

# Food Waste Reduction and Promotion of Resource Circulation within the University

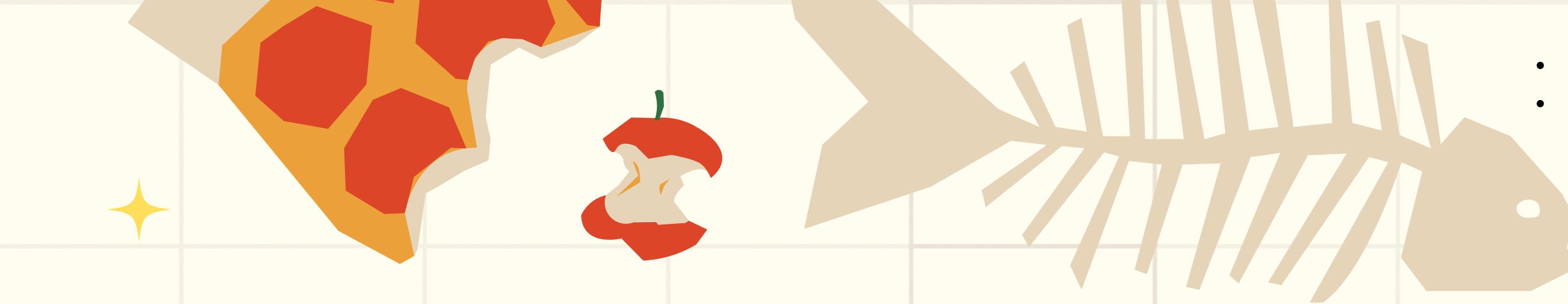
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## Current Status of Food Waste

### 1 Disposal due to food labeling

Many products use detailed best-before dates (e.g., Month/Day)

↳ Leads to increased disposal volume

### 2 High disposal rate of expired disaster stockpiles

## Challenges

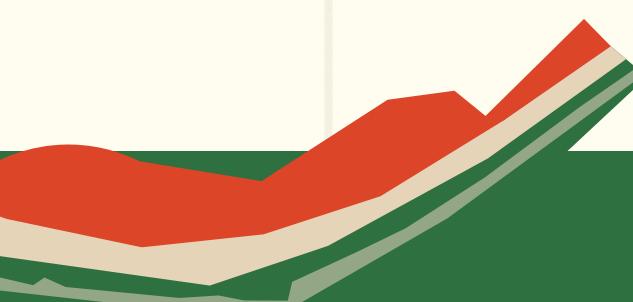
1 Food labeling excessively causes “expiration anxiety,” where people become so conscious of the expiration date that they are more likely to throw out food that is still edible.

### 2 Lack of awareness about rolling stocks

The perception of emergency food as only for special occasions causes premature disposal upon expiration.

## Rolling Stocks

A method for maintaining a constant, usable stockpile at home by storing slightly more daily food/drinks; consuming the oldest items first, based on the best-before date; and replenishing the amount consumed.



# Recommendation 1

## Review of Labeling Regulations

👉 Increase products marked with “Best By Month” instead of the day

- Consumer Awareness Campaigns

★ Further publicize the critical distinction between the Best-Before Date (quality guideline) and the Consume-By Date (safety limit).

- Utilize commercials (CMs), school education, and SNS to promote the culture of not wasting/discard still edible food or useful things.

- Incentives for Businesses

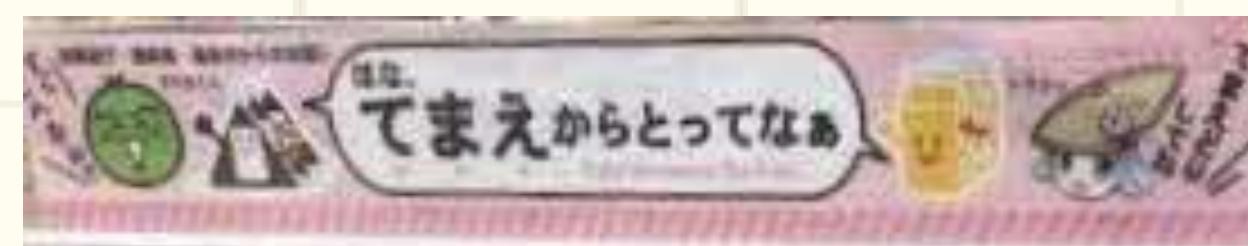
Create a system where **companies** switching to “Month/Year” labeling can receive an official certification mark for food waste reduction, and **consumers** can buy products carrying a sticker/seal that they can collect for discounts or benefits.

- Establish mechanisms linked to CSR and ESG evaluations.

- Promote in-store initiatives

- Create guidelines for actively selling products nearing expiration/best-before dates via “discount + promotional corner.”

- Further promote “temae-dori” (picking items from the front/nearest expiration date).



## Recommendation 2

### Promotion of Rolling Stocks

#### Awareness Strategies to Engage Students

##### 1. Create an Insta-Worthy Recipe with Emergency Food! Contest

- Call for visually appealing recipes using cup noodles, cans, retort pouches, etc.
- Winning entries can be featured on the campus cafeteria's limited-time menu, amplified via SNS posts

##### 2. Rolling Stock Experience Booth (with Sampling)

- Host tasting sessions using actual emergency food stockpiles (e.g., prepared in plastic bags)
- Impress students with the surprising deliciousness of these foods, making them wonder, “Is this emergency food?” → Collaborate with students in nutrition and nursing for increased credibility ○

##### 3 . 1-Week Disaster Menu Challenge (Simulation)

- A workshop for planning menus under constraints (e.g., no refrigeration, limited water)
- Actual cooking provides deep experiential learning

## Future Initiatives

### Establishment of a Food Exchange Hub

- Set up an on-campus exchange center for students to swap foods nearing the best-before date to reduce university-level food waste.
- Use a point card system to credit the value of the deposited food, exchangeable for needed items from the stock.



