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**FUSION meeting 22.04.2015**

**BAMA GRUPPEN AS**

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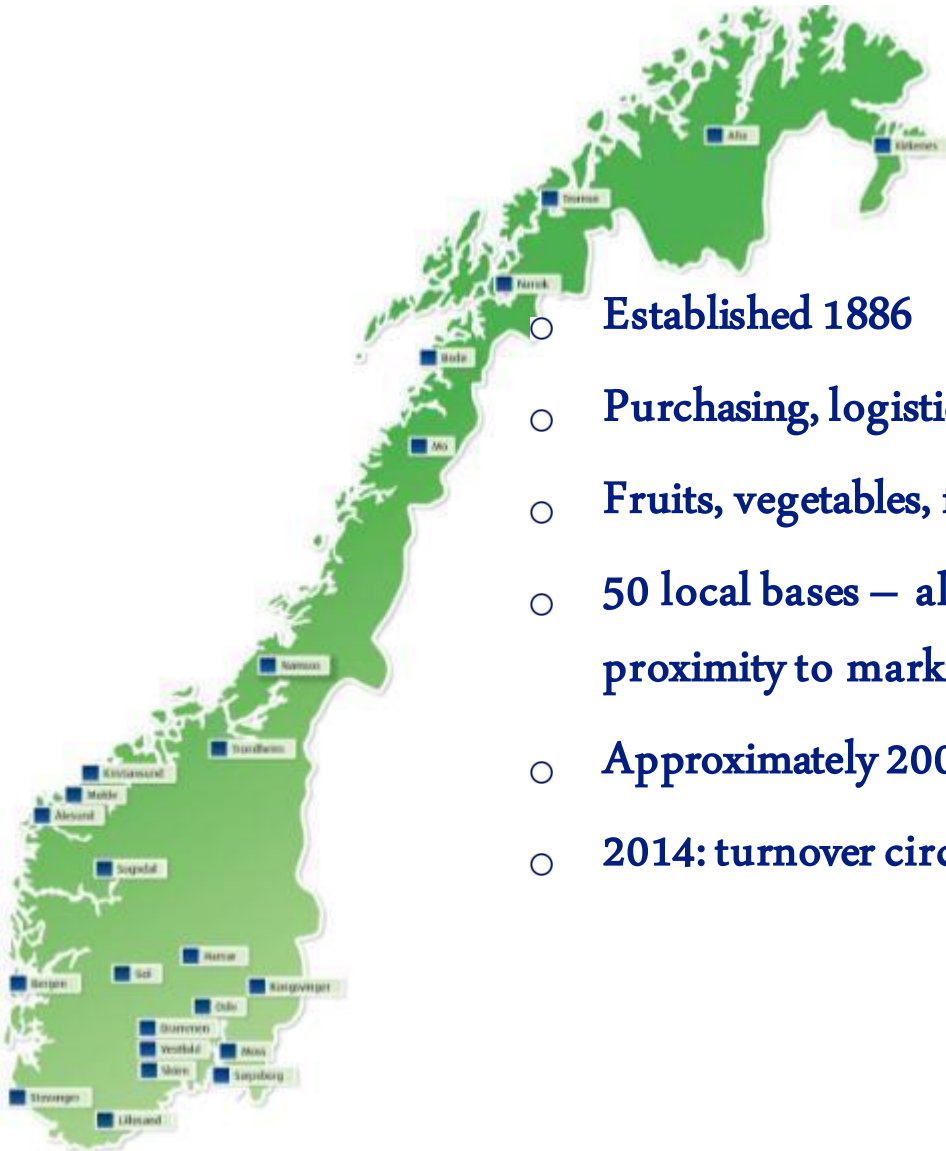
**Vision: BAMA makes Norway Fresher and Healthier**



# Freshness & quality

**What does Bama do to secure the freshest products with the best quality ingredients to our customers and consumers?**

## Briefly on BAMA



- Established 1886
- Purchasing, logistics, sales and marketing of fresh products
- Fruits, vegetables, flowers, ready to eat / on the go foods and drinks
- 50 local bases – almost 1140 producers in Gartnerhallen and proximity to market (customers)
- Approximately 2000 employees
- 2014: turnover circa 14 billion NOK



