



Stop losing time and money on food waste

Circular Economy Conference
Tallinn 5th Nov. 2019

www.totalctrl.com



AGENDA

We are all connected
How can YOU help
Sustainable food value chain

Bonus



We are all connected



Food waste in numbers

World:

- 1.3 billion tonnes
- 1/3 of all food
- €890 billion

Europe:

- 88 million tonnes
- €143 billion
- 173 kg each person

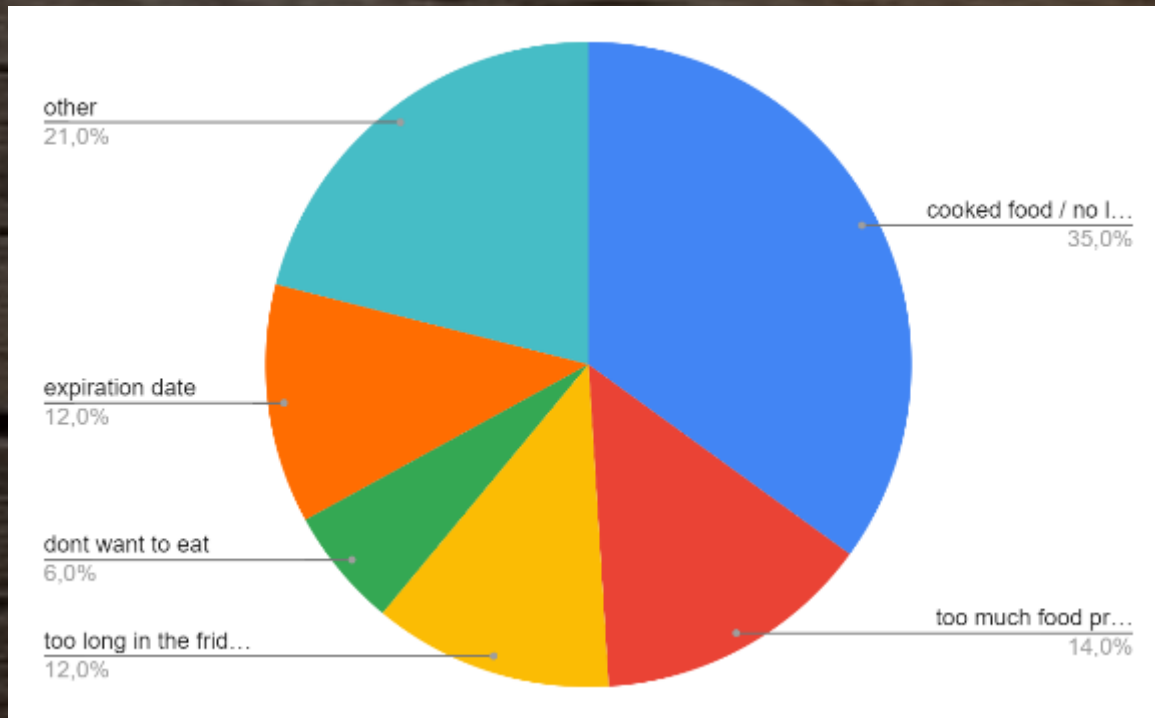
Estonia

- 92 000 tonnes
- €100 million



Reasons for waste – household

- 70 000 tonnes comes from household
- Unclear on the difference between «use by», «sell by», and «best before»



Reasons for waste – retail

- 12 000 tonnes unsold food in stores every year
 - Fruit and vegetables: 47%
 - Fish/meat: 18%
 - Bakery products: 13%
 - Dairy / prepared foods: 10%
- €22 billion worth





