.03	4	92.89
Plant-Rich Diet	4	66.11	5	78.65	5	87.86
Tropical Forests	5	61.23	3	89.00	2	105.60
Educating Girls	6	59.60	7	59.60	8	59.60
Family Planning	7	59.60	8	59.60	9	59.60
Solar Farms	8	36.90	6	64.60	7	60.48
Silvopasture	9	31.19	9	47.50	6	63.81
Rooftop Solar	10	24.60	10	43.10	13	40.34

Source: Project Drawdown

Vox

LeanPath

Food waste measurement and reduction has emerged as a standard of excellence – AND an expectation

Make the Case: Connect Your Organization to the SDGs!

Sustaining our world.
Food. Climate. Environment.

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**Join Us
in This Journey**
to Make Food Waste
Prevention and
Measurement
Daily Practice in the
World's Kitchens

www.leanpath.com