

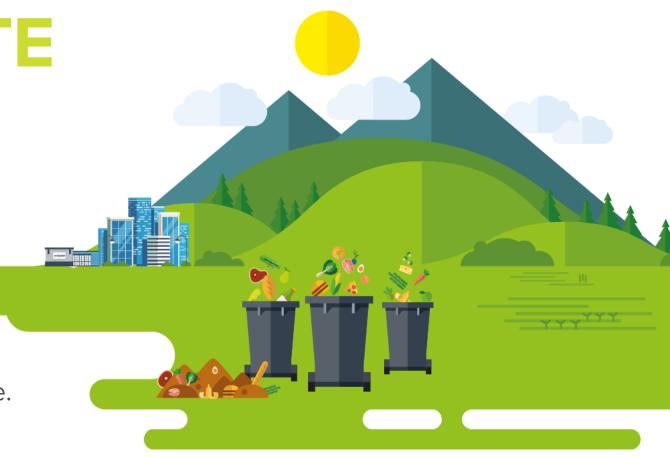


**EPISODE 2 – PRODUCT WASTE** 

**PRODUCT WASTE** 

Waste occurs when products are discarded before consumption at any stage in the supply chain.

This could be products damaged in transit to food that has gone off at the consumer's home.





# IT TAKES A NUMBER OF RESOURCES TO PRODUCE A PRODUCT

#### **WATER WASTAGE**



It is estimated that 250 km3 a year (3 times the volume of Lake Geneva) is used to produce wasted food.

#### LAND WASTAGE

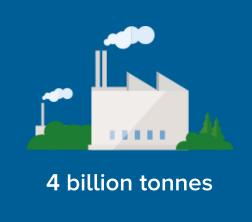


Wasted food occupies 1.4 billion km3 of land that could be better used. If this was a country, it would be the second largest on the planet!

\*FAO 2013, Food waste footprint, Impacts on natural resources summary report



# IT TAKES A NUMBER OF RESOURCES TO PRODUCE A PRODUCT



### **CO2 EMISSIONS**

The 4 billion tonnes of CO2 emissions from producing food that goes to waste is more than the whole of Germany emits in a year!

\*FAO 2013, Food waste footprint, Impacts on natural resources summary report



### PLASTIC PACKAGING CAN REDUCE PRODUCT WASTE



#### PRODUCTS CARBON FOOTPRINT

Products generally have higher carbon footprint than the packaging it is in. Soft drinks are the only major food group that uses less energy to make than the packaging it is sold in.

\*FAO 2013, Food waste footprint, Impacts on natural resources summary report



# IT TAKES A NUMBER OF RESOURCES TO PRODUCE A PRODUCT

### **CUCUMBER LIFE SPAN**



14 days longer

Wrapping a cucumber in plastic film extends its shelf-life by 14 days.

### **MEAT LIFE SPAN**



10 days longer

Plastic packaging on fresh meat extends its shelf-life by 10 days.



<sup>\*</sup>Cucumber Growers' Association

<sup>\*</sup>Denkstatt, How packaging contributes to food waste prevention

## SUSTAINABILITY 101

Stay tuned for the next episode

