



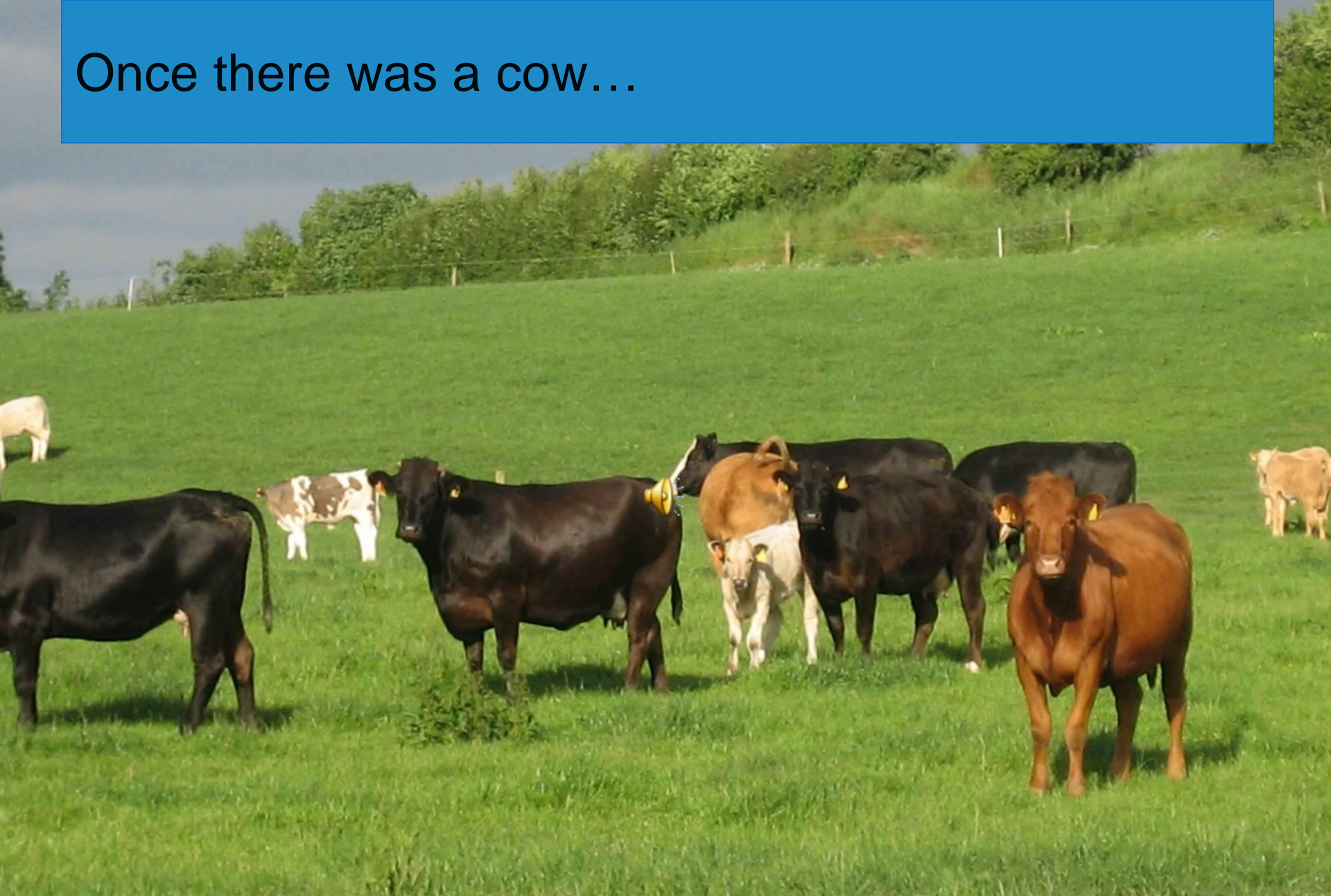
# Waste Reduction Albert Heijn

Peter Werre

Amsterdam, feb 2016

Het alledaagse betaalbaar  
Het bijzondere bereikbaar

Once there was a cow...



