

# PREVENTING WASTED FOOD

## Quantification: Measuring for Impact & Efficiency

FUSIONS European Platform Meeting // 30-31 October 2014

**Andrew Shakman**, President & CEO, LeanPath



LEANPATH:

# ABOUT US

- **Founded in 2004** and based in Portland, OR, USA
- Creators of the **automated food waste tracking** system category
- **Patented** technology
- Customers in **49 U.S. states**
- **Active internationally** in the United Kingdom, Ireland, Canada, Australia, Spain and Middle East



# OUR VISION

Make food waste prevention *easy*.

# OUR MISSION

Leverage **technology** and behavioral **psychology** to **prevent** pre- and post-consumer **food waste** in hospitality, foodservice & retail operations globally.

# Why Does Foodservice Waste?

## What a foodservice director is thinking...

- It's expensive to **run out**
- We must serve **safe food**
- Attractive merchandising increases **customer satisfaction** and **sales**
- Large batch production helps control my **labor costs**
- We must provide convenient service and **wide choice**

# Food Conservation Needs to Be On the Scoreboard

- **The foodservice “scoreboard:”**
  - Food Quality
  - Food Safety
  - Customer Satisfaction
  - Sanitation
  - **Food Waste (Pre- and Post-Consumer)**

# Measurement Enables & Sustains Food Waste Prevention



**Find out what is being wasted and why, so teams can...**

## **Understand & Improve**

- Understand the waste
- Set goals
- Track improvement

## **Change Team Behavior**

- Engage employees
- Raise awareness
- Celebrate progress

# **INTERVENTION #1:**

## **UNDERSTAND & IMPROVE**

*USEFUL, DETAILED DATA*

# Make the Invisible Visible

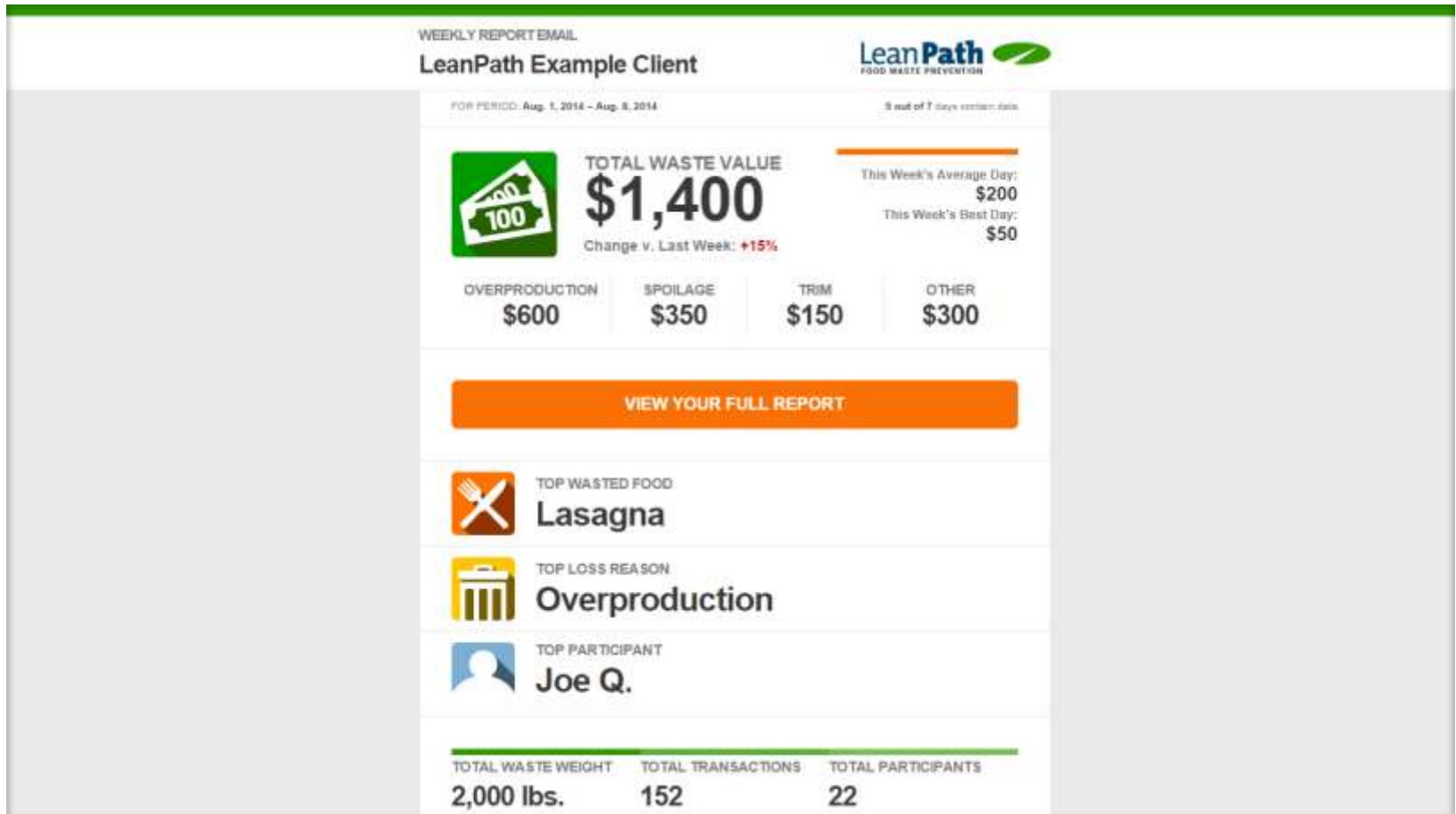
Page 1 of 3

Event Date	Time	Operator	Food	Loss Reason	Source	Net Weight	Waste Cost
5/17/2013	08:56:45	Andrew Shakman	Rolls	Expired	Unknown	2.00	\$3.70
