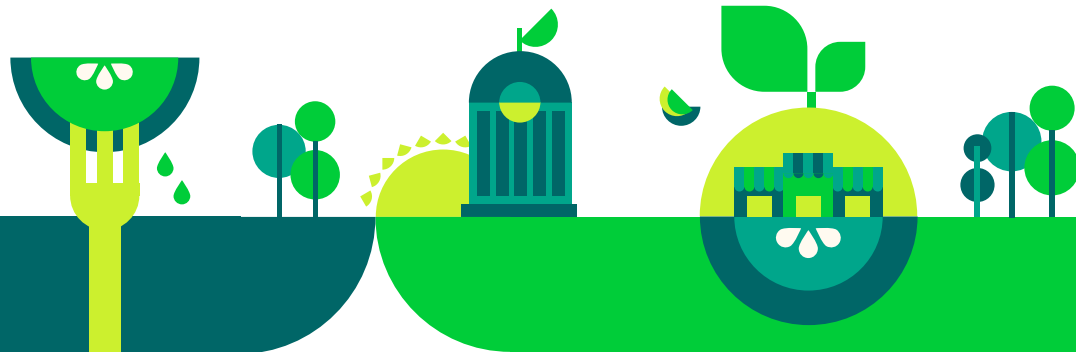


Tackling food waste in modern retail



Agenda

- Who we are
- Why food waste is important for us
- Food waste in our Sustainable Retailing strategy
- Food waste best practices across Ahold Delhaize companies

 **Ahold
Delhaize**

This is the new Ahold Delhaize



375,000
Associates

22
Great
Local
BRANDS



Serving more than
50 million
customers
every week

Proud heritage:

150 years
experience
in food
retailing

11 Countries



Shopping
anytime,
anyplace



More than
6,500
stores



Leading
online
businesses



Leading in
sustainable retailing:
Proud member of **DJSI**



Strong financial
profile



top 10
International
food retailer

Change is underway...

Most of the UN SDG's are relevant for Food Retailers as well







Focus on what we do best



Ahold Delhaize's Sustainable Retailing ambition

Three areas where we can have the most impact:

- **Promoting healthier eating**
- **Reducing food waste**
- **Creating healthy and inclusive workplaces**

We will also set targets to ensure:

- **The products we sell** are safe, of high quality, affordable, and meet sustainable sourcing standards.
- We play our part in **tackling climate change**, by keeping our carbon emissions down and reducing waste.
- We **take care of our people**, by encouraging the development of associates and creating safe workplaces



Food waste targets

Ahold Delhaize leadership ambition will be reflected in food waste targets to be set in early 2017:

- Reduction in overall food waste
- Increase in unsold food donated
- Increase in food waste recycling

A societal issue:

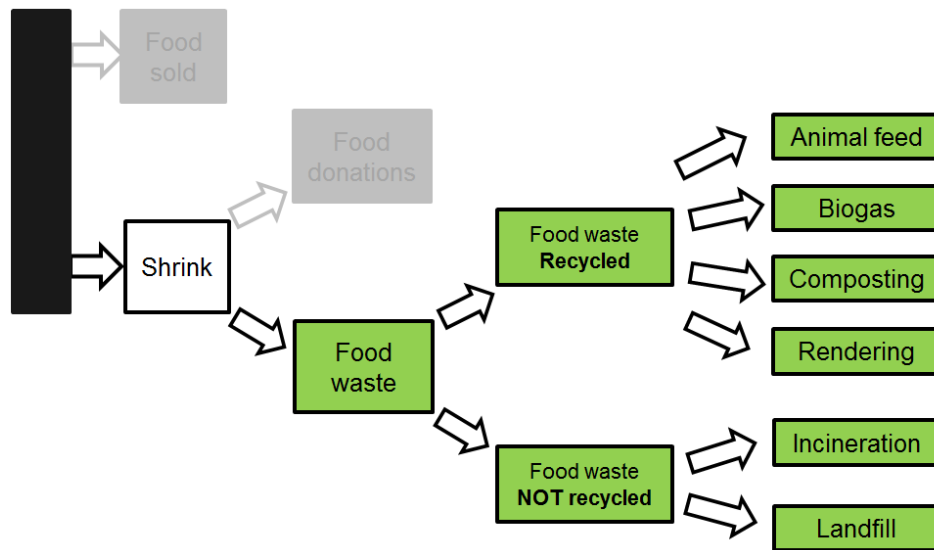
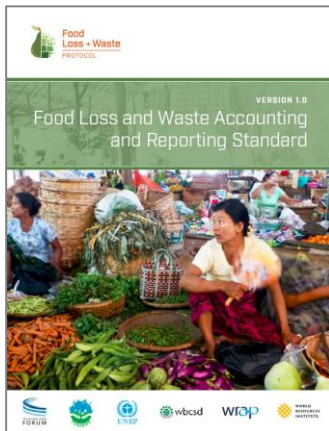
According to the FAO, 1/3 of food produced is wasted. This is enough to feed 3 billion people

Environmental impact:

If food waste was a country, it would be the 3rd biggest emitter of greenhouse gases, just after the USA and China.

Economic impact:

In Europe, food waste = 200 EUR / person



Contribute to the UN goals by 2030:

- to halve per capita global food waste at the consumer level
- and to reduce food losses along production and supply chains including post-harvest losses and maximise the value of the remaining waste.