**P A R E N T A L**

**ADVISORY**

**EXPLICIT CONTENT**

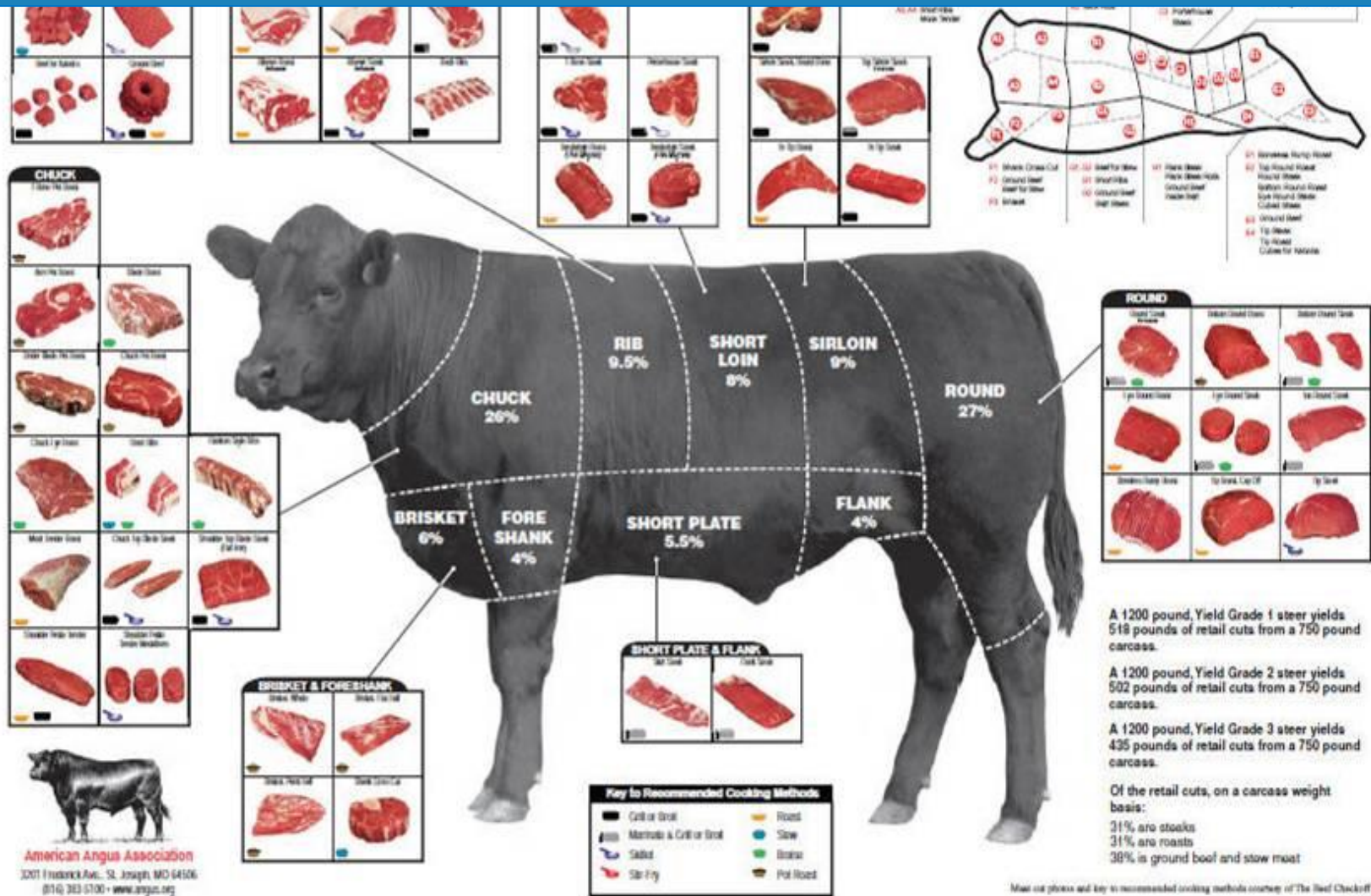


Who went to the slaughterhouse...





# To be turned into tasty products...





The cow was deboned...





Produced...



# Packaged...



**ah** Albert Heijn

**BEEF Greenfields**

**Magere Beefburger**

- Mager lers rundvlees, mals en vol van smaak
- Ambachtelijk bereid met rulle structuur

12-15  
minuten

2

Gewicht/kg	Prijs/kg	Bedrag
Te gebruiken tot en met		
TE CONSUMEREN LATERLIJK OP DE VERMELDE DATUM, METS GEKOELD BEWAARD (MAX. 4°C)		



Transferred to a distribution centre...



