

PACKAGING HELPS TO SAVE FOOD

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Food waste in Finland

400-500

Million kilos of
eatable food is
wasted per year

=15 %

Of the food eaten

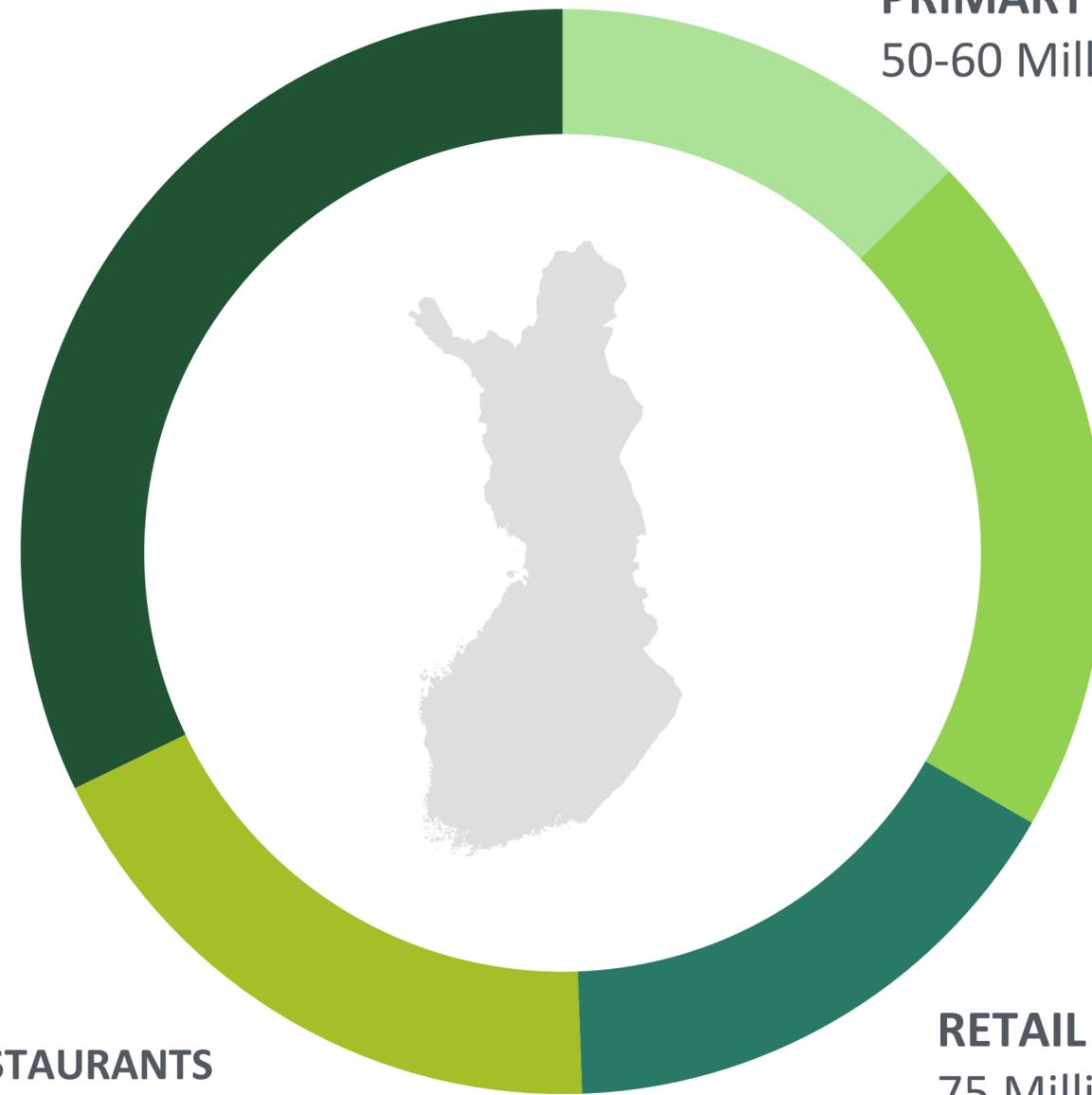
HOUSEHOLDS
120-160
Million kg

PRIMARY PRODUCTION
50-60 Million kg

INDUSTRY
75-105 Million kg

RESTAURANTS
75-85 Million kg

RETAIL
75 Million kg



Why there is food waste?

