Real food
that matters
for life's moments

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CSR Corporate Imperative 2020
Destination Goals

Selected Sub-goals

- Reduce energy use by 35% and source 40% of the energy used from renewable or alternative energy sources
- Recycle 95% of waste generated globally
- Eliminate 100 million pounds of packaging from Campbell products
- Make a positive impact in the lives of 100 million youth through our volunteer, community and signature programs
Initially, the FWRA set two primary objectives: reduce food waste to landfills and increase food donation. As the Alliance has evolved, those objectives still ring true, although the objective to reduce food to landfills has expanded. Our current goals are to:

**GOAL #1:** Reduce the amount of food waste generated

**GOAL #2:** Increase the amount of safe, nutritious food donated to those in need

**GOAL #3:** Recycle unavoidable food waste, diverting it from landfills
FWRA Definition of Food Waste:
Any solid or liquid foods substance, raw or cooked, which is discarded, or intended or required to be discarded. Food waste is the organic residue generated by the processing, handling, storage, sale, preparation, cooking, and serving of foods.
FWRA commissioned a study by Business for Social Responsibility (BSR) to help us understand the landscape of the problem. Approximately 80 billion pounds of food is discarded in US landfills each year. The pie chart to the right is an estimate of where those food losses are occurring.
Food Manufacturers and Food Waste

7.1 billion pounds of food waste generated

106 million pounds of food donated

Manufacturers donate discontinued, mislabeled, bulk or otherwise safe but unsellable product to help feed hungry families

93.4% of food waste from manufacturing is recycled

Recycled material includes fruit and vegetable trimmings, peels and semi-finished products, such as sauces or leftover ingredients

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How are Manufacturers Recycling Food Waste?

- 86.8% Animal Feed
- 3.5% Fertilizer
- 2.0% Composted
- 1.7% Biofuel

What are Manufacturers Doing to Continue to Reduce Food Waste?

**Industry Collaboration**

The Grocery Manufacturers Association, the leading voice of more than 300 food, beverage and consumer product companies, is part of the Food Waste Reduction Alliance, working with the Food Marketing Institute and National Restaurant Association to reduce food waste generated; increase food donation; and recycle unavoidable food waste.

**Policy Change**

Working with state and federal policymakers to make food donation and recycling easier.

**Logistics**

Working with partners to overcome transportation and food storage limitations.

Waste Minimization
Local food donations via Feeding America Network
Non-saleable product/packaging separation
Animal feed
Composting/Anaerobic Digestion
Food Donations to Feeding America Foodbanks in the U.S.

Pounds of Food Donated (000)

- 2010
- 2011
- 2012
- 2013
- 2014

2010: 5000
2011: 10000
2012: 15000
2013: 20000
2014: 20000

Campbell
Pepperidge Farm
Napoleon, OH Biogas

- Waste to energy biogas digester
  - Shredded food waste from loose product containers from plant floor (diverted from landfill)
  - Spoiled/rejected vegetables (diverted from landfill)
  - Plant floor drain food waste
  - Other organic streams
  - Regional farm and food producer organic waste
Just Peachy Salsa

Problem:
- 800,000 lbs of fresh NJ peaches sent to landfill
- Cost to farmers to dispose of good fruit
- Food Bank of South Jersey struggling to feed 175K residents

Solution: Campbell ingenuity + Culinary expertise + sustainability mindset + volunteer commitment = Just Peachy Salsa
- 60,000+ jars of Just Peachy salsa produced over 4 manufacturing days – 3rd year for the project
- 200+ employees volunteered to hand-label the jars
- Media coverage - 27 print articles and nationwide coverage by the AP. National recognition
- Available at 20+ locations locally, including farmer’s markets, restaurants and select ShopRite stores.
- Potential to save farmers $50,000 and generate $100,000 annually for the Food Bank
Tremendous Opportunity Remains

- Food waste audits
- Breaking down barriers
  - Regional disposal options
  - Transportation challenges
  - Balancing donation and diversion
  - Regulatory constraints
  - Volumes to support additional biogas capacity