Transported to stores...



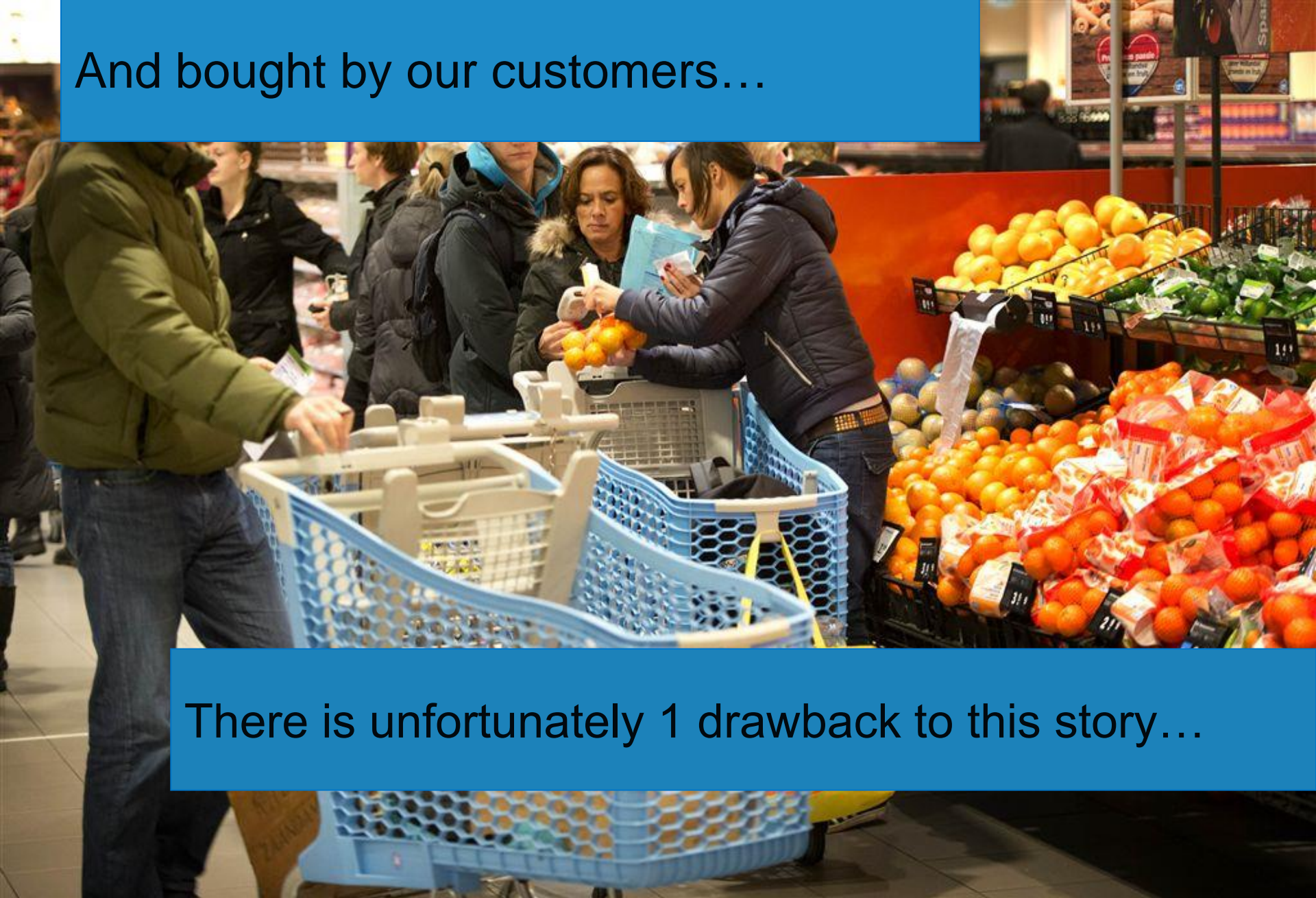


Put on shelves...





And bought by our customers...



