Sustainable consumption and food loss

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“Trends”: New causes of food loss

Social media — Low-cost marketing

Short-form video — Spreads rapidly

Me-too marketing — Imitation of popular products

→ **Shortened trend cycle**



Amount of food waste in South Korea

Food waste generated per person

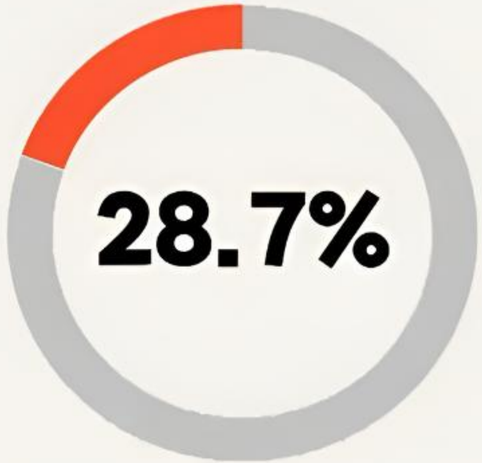


South Korea: approx. 95kg per person per year

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More than 30% above world average of 70kg

Food waste generated per day



South Korea: approx. 14k tons per day

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Approx. 28.7% of all waste

Recycling rate is 98% but this process emits a huge amount of greenhouse gases

Amount of food waste in South Korea

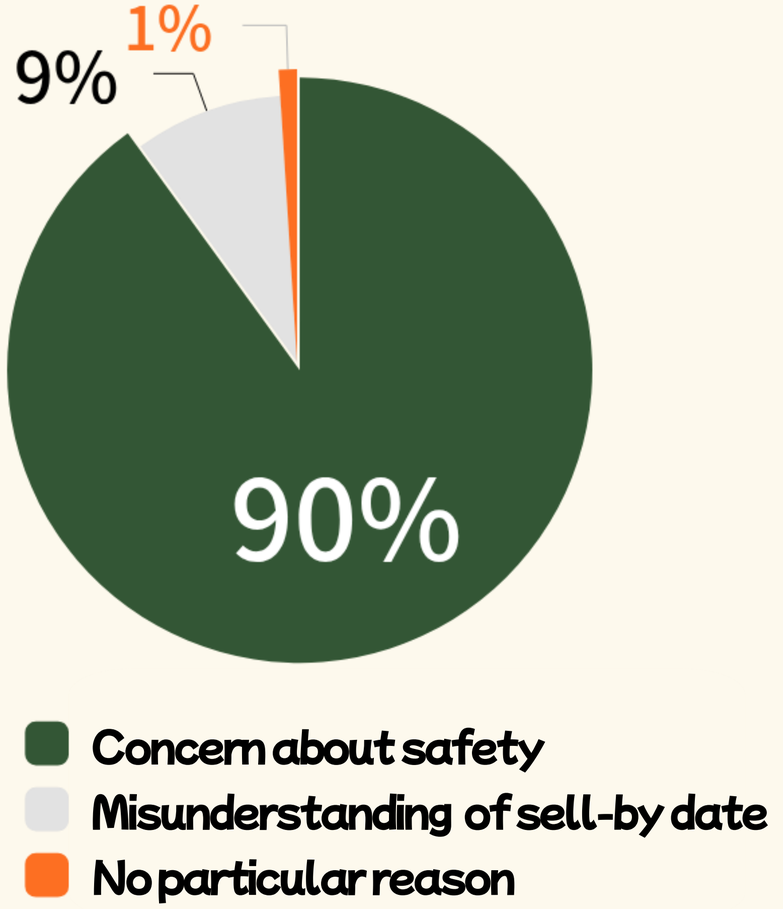
- I have discarded food that has passed its sell-by date.

94.4%

- I have worried about whether I should eat or discard food that has passed its sell-by date.

94.8%

- Why have I discarded food that has passed its sell-by date?



식품의약품안전처,「유통기한? 소비기한? 어떻게 다른가요? (2020)」

South Korea's efforts

Govern-ment

Introduction of use-by date labeling (2023)

Sell-by date → **Use-by date**

Legal end date of sale to consumers

End date of safe consumption



Economic effects: cost reduction

- Household (consumers: approx. 101.5B yen)
- Industry (companies: approx. 3B yen)
- Local gov. (processing: approx. 1.9B yen)

→ approx. 106.4B yen cost reduction per year

Social/environmental effects

- Reduction of food waste by approx. 5.48M ton per year
- Reduction of greenhouse gas emission by avg. 240 ton per day

Use-by date labeling after introduction: current status and limits

Companies

- Reluctant to extend dates

Cold chain

- Requires strict systems of temperature management
  → Introduction delayed to 2031 for milk products

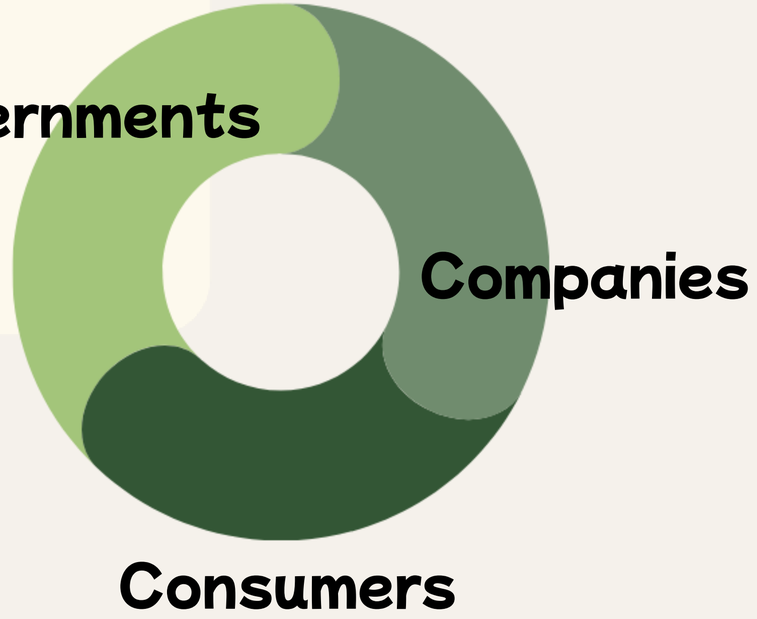
Consumer awareness

- Delay in changes to awareness

Future-oriented actions

Governments : Creating a safe shopping environment

- Entrench use-by date labeling, support cold-chain infrastructure
- Set concrete guidelines for quality and safety limits for each type of food product
- Formulate better complementary measures by referring to EU/Japan cases



Companies : Creative ways to make and sell

- Curb over-production of trend products
- Strengthen labeling rules and management/oversight

Consumers : Establishing correct recognition

- Form and establish correct recognition of “responsible consumption” that isn’t influenced by trends

Things we can do

1. Publicity contests
: Expand access to sustainable consumption and correct recognition of it

2. Short videos and social media use
: Create and spread PR videos to more people about systems and food management

3. Interest/effort toward establishing correct recognition
: Requires flexibility to system changes and effort to change one's own behaviors



Thank you for listening