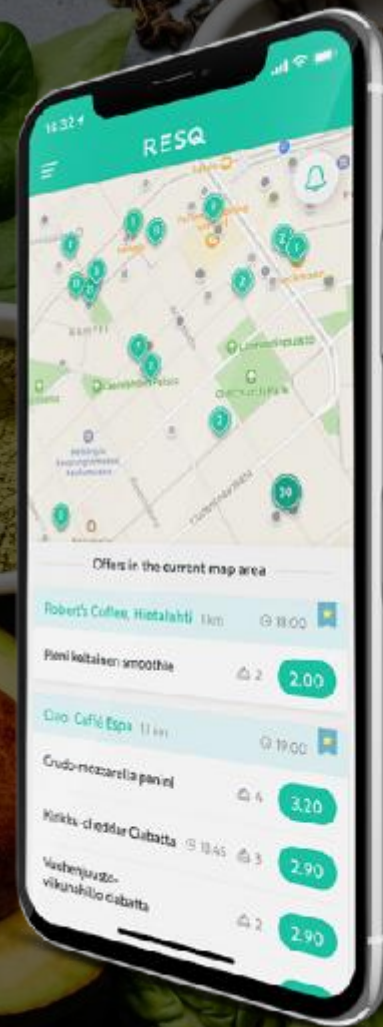


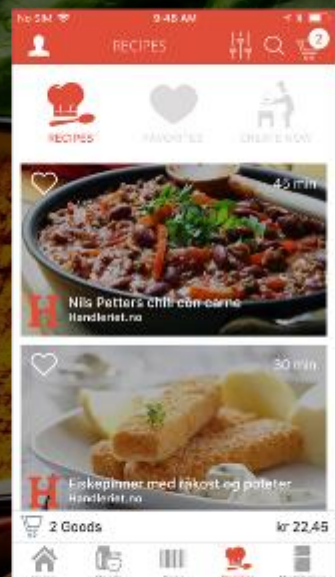
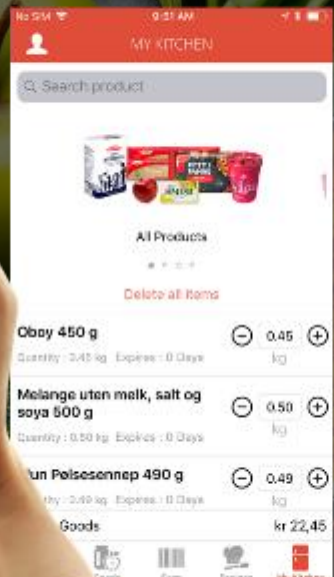
How can YOU help





What if you're a retailer?







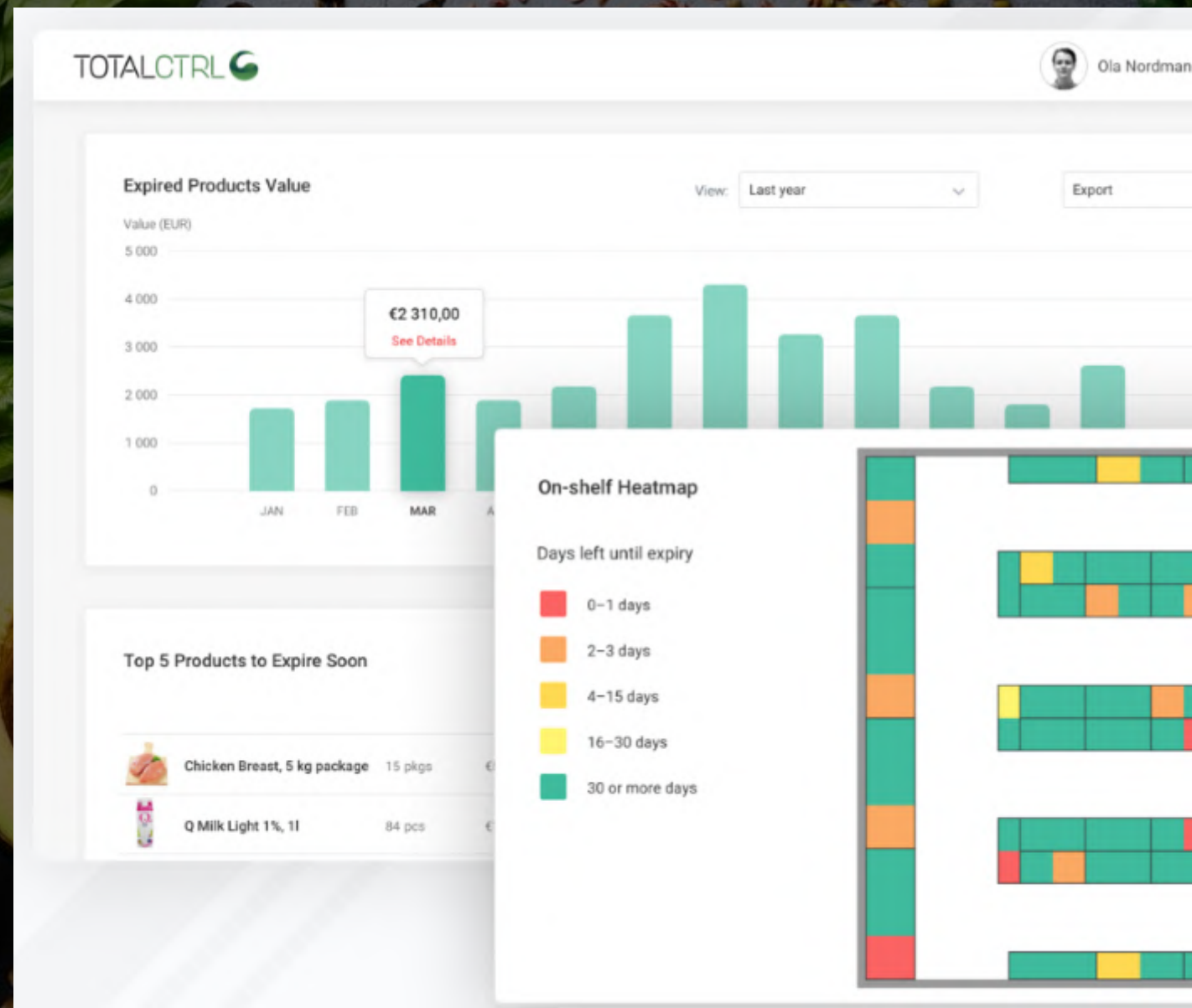
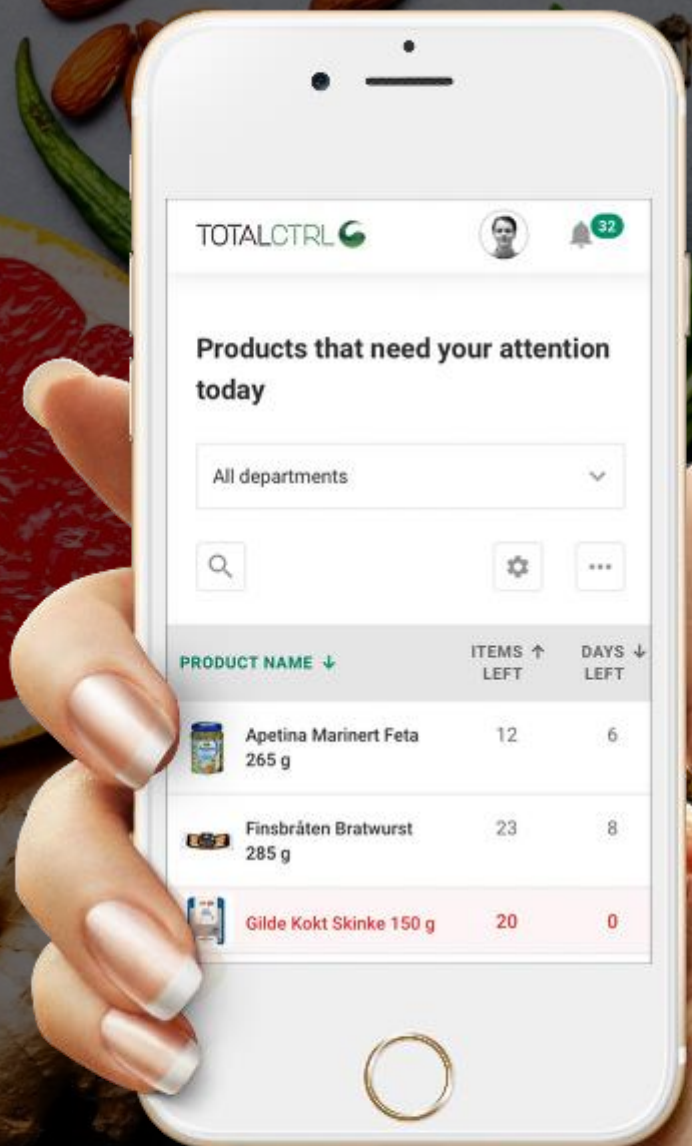
Sustainable food value chain