5/15/2013	04:58:25	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	04:58:25	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	04:58:25	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	06:50:05	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	04:58:25	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	04:58:25	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	04:58:25	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	05:55:52	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	04:58:25	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	07:30:37	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	04:58:25	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	04:58:25	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	04:58:25	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	06:41:01	Andrew Shakman	Rolls	Expired	Unknown	1.00	\$1.85
5/15/2013	04:58:25	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/15/2013	04:58:25	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/14/2013	08:51:20	Andrew Shakman	Rolls	Expired	Unknown	12.00	\$22.20
5/13/2013	03:54:54	Janet Haugan	Rolls	Expired	Unknown	10.50	\$19.43
5/12/2013	05:28:55	Beth Clark	Rolls	Expired	Grill	3.80	\$4.10

**What, When, Why & Who**

**Visibility into underlying transactions to see what's driving waste and cost.**

# Pinpoint Opportunities



# **INTERVENTION #2:**

## **CHANGE TEAM BEHAVIOR**

***AWARENESS, NUDGING***

# Data Collection *is* an Intervention



# Data Collection *is* an Intervention

The value of what you're throwing away

And its environmental impact.

LEANPATH TRACKER

TUESDAY, OCTOBER 22, 2013 8:25 PM

WEIGHT LB

3.2

Value of Loss


**\$5.75**

Review & Send Your Report

Quantity:	1.0	EDIT
Event Order# (Optional):		ADD
Food:	Pastry - Special	EDIT
Loss Reason:	Dropped	EDIT
Container:	Metal 4"	EDIT

Send Report

0 MESSAGES



## Environmental Impact

This waste item, over a year, has the same environment impact as:

