



## Resource efficiency, Waste valorisation & Transparency: Creating Shared Value

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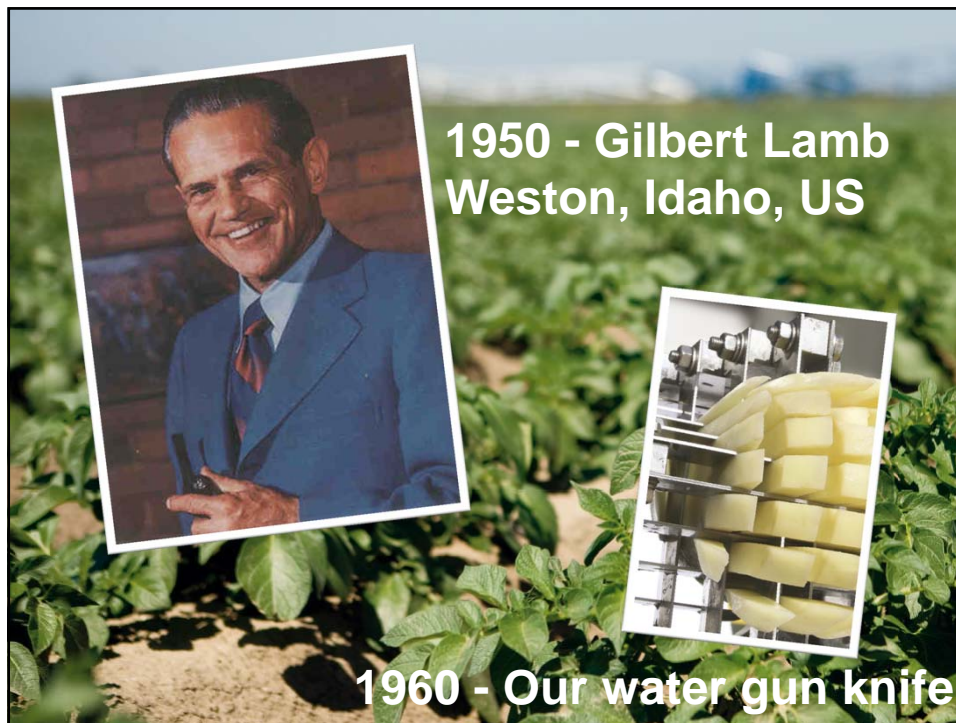




Jolanda Soons-Dings

EU FUSIONS Stakeholder Platform Meeting, 17 Oct 2013

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## Our key facts











-  50/50 partnership between Lamb Weston and Meijer (since 1994), and a major player in the European potato processing industry
-  Turnover of approximately €500 million
-  ~1,300 employees
-  Market share of 17% in Europe, Middle East and Africa (EMEA)
-  95% potato products, 5% dough products and other (cheese, vegetable)
-  Majority of sales in UK, France, Italy, Germany, Benelux, Spain, Saudi Arabia and >50 countries in EMEA
-  Processing 1.2 million MT of potatoes into approx. 600,000 tonnes of finished product, generated by 3 plants in the Netherlands, 1 in the UK and 1 in Austria

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## Our markets and customers

Quick Service Restaurants	Foodservice	Retail	Ingredient Solutions
     	      	     	    

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**Our production locations in Europe**



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**The world we and our customers are living in**



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## Our Stakeholders

**ConAgra Foods**  
Food you love

**Meijer**  
FOR SHARE

Our neighbours,  
Local Societies,  
Governments & NGO's,  
Industry Associations




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## Sustainable Development at Lamb Weston / Meijer

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WHY

- The Big Question
- Our Vision & Ambition

HOW

- Our Strategy: the Sustainable Six

WHAT

- Our 2020 Objectives
- update on Potato & Waste

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## WHY? - Sustainable Development at LW/M

- ❑ **Big Question:** How to feed 9 billion people?
- ❑ **Our Vision:** Creating Shared Value for our Company & Society
- ❑ **Our Ambition:** Be perceived as industry leader on Sustainable Development within EMEA region towards 2020

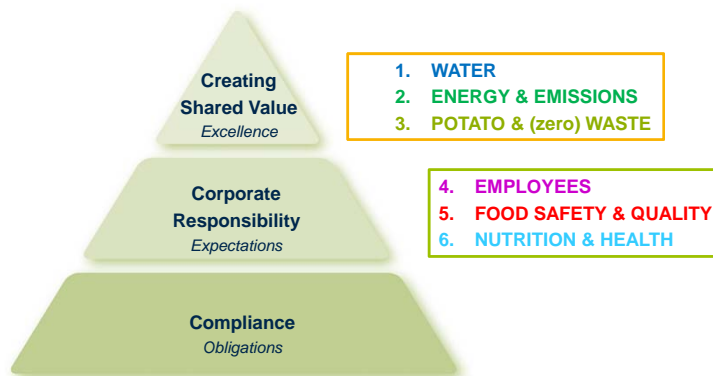
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## HOW? - Our Strategy: the Sustainable Six

We **focus on 6 key themes** and want to **lead on the top-3**, having the largest impact on our core business and where we can make a difference in the total supply & value chain:



