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Denmark

How to work with data labelling to prevent food waste
- experiences from Danish industry

Jane Wulff, Head of Standards and Implementation, GS1 Denmark

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Many food waste projects in Denmark

Community food banks

Food waste kitchen

Apps for reducing food waste

Use your leftovers recipies

Reducing quantity discounts [like buy two get the third free] – instead providing single item discounts

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Project: "Reduce food waste in retail via a dynamic barcode" (October 2016 til November 2017)
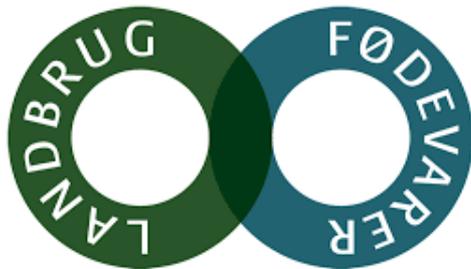
Dynamic barcode – what is it?

A barcode which contains an item number and a date (expiry date or best before) and maybe other data

(01) 0 5712345 00001 4
(15) 161214
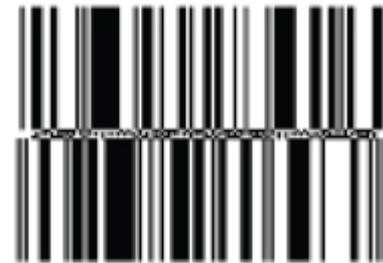
(01) 0 5712345 00001 4
(15) 161214

The barcode used today only contains an item number

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Background

- A result from the project "Less food waste - solutions across the value chain", completed in 2016.

- From other countries around the world (e.g. Italy, Poland, Korea, US, Ireland, Canada, Japan, Chile, Germany) we see:

The dynamic barcode reduces food waste in retail since the consumer can obtain a discount and thus buys more of the foods that are close to expiration.

= country implementing

= country planning pilot(s)

Dynamic barcodes can reduce food waste in different ways

Effective date management

The store can avoid selling a product where the best before date has passed

Products that are approaching the best before date can be sold cheaper

The store knows how many products and what dates they have on the shelves

Dynamic barcodes can reduce food waste in different ways

Food waste is reduced:

- when retail stores can manage their stock better, based on date information → they buy right amount from suppliers → less items are thrown out

- when consumers buy goods that are closer to the date of minimum durability

The aim of the project

To conduct a feasibility study to identify opportunities and barriers to implement the dynamic barcode to the entire retail sector and to a wide range of food categories.

The project

Suppliers of the main food waste

categories (meat, dairy and bread) and

all Danish retailers were interviewed.

Project midterm results
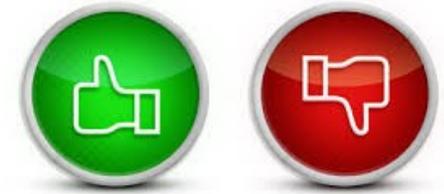
The study shows that both producers and retailers focus on food waste, and they have started different food waste projects.

The study shows as to whether the dynamic barcode will be the most effective means to reduce food waste (RFID, smart tech, packaging material etc. could be other solutions).

Implementing a dynamic barcode is expected to require significant investment, compared to the potential reduction in food waste. The biggest cost will be on the supplier side.

They see no value in changing the consumer's purchasing behavior via dynamic barcodes.

The undeniable advantage of a dynamic barcode: the ability to make more precise forecasts and targeted trimming of the shelves in the appropriate categories.   This would lead to a reduction in food waste, except where the need appears greatest: in fruit and vegetables – marked with no dates.

The overall conclusion

The barriers for food producers
and in retail outweigh the benefits

However……

What next

The respondents did see some benefits of dynamic barcodes

Next step:

A broad implementation will not be realistic but an implementation in a vertical supply chain or in in-store-food production – where the data management processes in a retail store can optimised will be in focus.

Contact:

GS1 Denmark, Vesterbrogade 149, 1620 KBH V

info@gs1.dk

T +45 39 27 85 27

www.gs1.dk - info@gs1.dk