



Multi-actor design of low-waste food value chains through the demonstration of innovative solutions to reduce food loss and waste

LOWINFOOD

PRACTICE ABSTRACT No: 17

Stakeholder dialogue to innovate a roadmap for reducing bread waste in Finland

Bread is one of the most wasted food categories in Finland. To innovate new ways for reducing bread waste in the bread value chain, relevant stakeholders were invited to join a stakeholder dialogue. Bakeries, retailers, and the Finnish Bakery Federation participated either in a series of online workshops or interviews where current challenges were identified and current and possible future actions to prevent bread waste and surplus were discussed. As a result of this stakeholder dialogue, a joint roadmap for reducing bread waste was developed.

The roadmap for bread waste reduction in Finland includes 15 action points in total, divided between actions directed mostly at bakeries, retailers, and other stakeholders.

The suggested actions for bakeries highlight the importance of bread loss and waste analytics to direct strategic and operational activities, developing a zero-waste culture, sharing knowledge, integrating bread waste reduction into product development, reducing assortment, and communicating about bread waste to consumers. The actions for retailers focus on placing orders earlier and developing forecasting methods, mutual sharing of information with bakeries, and managing assortment and empty shelves. The actions for other stakeholders include, among others, developing new solutions to address bread surplus redistribution and re-use, developing bread packaging, and easing on legislation related to food labelling for products that re-use materials.

This stakeholder dialogue was organized as part of the Work Package (WP) 3 in the LOWINFOOD project, and it aims to analyze innovations against loss of bakery products. Besides Finland, the same activities have been conducted in Italy and Sweden.

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Additional information

Bakery sector in Finland

In Finland, the bakery sector consists of two large industrial bakeries and several hundreds of smaller bakeries. Two largest bakeries account for over 50% of the market share. Fresh bread is sold pre-packaged mainly at retailers' stores. Sales of fresh (soft) bread account for over 90% of bakeries' turnover.

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ABOUT LOWINFOOD

The LOWINFOOD project, launched in 2020 and coordinated by the University of Tuscia, Italy, is working to deploy and improve a set of 14 innovative solutions to the food waste problem, by demonstrating their effectiveness and market potential. The core activities of the project are all focused on the evaluation of the efficacy of these innovations in reducing food losses and waste, in terms of the amount of food waste avoided as well as their environmental and socio-economic impact.

CONSORTIUM



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Tiekartta leipähävikin vähentämiseksi Suomessa

Leivän arvoketjun aikana merkittävä osa hävikistä ja jätteestä syntyy tuottajan, eli leipomom ja vähittäiskaupan rajapinnassa, ja Suomessa tuore leipä onkin suurimpia hävikkiin päätyviä tuotekategorioita. LOWINFOOD-hankkeen osana suomalaisia leipomoja, vähittäiskauppojen edustajia sekä Suomen Leipuriliitto ry kutsuttiin mukaan kehittämään yhteistä tiekarttaa leipähävikin vähentämiseksi. Tiekartta muodostettiin verkkotyöpajojen sekä haastatteluiden perusteella. Työpajoissa ja haastatteluissa keskusteltiin vallitsevista ongelmista leipähävikin näkökulmasta, nykyisin käytössä olevista hävikin vähentämisen ratkaisuista sekä innovoitiin uusia hävikin vähentämisen tapoja. Vastaava tiekartta kehitettiin hankkeessa myös Ruotsiin ja Italiaan.

Lopputuloksena kehitetty tiekartta esittelee yhteensä 15 erilaista toimenpidettä jaoteltuina leipomoiden, vähittäiskaupan, ja muiden sidosryhmien vastuulla oleviin toimenpiteisiin.

Tiekartan toimet leipomoille liittyvät siihen, miten mittaamisella ja analytiikalla voidaan kehittää strategisia ja operationaalisia hävikin vähentämisen toimia, hävikittömän kulttuurin luomiseen, hiljaisen tiedon jakamiseen, hävikin ehkäisyn integroimiseen tuotekehitykseen, tuotevalikoiman kehittämiseen sekä kuluttajaviestintään.

Vähittäiskauppojen toimet keskittyvät tilaamisen ja kysynnän ennustamisen kehittämiseen, molemminpuolisen tiedonjaon kehittämiseen sekä valikoimanhallintaan (ml. tyhjien hyllyjen hallinta).

Muiden toimijoiden toimet sisältävät muun muassa ylijäämän hyödyntämisen tehostamisen, hävikkiä vähentävien leipäpakkausten kehittämisen sekä pakkausmerkintöihin liittyvän lainsäädännön höllentämisen.

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