# Quality strategy: Main goal

**BAMA will deliver products to the market based on a total quality mindset in all parts of the value chain and offer a unique skill set with regards to consumers, products and customers.**

Goals to be followed up with own KPIs



# Environmental strategy: Main goal

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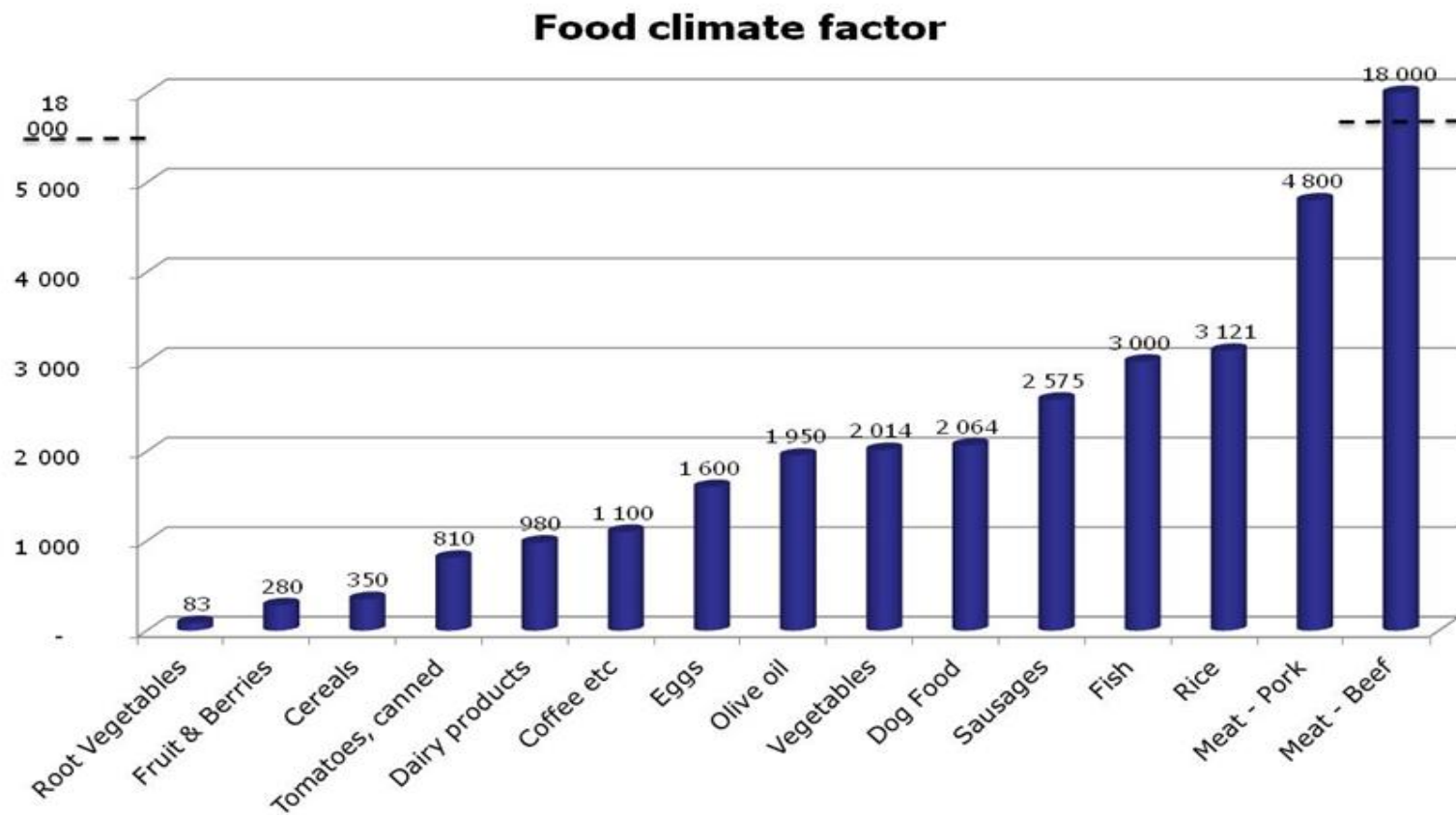
BAMA shall be a driving force and pioneer of sustainable development within environment in our product areas