4 cars on the road



3000 gallons of water



500 gallons of oil



# Tracking Engages Teams



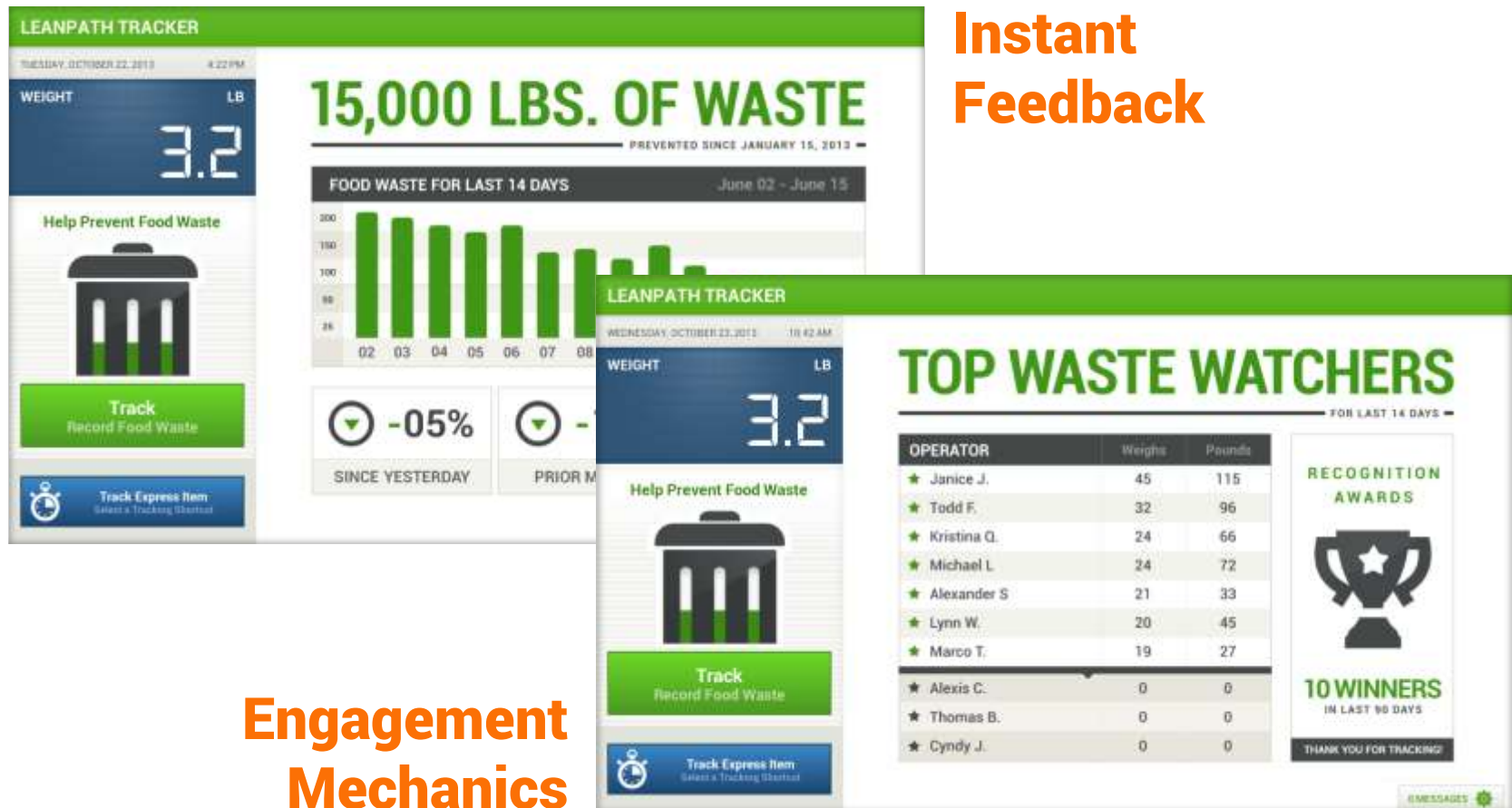
**Eye-opening data**

**Waste-fighting culture**



# Data Changes Culture

Instant  
Feedback



Engagement  
Mechanics

# TOP WASTE WATCHERS

**BUT HOW?**

# Manual Data Collection (2-Step)

- Paper Log Books & PC Data Entry
- Handwritten
- Manual analysis from paper or via PC data entry (e.g. MS Excel)

[illegible]

# Long Term: There is a Tipping Point

Viable  
Strategy

Effective

Fast

Easy

The image shows a handwritten waste management sheet, likely a 'Waste Sheet' or 'Waste Log'. It contains multiple rows of data, each representing a different waste stream or item. The columns include 'Waste Type', 'Quantity', 'Frequency', and 'Location'. The sheet is filled with handwritten notes and checkboxes, indicating a detailed record-keeping system for waste management.

Actual waste sheet

# Technology Allows Us to Meet the “Laws of Measurement”

## Law 1:

Measurement must be easy. Really easy.

## Law 2:

Detailed data matters. A lot.

## Law 3:

Measure all food waste. Every day.  
If it isn't daily, it isn't a system.

## Law 4:

Keep the culture positive. No punishment.



