

Reducing the environmental footprint of
the food supply chain through the
transition to a more plant-based diet

FOODRUS

Author:

PRACTICE ABSTRACT NO.5

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#Vegetables
#CarbonFootprint
#Leftovers #PlateWaste



The FOODRUS project will test 23 circular solutions to limit food loss and waste across three food value chains: vegetables and prepared salads (in Spain); meat and fish (in Denmark); and bread (in Slovakia).

In Denmark, the FOODRUS partners focus on promoting the Planetary Health Diet¹ by introducing alternative protein sources to partly replace the intake of meat, while increasing fish consumption and moving towards a more plant-based diet.

The aim is to introduce and test more eco-friendly plates in the buffet of a local canteen supplier (Jespers Torvekøkken), hence replacing meat (especially red meat) with less environmental damaging foods.

The FOODRUS partners in Denmark identified the wholesale company Hørkram, one of the three largest catering wholesalers in Denmark and a supplier of Jespers Torvekøkken, as a hotspot for food loss generation (800-1200 tons/year in the period 2018-2021). The main opportunities for food waste prevention are, however, located downstream to Jespers Torvekøkken, in particular at the buffet (retail and service sectors) and customer (post-consumer) stages of the food supply chain. Therefore, the focus of FOODRUS is to test the social readiness level for climate friendly diets, which includes not only changing the types of food consumed, but also reducing the amount of leftover food in the canteens.

To this end, the FOODRUS partners have put a great effort into replacing red meat with plant-based alternatives purchased from the online shop of Hørkram, which includes a specific page dedicated to items to "Stop food loss".

[1] The Planetary Health Diet is the result of three years' work by the Eat-Lancet Commission. The Commission set out to reach a scientific consensus by defining targets which would reflect both sustainable food production and a diet which would promote health.



The FOODRUS project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000617.

Other innovative strategies implemented by the project are the use of the thin cuttings of high-quality meat pieces that Hørkram markets as “climate slices”, and the use of assorted cuttings for minced products (hybrid or classic meat and fish products).

A strong focus is also given to the co-creation and implementation of awareness raising campaigns to promote the consumption of foods with a lower environmental and carbon footprint, including raising awareness about the environmental footprint of plate waste.² The University of Copenhagen is responsible for the design and monitoring of the impact of such campaigns before and after the introduction of opportunities for informed choices for the customers in the canteen.

[2] Plate waste is generally defined as the quantity of edible portions of food served that is uneaten and is a common reason for food loss at the consumer and foodservice levels.

About

Coordinated by the University of Deusto and comprising 27 partners from 10 different European countries, the EU-funded FOODRUS project aims to limit food losses and waste, and to promote resource efficiency across all stages of the agri-food value chain. FOODRUS is working to tackle the food waste and losses by creating resilient food systems across nine European regions. To achieve this, the project will test 23 circular solutions through diverse forms of collaborative innovation.

Consortium



www.foodrus.eu



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