BAMA shall by concrete measures actively contribute to reduce food waste in the value chain

**Reducing food waste is Bama's most critical environmental goal.**



## Fruit and vegetables have a good «environmental» starting point



This charts only primary production

**Our job is to secure this good starting point throughout the whole value chain**



# Growth drivers for increased consumption of fruits & vegetables

**1. Availability of fresh, quality products**



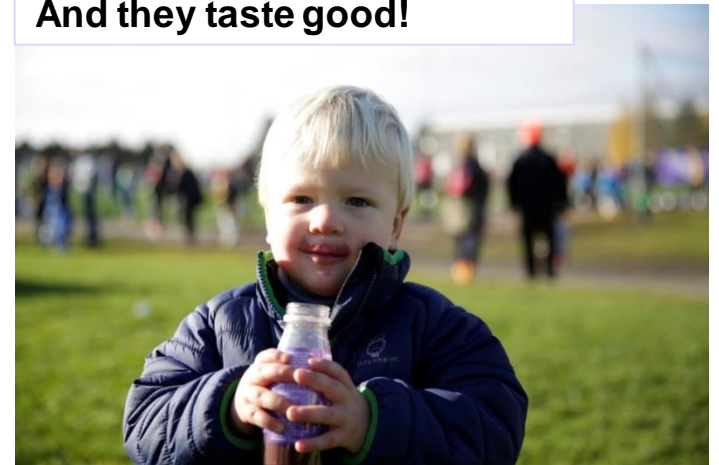
**2. Knowledge of the products**



**3. Inspiration**



**And they taste good!**



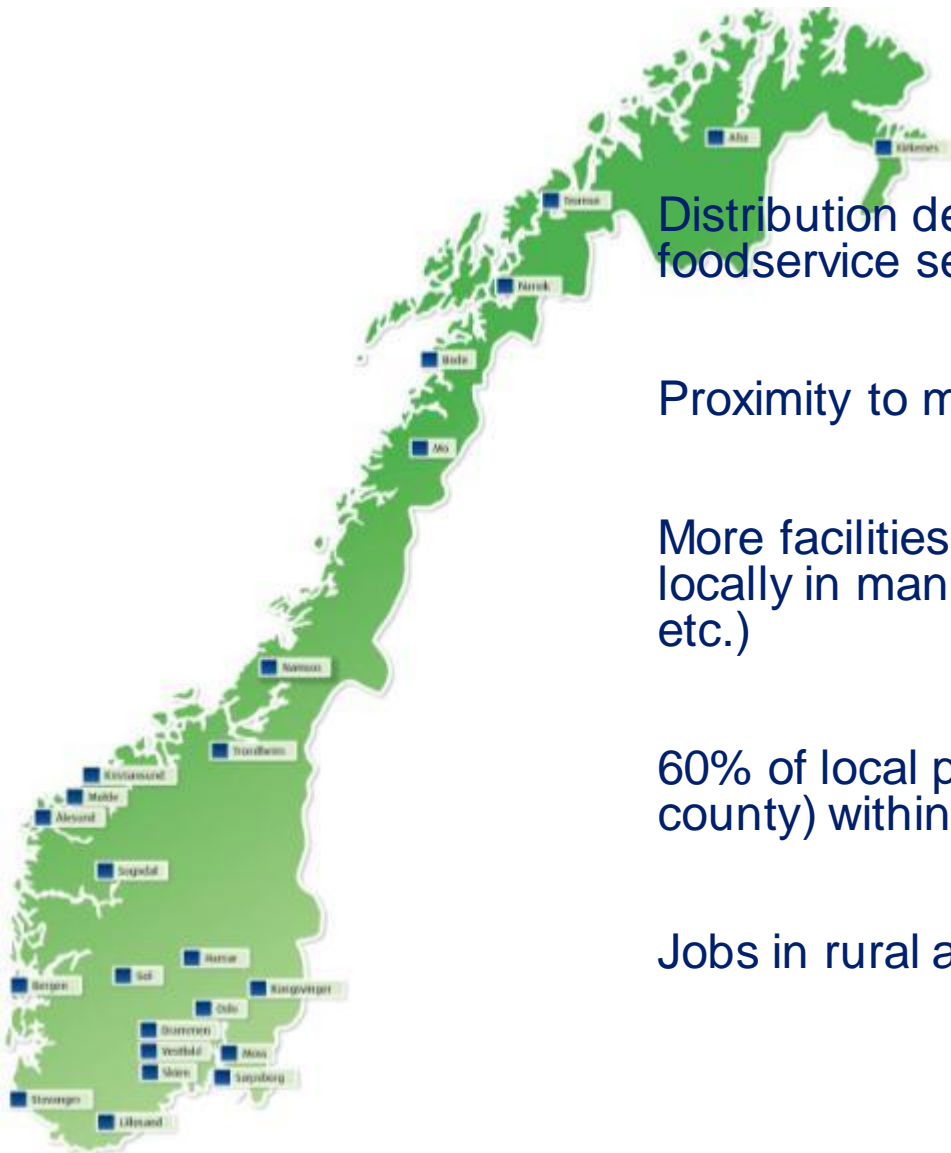


# BAMA is a global player.....

Our role in the supply chain is to take the entire logistics responsibility of suppliers at home and abroad to our customers in Norway

We have a big responsibility - when it comes to product quality, food safety and social responsibility