# Automated Monitoring

1-step  
Real-time

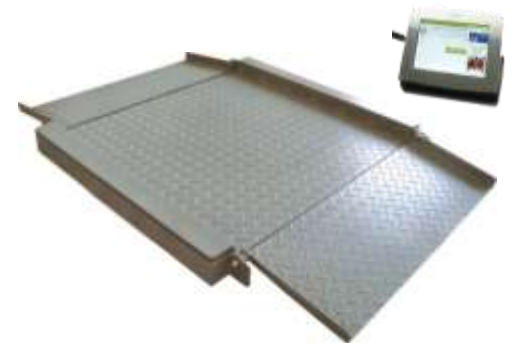
**Fixed** Platforms



**Light-Weight**  
Tablet Solutions



**Post-Consumer**  
Floor Scales



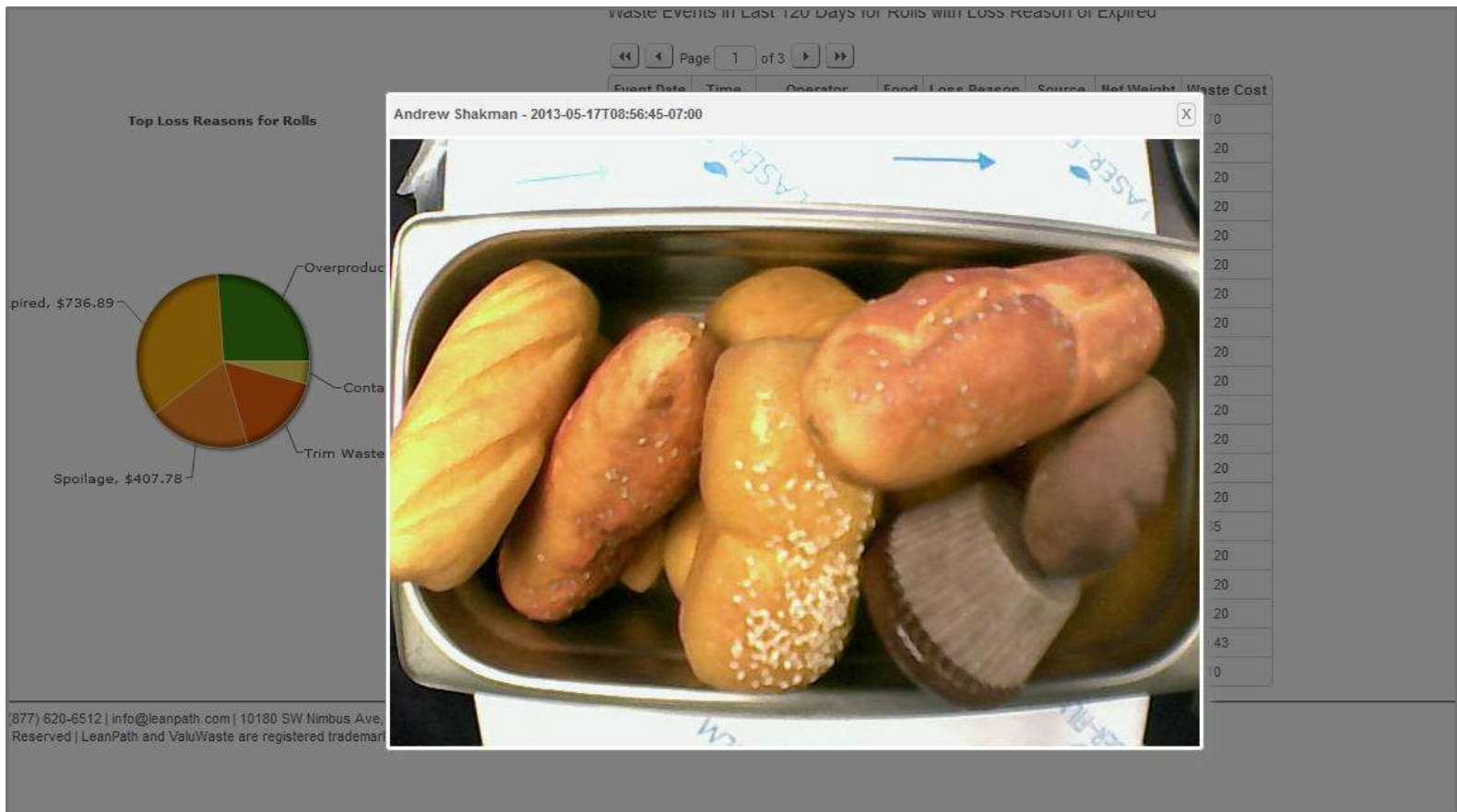
# Real-Time Data & Insight



Data is transferred automatically, in real time, with no action required by staff or managers.



# Photos of Every Wasted Item



# Case Studies



**Reduced pre-consumer food waste by 80%;**  
with an average savings in food costs of \$7,500 USD/month



**Reduced pre-consumer food waste by 57%,**  
saving more than \$304,000 USD in first two years



**Reduced pre-consumer waste by 43%,**  
saving nearly \$100,000 USD in first seven months

# A Community of Impact

## EDUCATION



## HEALTHCARE



## OTHER INDUSTRIES



# CLOSING THOUGHT: MEASUREMENT IS MORE THAN DATA, ITS CULTURE CHANGE



“Measure what is measurable.  
And make measurable what is not so.”  
Galileo Galilei

**Contact:**

**Andrew Shakman**

[ashakman@leanpath.com](mailto:ashakman@leanpath.com)