Current solutions still demand a lot of manual work and are not really preventing food waste





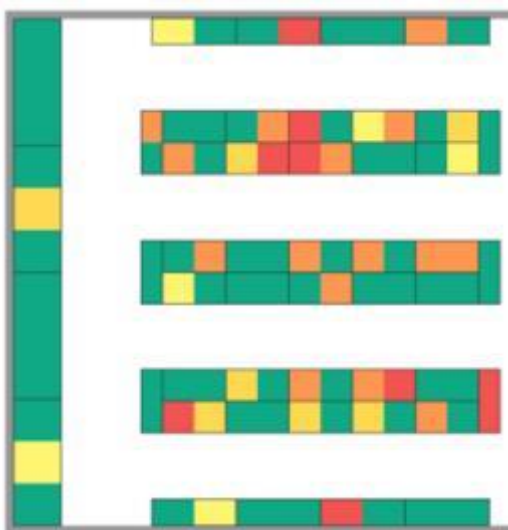
Top 5 Products to Expire Soon

PRODUCT	QUANTITY	TOTAL PRICE	EXPIRES
 Gilde Kokt Skinke 150 g	37 pkgs	€ 110,63	Tomorrow
 Tine Rislunsj Jordbaer 150 g	56 pkgs	€ 72,24	Tomorrow
 Q Skim Milk 1l	31 pkgs	€ 52,39	Oct 12
 Tine Lett Matflete 3 dl	22 pkgs	€ 45,98	Oct 15
 Tine Kremgo' Krydder 125 g	86 pkgs	€ 171,14	Oct 16

On-shelf Heatmap

Days left until expiry

- 1-2 days
- 3-4 days
- 5-15 days
- 16-30 days
- 31 or more days



Gilde Kokt Skinke 150 g

Expiration date: October 11 (1 day left)

Select which action you took:

Moved to marketplace

Moved to discount area

Send to ResQ club

Notify charity

Discarded



← Back to the shelf

DONE



Reduce food waste

85%



Cut cost

80%



Save time

90%





Bonus



Let technology help





SUMMARY

We are all connected
YOU can help
We need a Sustainable food value chain

TIME

MONEY

FOOD WASTE

TotalCtrl

Food waste prevention software

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