## ....and a local player



Distribution departments in Norway across grocery, foodservice sector and trade

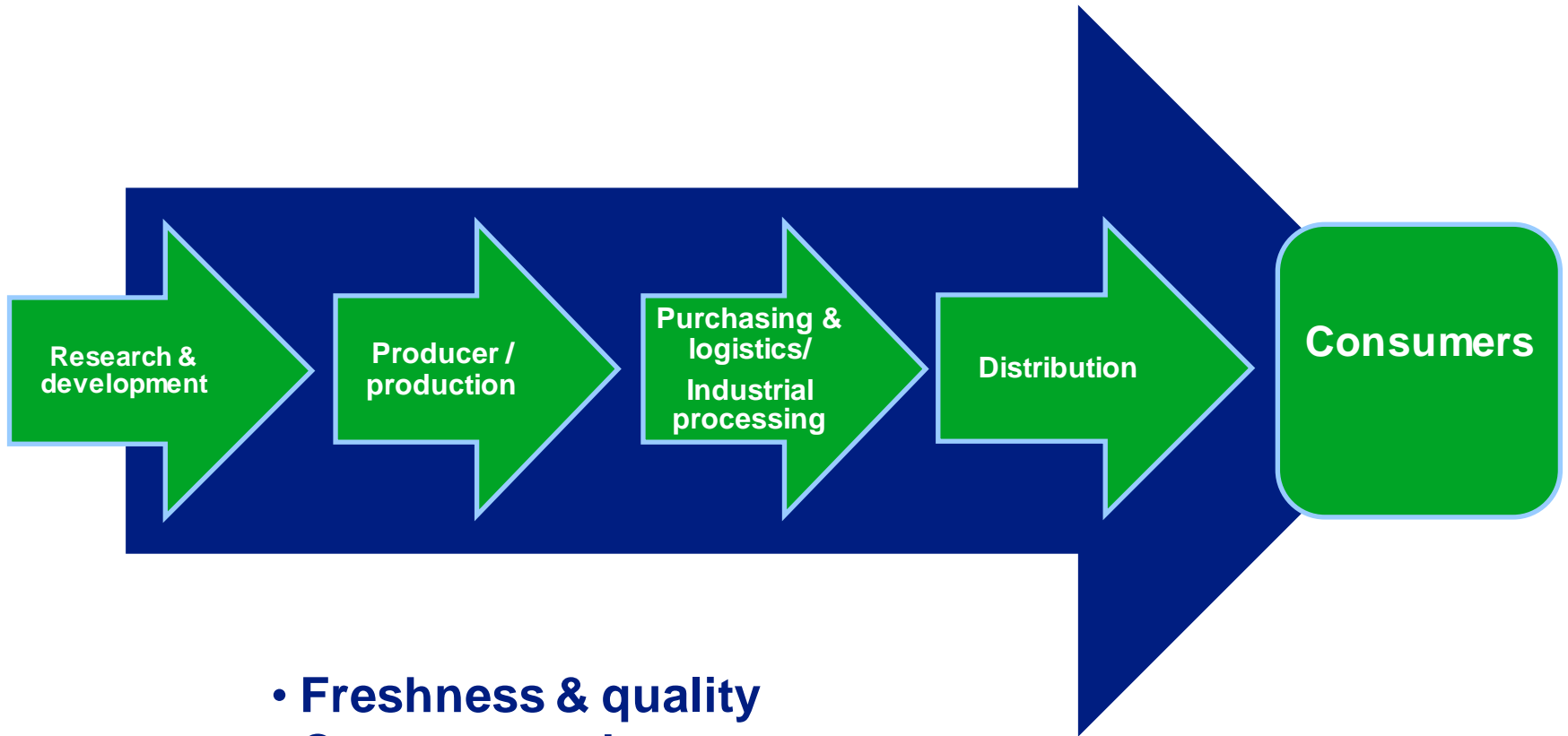
Proximity to market

More facilities for industrial processing of goods - locally in manufacturing districts (salad, potato, carrot, etc.)

60% of local production is delivered "local" (within the county) within two hours - Local food in practice

Jobs in rural areas

# EFFICIENT VALUE CHAIN – shortest possible LEAD TIMES



- Freshness & quality
- Competence in every step

## Inbound transport

- Monitoring of temperature of inbound transportation from all suppliers in 80 countries
- Tools to improve transport and make necessary measurements upon arrival

## Testing of new system for cleaning air

- Removes mold spores, bacteria, viruses, ethylene and odors
- Developed by NASA





# Cold chain: Chillers with doors in stores

## – Environment

- Reduction in wastage.

Store Manager: *"We throw away nothing from this cooler any more. Wastage has reduced considerably."*

- Reduced power consumption by 35-40%
- Reduced noise

## – Sales

- Increased by 25-50%

## – Quality

- Improved a lot!
- F & G accountable said:

*"Quality can not be compared, it is MUCH better now"*



# «Ugly Food»

**In 2014 50% of raw materials for these products came from «ugly foods»**

“Ugly foods” in this context is materials that would otherwise be used for animal feed, thrown away or used in production of low value products. The material has top quality with respect to freshness, taste, color & nutritional values.



To provide real value, processed products from “Ugly Foods” should lead to overall increased consumption of goods and not reduce sales of similar premium products.

# Packaging

FRESHNESS

Packaging's most important role is to:

QUALITY

Secure QUALITY

&

Reduce WASTE

HEALTH

So that food is eaten.

ENVIRONMENT

# Packaging optimisation



Gammel artikkel



Ny artikkel



"Continuous improvement of packaging throughout the value chain which maintain adequate protection of the packaged item with the lowest possible use of resources and environmental impact and the highest possible degree of recycling and energy recovery "

Synergy: Quality – Environment - Cost



# Packaging: development project

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**REforREM (right packaging to reduce food waste)**

- **This project starts 2015**
  - Increase shelf life and improve quality of tomatoes
  - Improve packaging of whole heads (eg. Cabbage, lettuce)