LACK
OF PLANNING

HURRY

COULD NOT
CARE LESS
-ATTITUDE

BUYING TOO
MUCH FOOD

PACKAGING
SIZES ARE TOO
BIG

How to reduce it?



Writing a shopping list



Refrigerating leftovers and creating another recipe for leftovers



Organize your fridge and freezer on regular bases



Smaller storages at home and right kind of storaging



Not preparing portions that are too big



Best before/Use-by -dates: Smell and taste



Eat first the food that goes bad easily



Taking less food on the plate



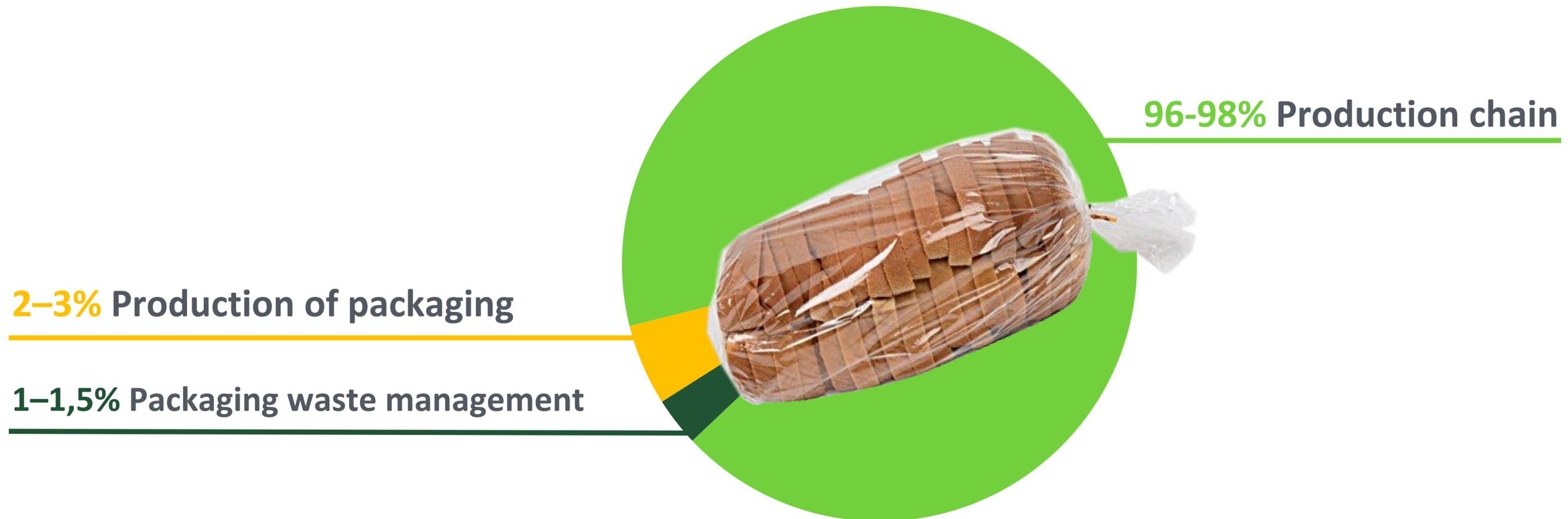
Buy a package that fits your family size

Negative reputation of packaging



Real environmental impacts of food

Case: Sliced bread packed in a plastic bag



The goal in Finland



Work towards halving the food waste per capita at the retail and consumer level and reducing food losses along production and supply chains

