

### **PREVENTING WASTED FOOD** Quantification: Measuring for Impact & Efficiency

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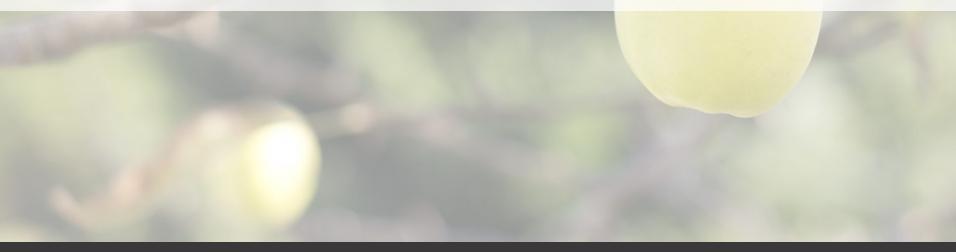
## LEANPATH: ABOUT US

- 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

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
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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
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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**

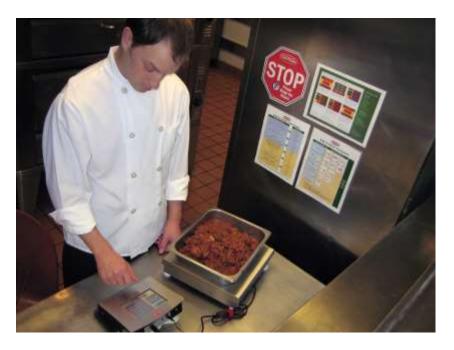
WEEKLY REPORT EMAIL LeanPath Example Client	
TOTAL WASTE VALUE \$ 1,400 This Week's Average Day: \$200 This Week's Best Day:	
PI,400     This Week's Best Day:       Change v. Last Week: +15%     \$50       OVERPRODUCTION     SPOILAGE     TRIM     OTHER       \$600     \$350     \$150     \$300	
VIEW YOUR FULL REPORT	
TOP WASTED FOOD Lasagna	
Overproduction  TOP PARTICIPANT Joe Q.	
TOTAL WASTE WEIGHT TOTAL TRANSACTIONS TOTAL PARTICIPANTS 2,000 lbs. 152 22	



## 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.

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## **Tracking Engages Teams**



#### Waste-fighting culture

#### **Eye-opening data**





## **Data Changes Culture**





## **BUT HOW?**



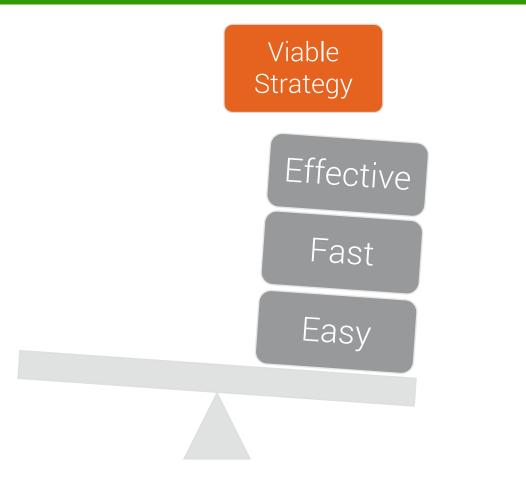
## Manual Data Collection (2-Step)

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

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#### 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

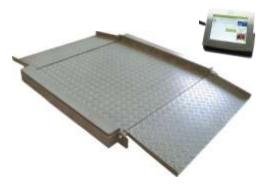
#### Fixed Platforms



#### **Light-Weight** Tablet Solutions

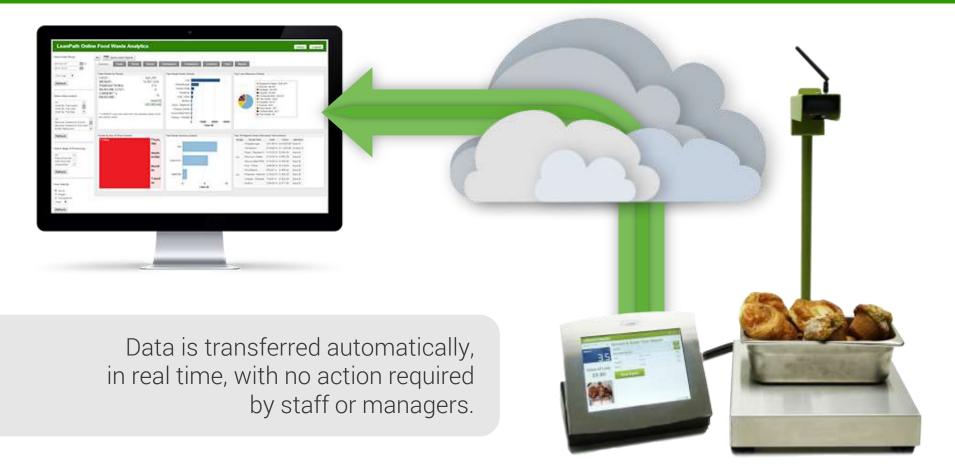


Post-Consumer Floor Scales



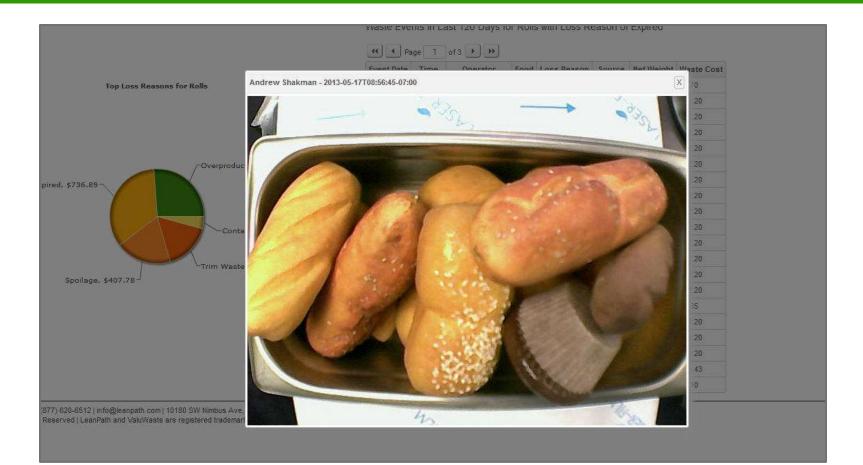


## **Real-Time Data & Insight**





## **Photos of Every Wasted Item**





### **Case Studies**



#### Reduced preconsumer food waste by 80%;

with an average savings in food costs of \$7,500 USD/month



Reduced preconsumer food waste by 57%,

saving more then \$304,000 USD in first two years SANF SRD

Reduced preconsumer waste by 43%, saving nearly \$100,000 USD in first seven months



## A Community of Impact









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



"Measure what is measurable. And make measurable what is not so." Galileo Galilei

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