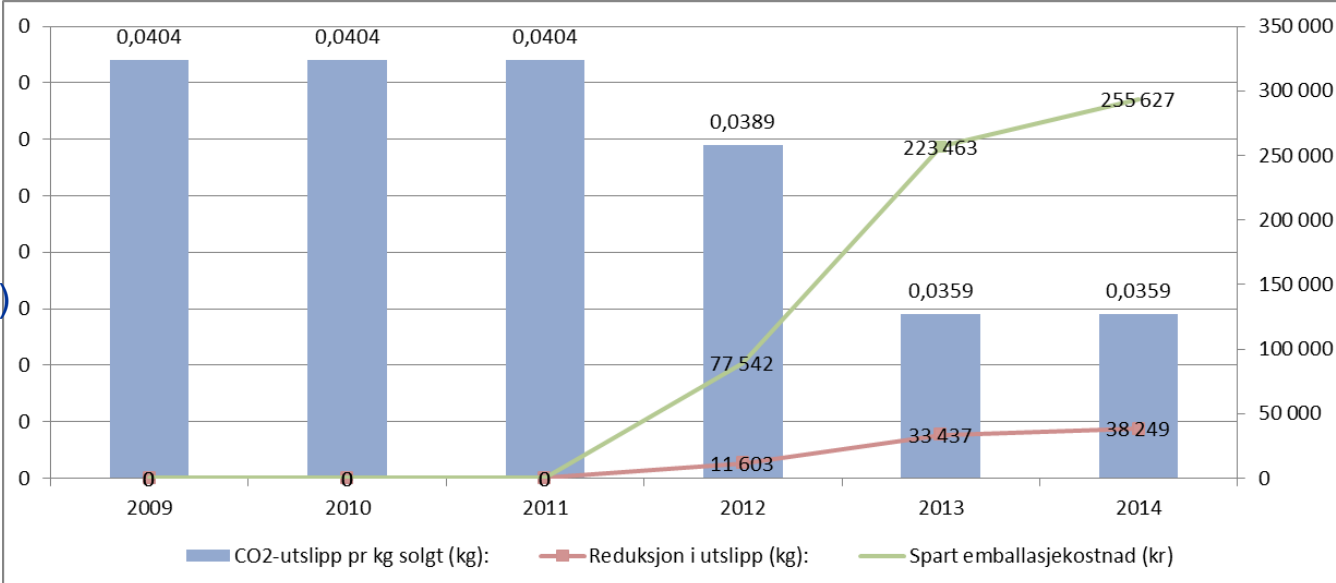


# Packaging optimisation : example Carrots



Synergy: quality – environment - cost

Carbon footprint per kg sold  
Reduced Co2  
Savings in packaging costs (kr)



## Packaging optimisation : example Grapes

After seedless grapes were packed in suitable containers directly after harvesting, waste was, from harvesting to consumer, reduced by 75%

Earlier waste of grapes sold in bulk was 15-20 percent.

Grapes still needed to be wrapped at point of purchase.

The environmental benefit in this example is considerable.

Synergy: Quality - Environment - Cost





Suitable, quality packaging is an

Instrument for delivering

## A moment of truth



so that we can make Norway Fresher and Healthier



Bama's main environmental goal is reduced food waste.

Therefore we must ensure that our products are eaten

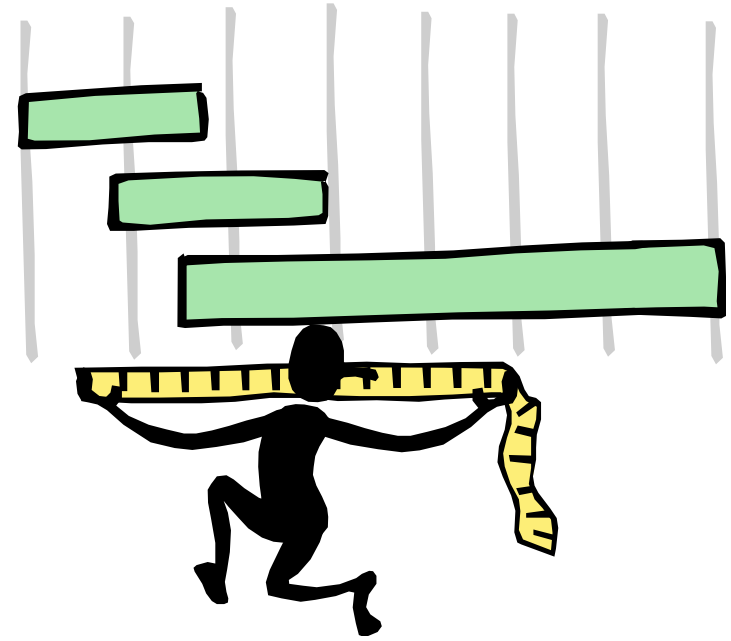
- Product quality
- Proper and optimized packaging
- Correct and unbroken cold chain
- Shorter lead times

are important instruments for achieving our goal.



«Environmental impact must be measured»!

We use a great deal of resources to measure our environmental KPIs.