Better packaging to fight against food waste

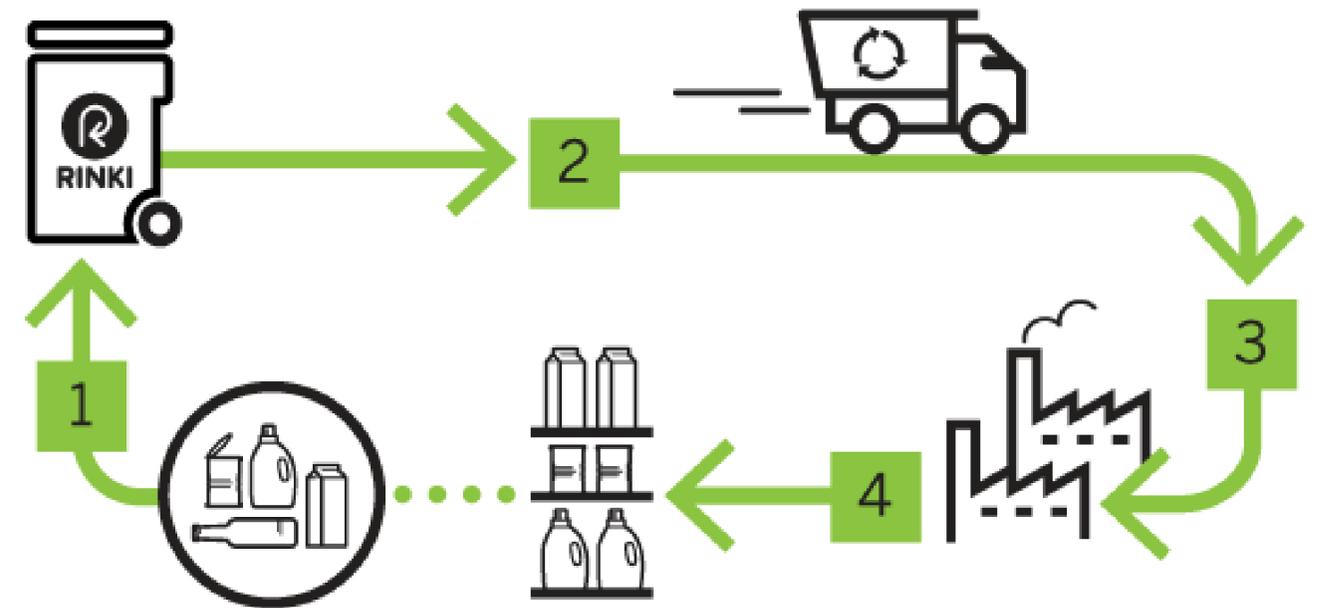
Actions in Finland

Raising the awareness of environmental impacts of food waste and the role good packaging plays in reducing it

Road Show:

Theme: Packaging is the good guy, not the bad guy

Media round table discussions in 10 cities around Finland



Campaigns: "Take it easy", Luke 2016

(Natural Resources Institute Finland)

GOOD PACKAGING PROTECTS THE PRODUCT AND REDUCES FOOD WASTE.

