

Food Waste: Path to Change

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Abstract

AB Vassilopoulos is a Greek Food Retailer with non-negotiable quality, exceptional service, and unique variety, that has rightfully earned a place at the table of every Greek household. Guided by our purpose, to give our best to make a difference in people's lives, we are always by the side of our over 2.2 million customers with courage, integrity, teamwork, care and humor. Through our network of more than 500 stores across the country & AB Eshop, we are present in every neighborhood across Greece. Where our people become your people, every day, ready to assist you with joy and passion and to offer a unique shopping experience to each one of you. In 2019 we decided to act on the issue of Food Waste and Plastics, aiming to reduce both by 50% by 2025. Five years in advance from the Sustainable Development Goal. But to achieve our 50% target by 2025, it was important to put together the resources, knowledge and expertise of different stakeholders. Therefore, we decided, together with the local NGO Boroume that fights food waste, to co-create the first Alliance for the Reduction of Food Waste in Greece, and to partner with suppliers, producers, catering, and institutions. Today the alliance counts 51 members and is under the auspice of the Ministry of Environment and Energy. Boroume has been a long-time ally since 2013, partnering for the salvation of our close to expiration date goods from our stores via the program Love Food. An initiative that is unique in Greece and that has saved millions of food portions. We also partnered with Harokopeio University with an 18-month study, to set a baseline and measure food waste across our entire supply chain. Our goal is to measure food waste created by our main suppliers, our own organization, and our customers. Finally, our partnership with WWF will help us train our internal stakeholders about our procedures and the best way to assess our progress, create guidelines to minimize waste across the whole supply chain and investigate alternatives for food waste transformation or salvation. We take food loss and food waste very seriously and it is only through strong and mutually beneficial partnerships that we will be able to achieve our 50% goal, 5 years in advance. We chose partners with which we share a same vision and willingness for change. We have set concrete goals and targets. We will also need to be flexible and pragmatic because the road might be bumpy. But we have the will for change and transparency.

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