”What You don’t measure You don’t manage”

1. Measure
2. Correct
3. Improve

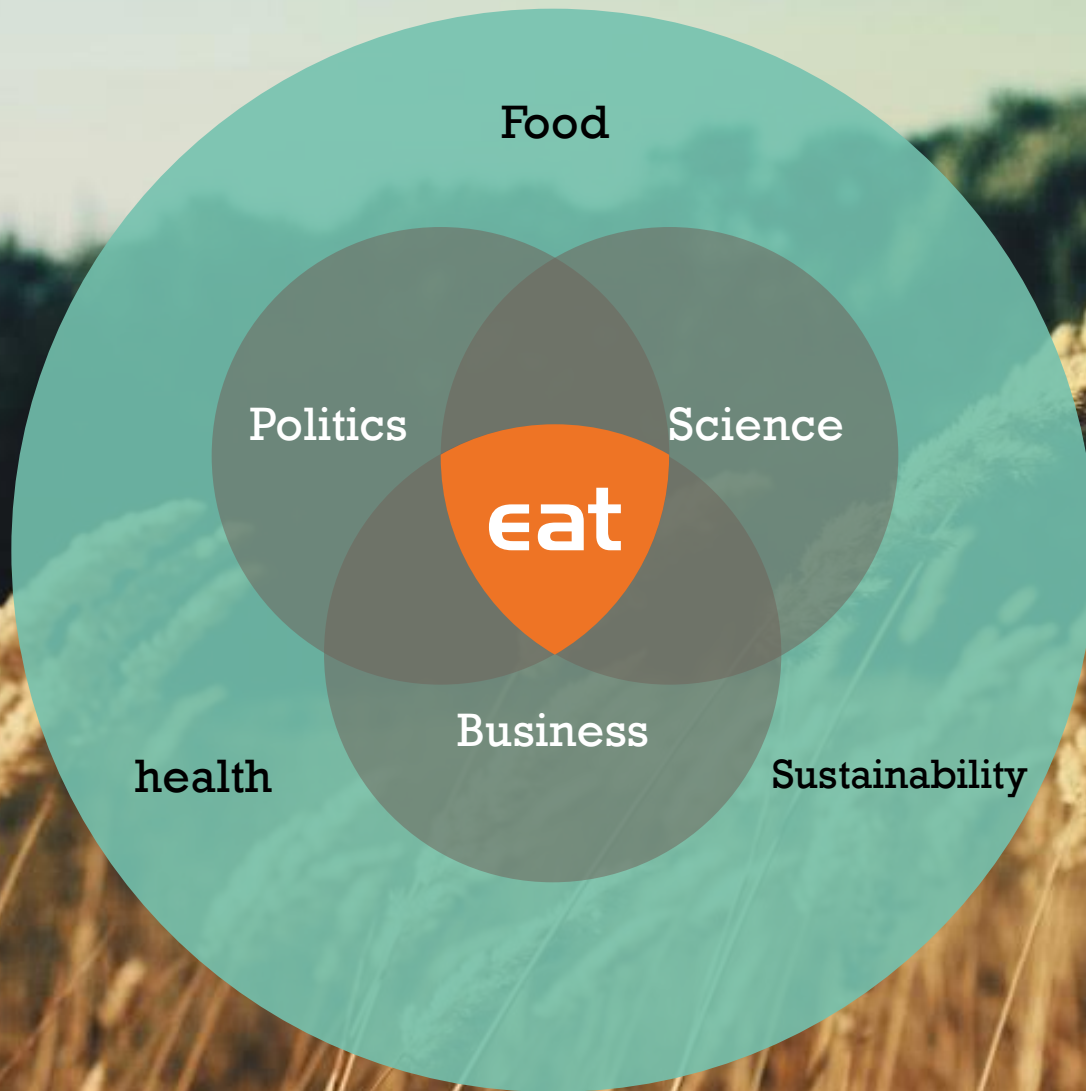
Training and competence

NFF + Bama: together with a new focus

**Eat. Move. Sleep.**


Vision:

“NFF will, through its slogan Eat Move Sleep, put increased focus on fruits and vegetables in the overall diet along with physical activity and sleep.”



How to change the food system to provide healthy food for the people and the planet



A smiling woman with blonde hair is holding a bowl of cherry tomatoes. In the foreground, a young child with blonde hair is holding a potato. Another child is partially visible on the left. The background shows a kitchen setting with a wooden cabinet and chess pieces on top.

# BAMA makes Norway Fresher and Healthier