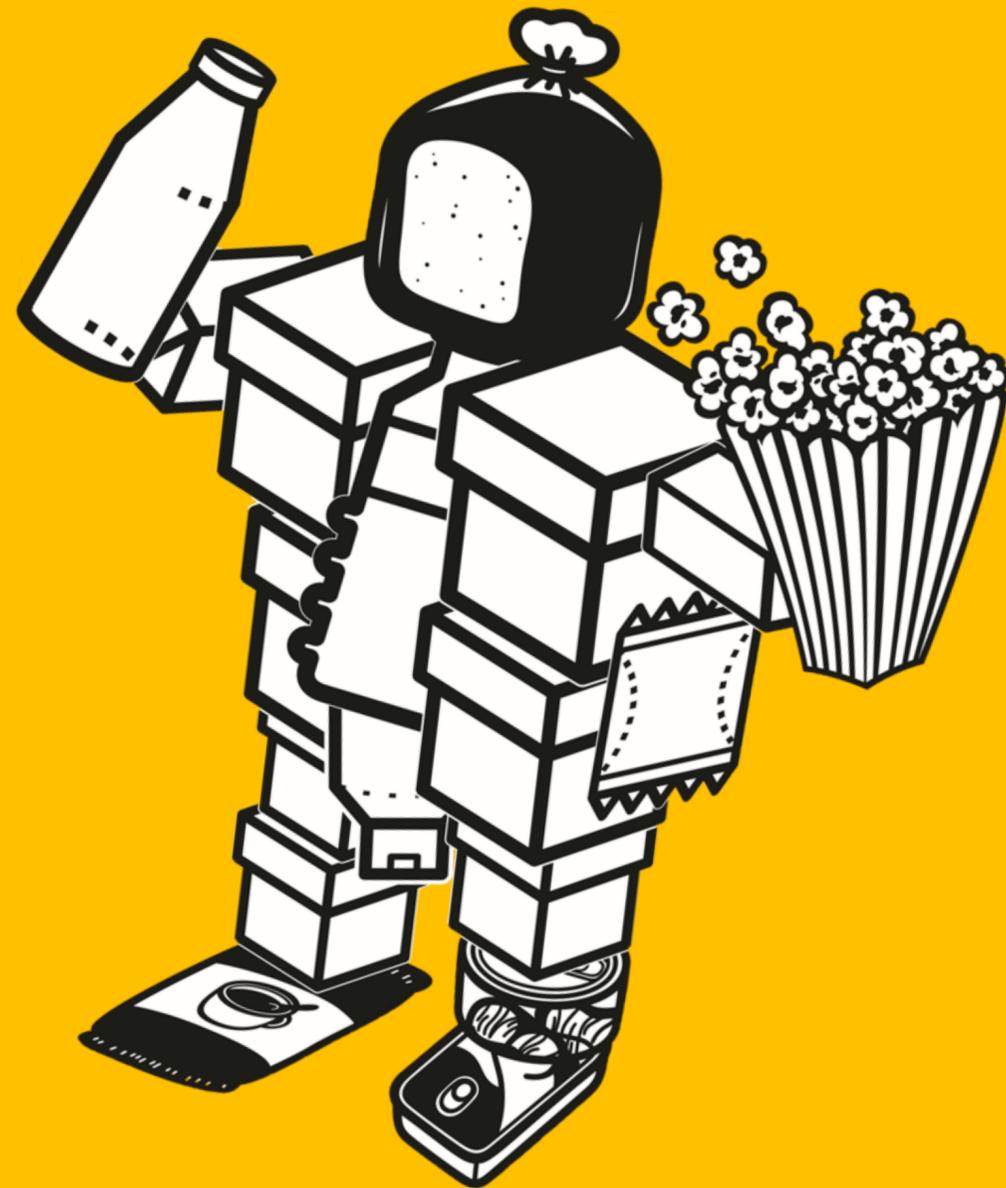
mmm.fi Luke

The environmental impact of throwing away a slice of ham... > ...Is greater than the environmental impact of producing the packaging.

www.luke.fi/otaiisisti

The infographic features a green background with a white speech bubble at the top left containing the text "GOOD PACKAGING PROTECTS THE PRODUCT AND REDUCES FOOD WASTE." In the top right corner, the logos for "mmm.fi" and "Luke" are displayed. Below the speech bubble, there are two identical sets of icons representing a rural landscape with trees, a tractor, a house, a factory, and another house. The central focus is a comparison between two environmental impacts. On the left, a white box contains a circular icon with dots and the text "The environmental impact of throwing away a slice of ham...". A large white chevron points to the right, where another white box contains a square icon with a ham and the text "...Is greater than the environmental impact of producing the packaging." At the bottom left, the URL "www.luke.fi/otaiisisti" is provided.