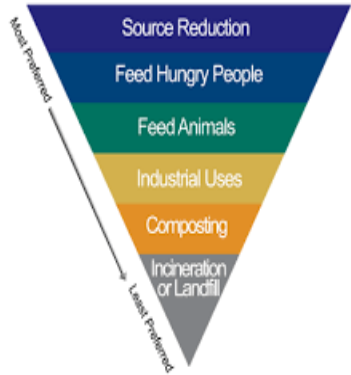
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Best food waste practices across Ahold Delhaize companies

What we do in our house to tackle food waste

Raise awareness

Food Recovery Hierarchy



- Make our customers respect food more and waste less
- Albert Heijn, Delhaize Belgium and Hannaford „ugly“ F&V campaigns
- Delhaize Belgium beer project
- Albert Heijn Instock restaurants
- Delhaize Serbia „Feed the ones in need“ donation program
- Ahold USA „Waste into Watts“ green energy facility

These are just some of the examples from Ahold Delhaize companies



Ahold
Delhaize

Sell „ugly“ produce



- Local (Belgian) farmers
- Only vegetables – box of 2,5 kg – fixed price
- The composition of each box can be different
- 2015: 16 stores sold 6000 boxes (15t) of ugly vegetables
- 2016: 100 stores participate (50 integrated + 50 affiliated) - 3000 boxes per week (7,5 tons/week)



Feedback on the program:

- not enough „ugly“ – consumer said
 - steady supply is a ?
- good marketing but is it a global food waste solution?
 - showing that environment protection matters
 - lower profit margins



INSTOCK

... zet voedselverspilling op de kaart!



- Otherwise wasted food is given a new life
- Amsterdam, The Hague and Utrecht
- New and surprising menu every day
- Started in 2014
- 2000 kg of food saved every week

- Partnership with a Brussels-based brewery
- Use our unsold bread to produce beer
- Launched in 2015:
 - More than 1000 kg of bread donated
 - 8455 l of Babylone Beer sold
- Reduced food waste
- Supported local and social organizations in innovative projects





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Donate

DELHAIZE  SERBIA

- Fresh fruit and vegetables donations from stores to charities
- Started in February 2015 as the first program of such kind in Serbia
- More than 1000t of food saved so far
- 55 Charities – 8000 beneficiaries
- 170 stores in the program all over Serbia

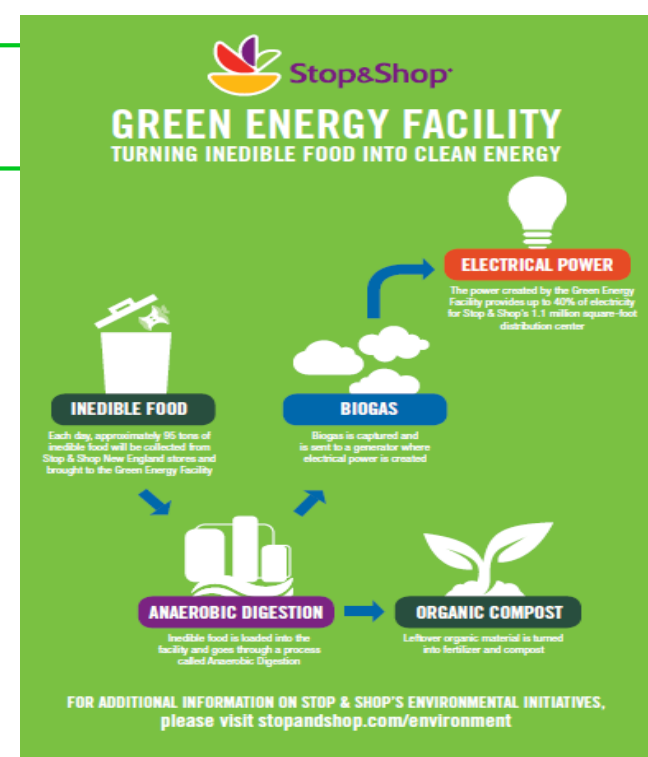




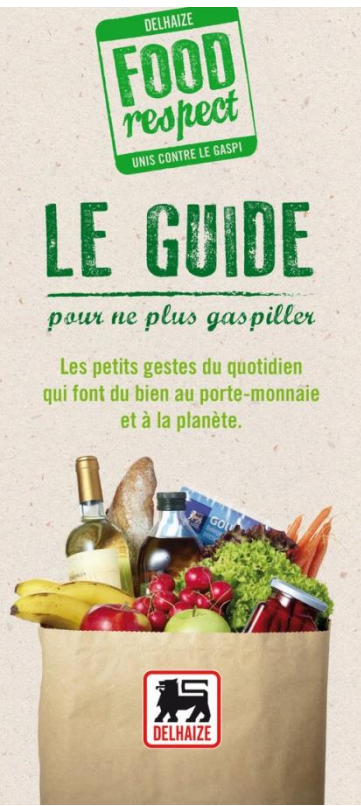
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Industrial use

- Freetown, Massachusetts, USA
- Open on April 15th 2016
- 212 Stop & Shop stores
- 95 tons food waste daily (34,000 tons per year)
- Provides up to 40% of the 1.1 million sq. ft. DC's energy needs
- Can produce up to 1.25 MW of clean electricity



Stress the issue with the key audience



- Food Respect Campaign
- Launched in 2014 (on-going):
 - Inform & educate consumers on food waste
 - Tips & Tricks on how to avoid food waste at home
- Different supports:
 - In store communication, leaflets, Delhaize magazine, food waste recipes, delhaize.be...



**VOTRE CHECKLIST POUR
BIEN FAIRE VOS COURSES**

<https://fr.delhaize.be/action/foodrespect>





THANK YOU
questions?

FOOD LION

Stop&Shop



GIANT

MARTIN'S

Giant

Peapod

bfresh

Albert Heijn



Etos

Gall & Gall

bol.com

albert

MAXI

Tempo

Βασιλόπουλος
...και του σουτιού το γάλα!

SENA
...είναι το αγαπημένο σας!



pingo doce