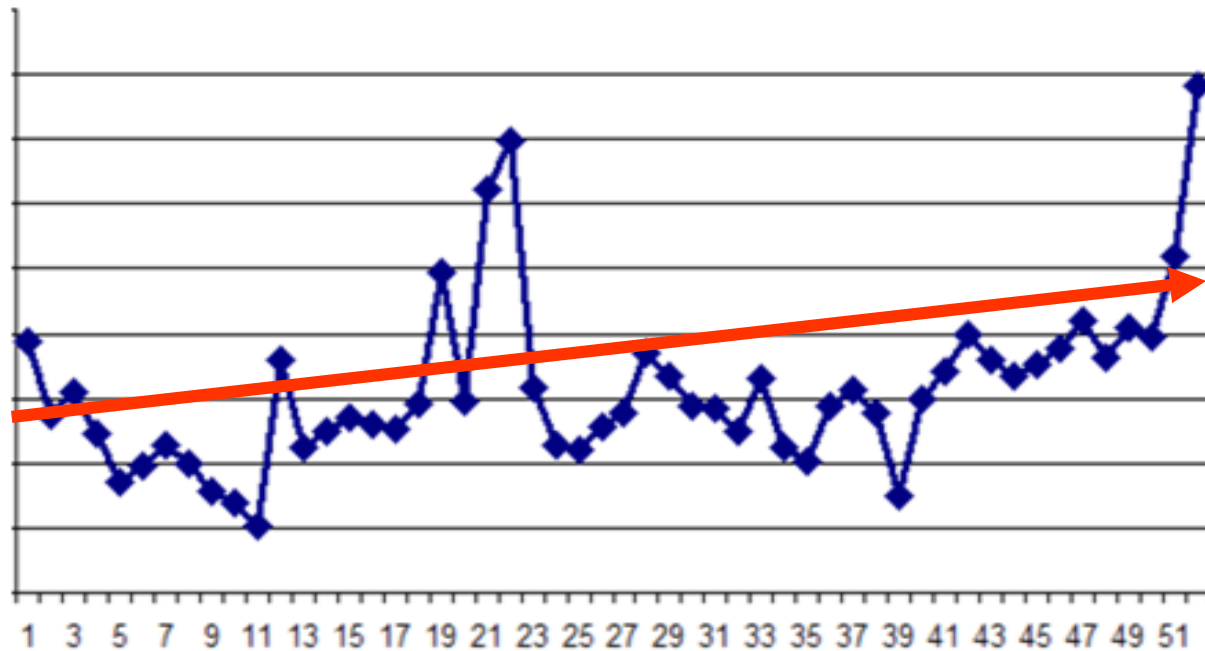
There is unfortunately 1 drawback to this story...



# Waste!



# Waste is a growing problem...



But how to control it?



Waste reduction is like

sailing on an ocean



Lots of destinations, but which to choose?