Packaging Summit 2016



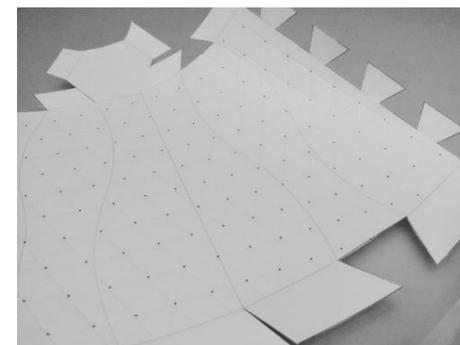
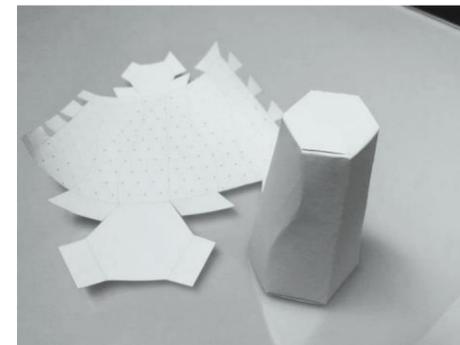
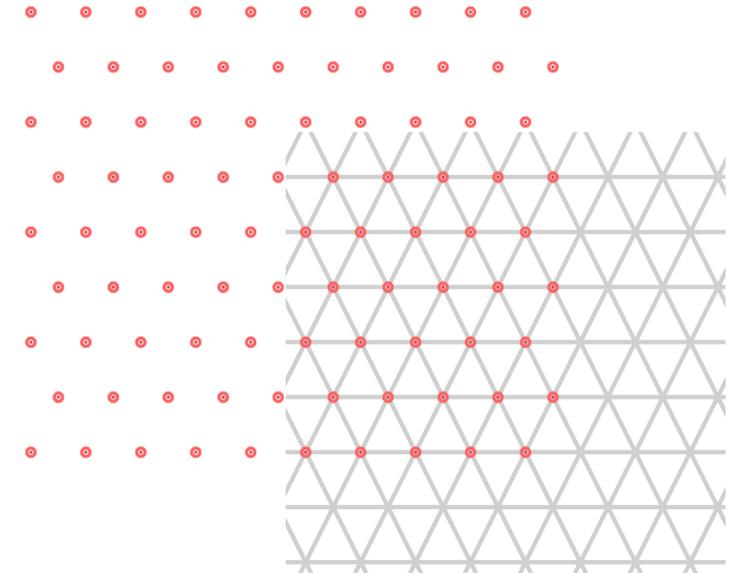
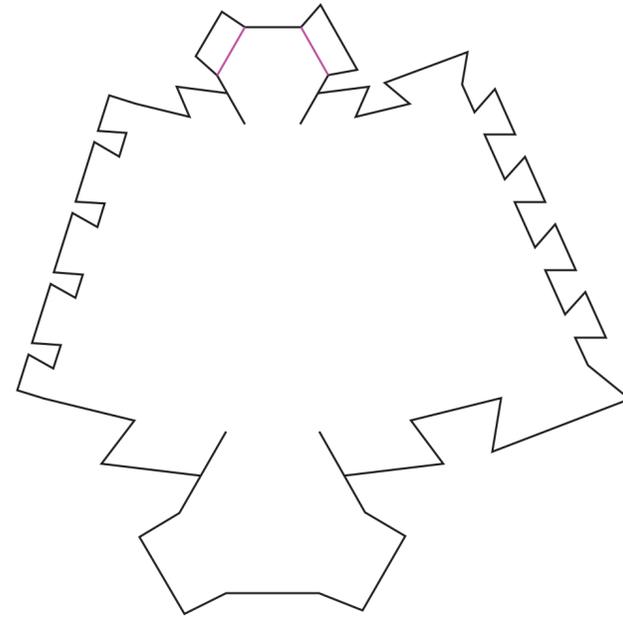
Packaging Summit 2016:
Contest for students 2016
Find a packaging solution that reduces Food
Waste

1st prize:

Yogård:

**Packaging students Petra Paatero
and Daria Ivanova (LADEK)**

IDEA







THANK YOU!

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