Sustainable Agriculture - Supply Chain Approach - Transparency

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## WHAT? - Sustainable Six: our 2020 objectives (vs. 2008)

- WATER:** Reduce direct **Water Use** per kg finished product by **50%** & improve water quality, while reducing our blue Water Footprint
- ENERGY & EMISSIONS:** Reduce direct **Energy Use** per kg finished product by **30%** & reduce **GHG Emissions**, resulting in a smaller Carbon Footprint
- POTATO & (zero) WASTE:** Increase **Potato Utilization** per kg finished product consumed by **10%**, create **Zero Waste** and stimulate a more **Conscious Consumption** in our food chain, resulting in a smaller Ecological Footprint.
- EMPLOYEES:** Improve Employee Safety, Health & Wellbeing, their development and job satisfaction & create a **Great Place to Work**
- FOOD SAFETY & QUALITY:** Improve the **Consistency** of our **Product Quality**, meeting specific requirements & implicit expectations of our customers, with **Safety First**.
- NUTRITION & HEALTH:** Improve the **Nutritional Value** of our parfried potato products & provide our direct customers and consumers with **clear Nutrition Information**.

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## Sustainable Six – Potato & Waste



### POTATO & (zero) WASTE:

- Increase potato utilization by 10% per kg finished product as consumed
- Maximize reuse of by-products and waste streams, send **zero waste** to landfill
- Stimulate a more conscious consumption in our food chain

These all contribute to a smaller environmental footprint

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**USFA advice in 1914 on food... don't waste it!**



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**How we 'wasted' this advice ...100 years later**

- ❑ In Europe 30% of food produced for consumption is lost / wasted
- ❑ In the Netherlands we waste 83 - 121 kg food per capita\*.
  - Consumer responsible for major part of food garbage (ranging from 30-50%) of which 2/3 is incinerated.
  - Considerable amount of waste (± 20%) caused by food industry generating organic waste streams (like peels, pulp, bones, pits etc.), classified as 'by-products' are mainly sold off as cattle feed.



\* Source: Soethoudt & Timmermans 2013

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## What is Lamb Weston / Meijer doing?

### POTATO & WASTE ⇒ our actions

#### ❑ Implementing Sustainable Manufacturing System

- Preventing losses by making product first time right
- Delivering consistent product quality with reduced inputs



#### ❑ Increasing the valorisation of our potato by-products

- Recover, reuse, redirect & recycle as much as possible
- Zero waste to landfill, >99.8% 'waste' gets a useful destination

#### ❑ Measuring food losses & food wastage in our potato supply chain

- Measure and improve
- 'To zero waste of food' – baseline study into losses & wastage in SC

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## Sharing Best Practices - turn theory into practice

### The theory

LADDER VAN LANSINK 2.0



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Food Waste Hierarchy based on Ladder of Moerman

The following image depicts this hierarchy, and is based on existing food waste hierarchy.



### Our proven practice

- ❑ Prevent in 1<sup>st</sup> place, reduce inputs, increase re-use, organize recovering of byproducts & re-use or recycling of all your waste streams
- ❑ Implement rules and tools to identify, separate and collect by-products and waste to enable effective re-use and recycling,
- ❑ create company culture among employees to see waste as value, measure it and improve!
- ❑ Continue to look for new opportunities to increase value from any by-product and waste stream.
- ❑ Look for maximum value from an environmental (Ladder of Moerman) and economic perspective to find your optimal destination.
- ❑ Assess valorisation of by-products case by case against actual policies and future developments



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## Sharing Best Practices

### Our latest valorisation of by-products:

a 100% biodegradable golf ball made with our white potato starch, being generated as by-product during cutting potatoes into fries

**NATURE. 100% BIODEGRADABLE GOLF BALLS**

THE NATURE GOLF BALL WAS DESIGNED WITH BOTH GOLF AND NATURE IN MIND. ITS UNIQUE COMPOSITION, BASED ON POTATO STARCH A.O. COMPONENTS, MAKES IT THE FIRST 100% BIODEGRADABLE GOLF BALL, PERFORMING REALLY GREAT. THIS MEANS EXCELLENT ENJOYMENT OF YOUR FAVORITE SPORT WITHOUT ANY DAMAGE TO YOUR (GOLF) ENVIRONMENT. THE DESIGN OF THE NATURE GOLF BALL IS STATE-OF-THE-ART, WITH A 420 DIMPLE PATTERN. THIS ENSURES A SOLID FLIGHT AND GOOD DISTANCE. THE SOFT FEEL IS PERFECT FOR THE SHORT GAME. DOING THE RIGHT THING HAS NEVER BEEN THIS EASY!

**BIOGOLF - THE NETHERLANDS - [WWW.BIOGOLF.COM](http://WWW.BIOGOLF.COM)**

POWERED BY **Lamb Weston** POTATO SOLUTIONS

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## Position EUPPA on food losses & wastage

The European Potato Processors' Association (EUPPA) members are strongly committed to:

- ☐ improve resource efficiency in their potato supply chains
- ☐ prevent food waste in the first place and reduce where possible
- ☐ recover by-products for re-use where technically possible and economically feasible
- ☐ Support the FUSIONS project by becoming a member and actively collaborate and share best practices

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**Thank you for your attention!**

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