# Which destinations?

85% of waste generated in “fresh” categories

Over 100 interviews throughout the  
organization



Over 100 ideas how to reduce waste

Basis for change



# 5 pillars of waste



Supplier



Head office



Reple-  
nishment



Distribution



Stores

## 10 Focal points

1. Total shelflife  
2. Order unit  
3. Shelflife at delivery

4. Introduction new assortment  
5. Bleeders

6. Balance OSA/waste  
7. Sharing knowledge

8. Waste distribution centres  
9. Foodbank

10. Reductions

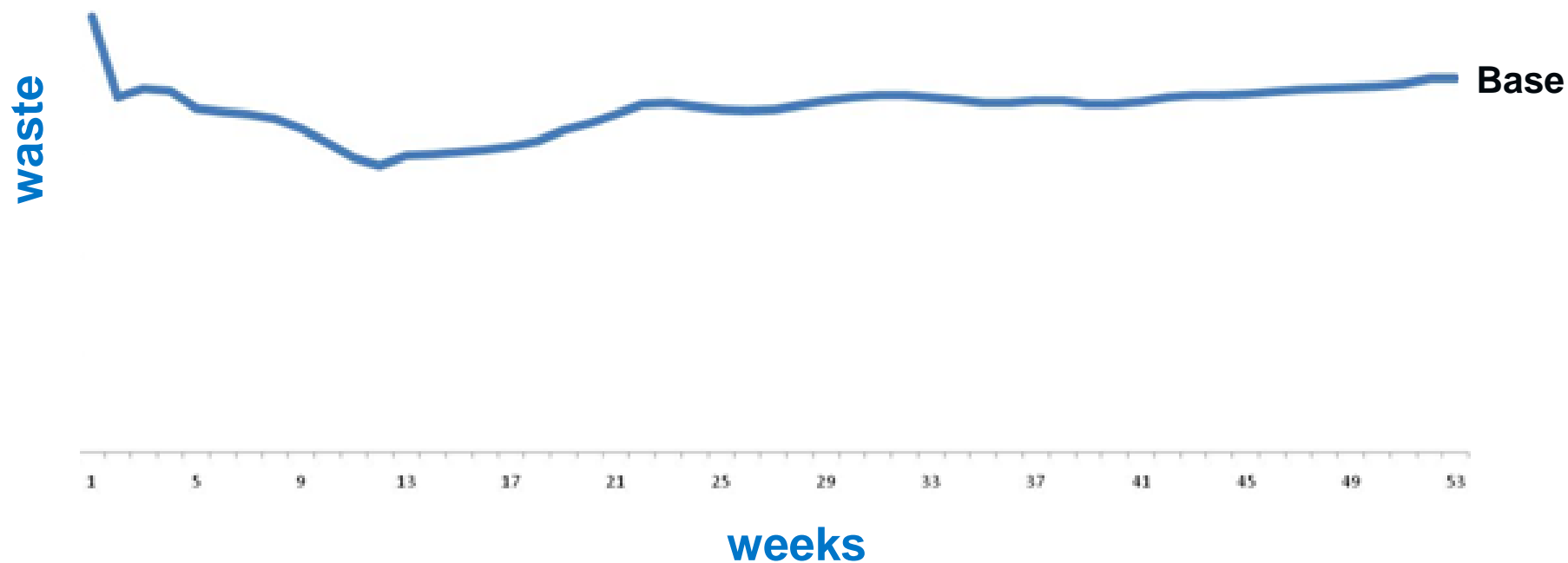
# Example: Order unit optimization





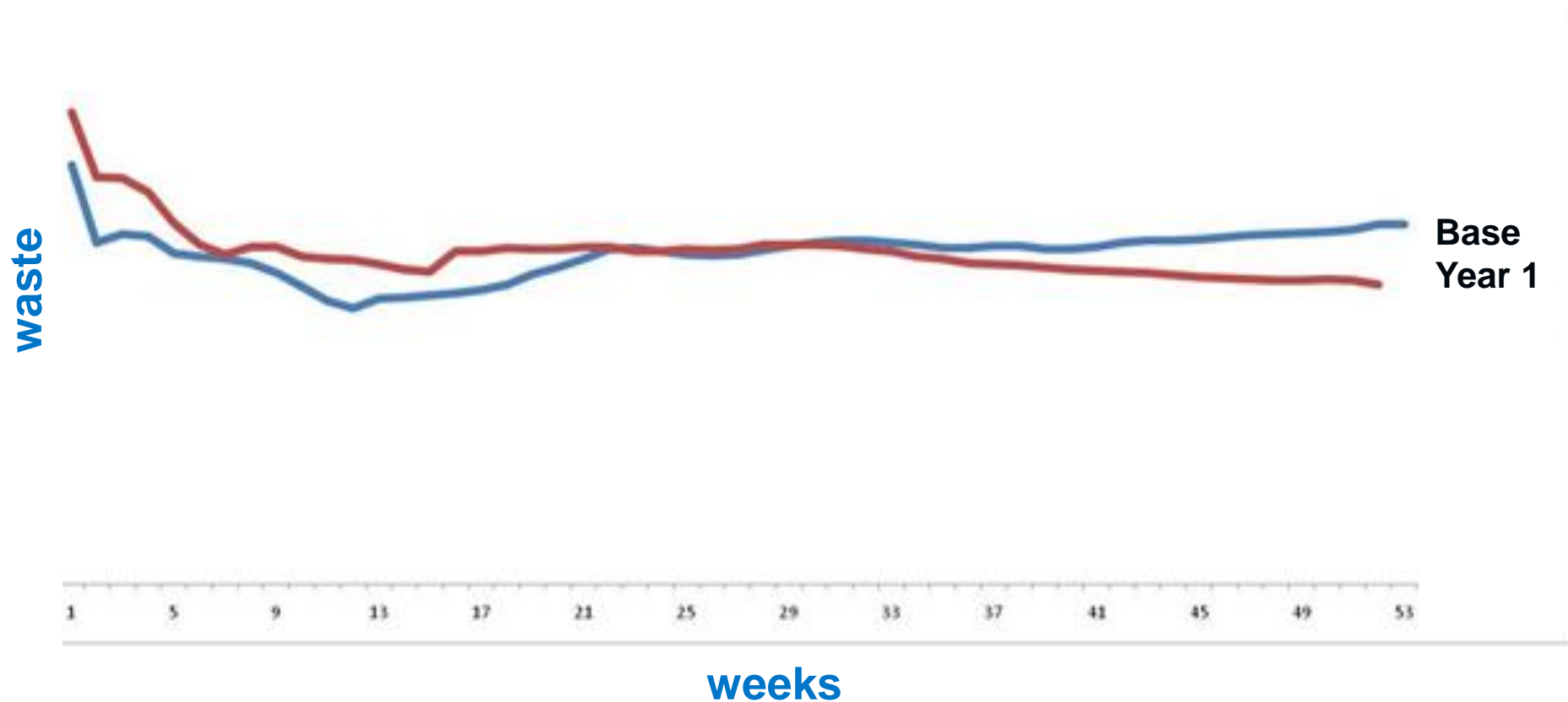
# Results

## Waste in percentage of sales All fresh categories



# Results

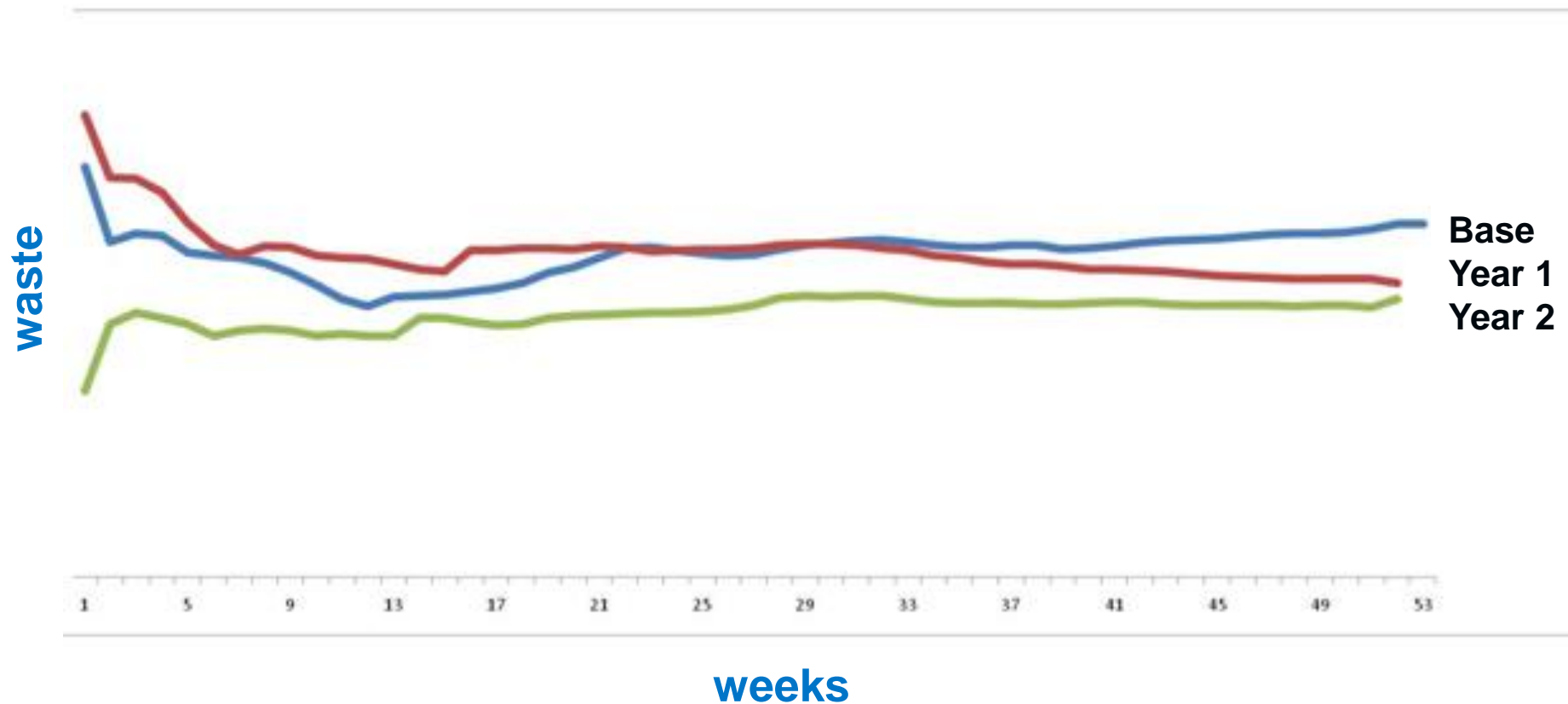
## Waste in percentage of sales All fresh categories