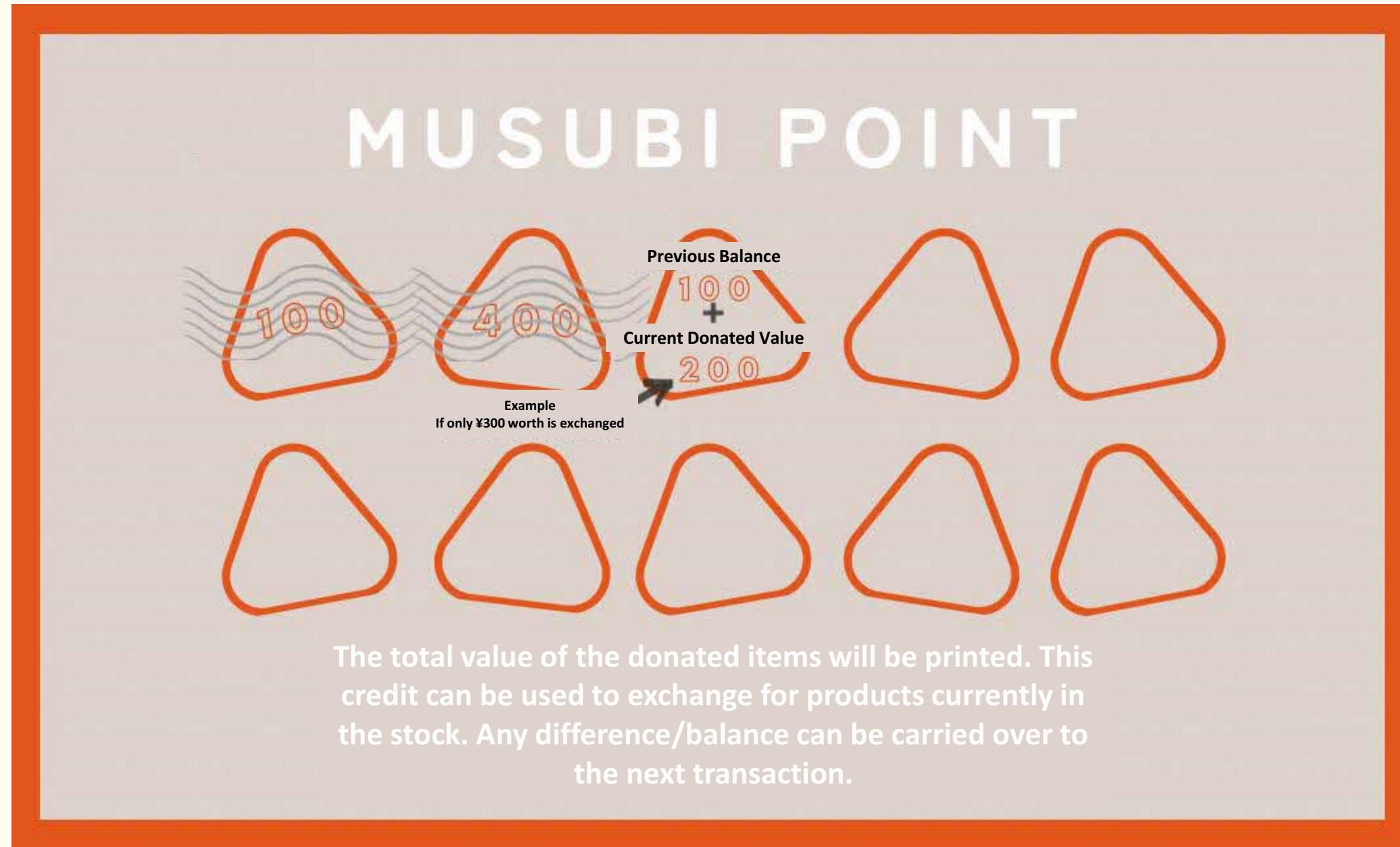
### Increasing On-Campus Waste Sorting Categories

The issue is the reliance on landfill disposal even after sorting. Recyclable materials must be sent to a dedicated facility, not general waste collection.

#### Implementation of an Eco-Map System:

- • Increase the number of waste categories and add dedicated recycling boxes in line with sorting volume.
- Attach clear explanatory labels to all bins.
- Launch an Ethical Challenge App (e.g., for using personal bottles, recycling box usage).
- • Earn points to redeem cafeteria discounts and others.





**Point Card Example**



**Waste Bin Label Example**

# Conclusion

## Creating the Future Through Waste-Free Innovation

- Implement food labeling reforms and promote rolling stock to reduce food waste in our society
- Establish a system for resource circulation by advancing waste sorting and recycling on campus
- Promote student participation in systems such as food exchanges and waste sorting rules to realize a sustainable campus life

Our small individual actions together become a big step towards achieving widespread food waste reduction and building a circular society.



# THANK YOU