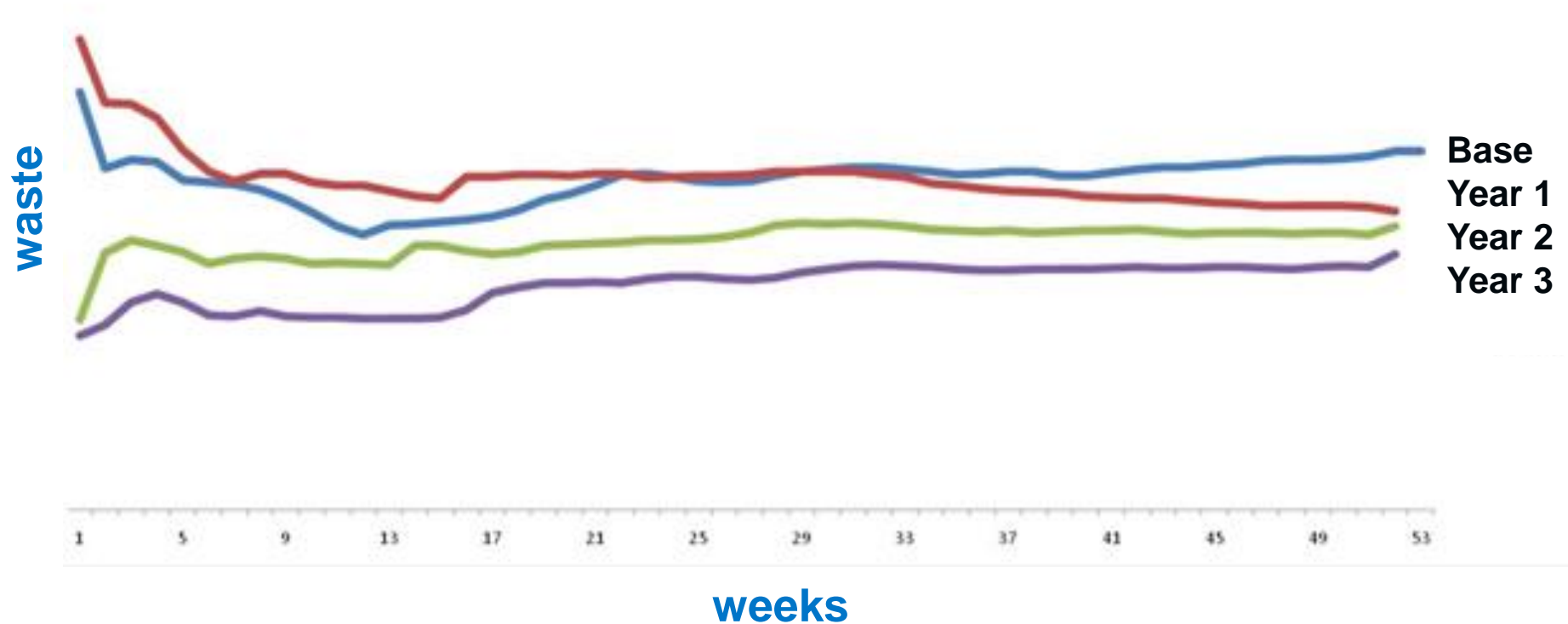
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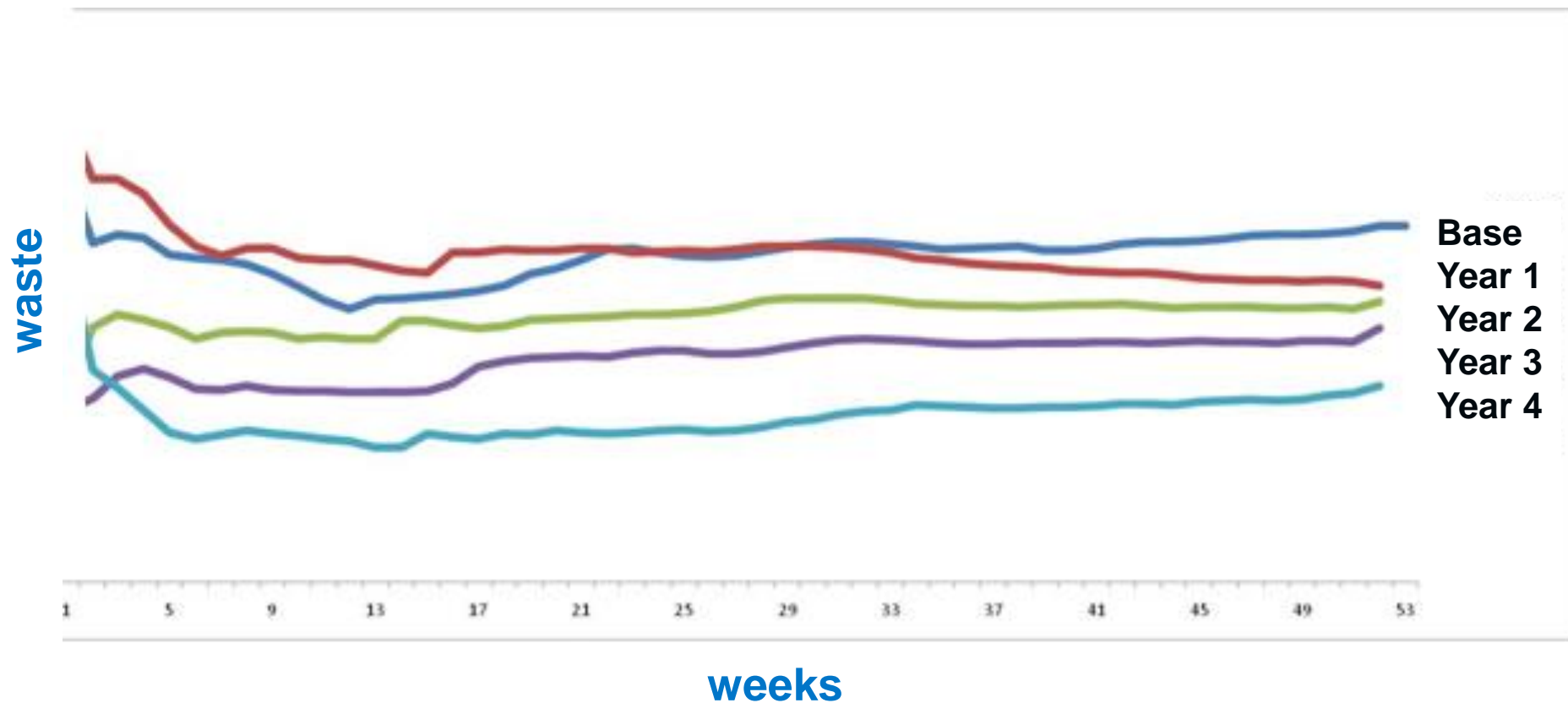
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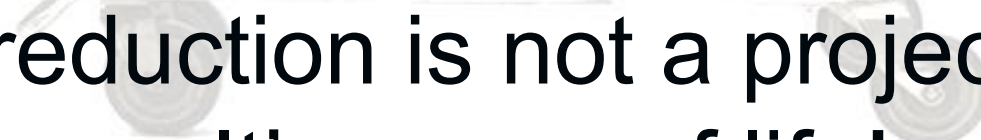


# Results

## Waste in percentage of sales All fresh categories



# Learnings



Waste reduction is not a project.....  
It's a way of life!





There is change ahead