

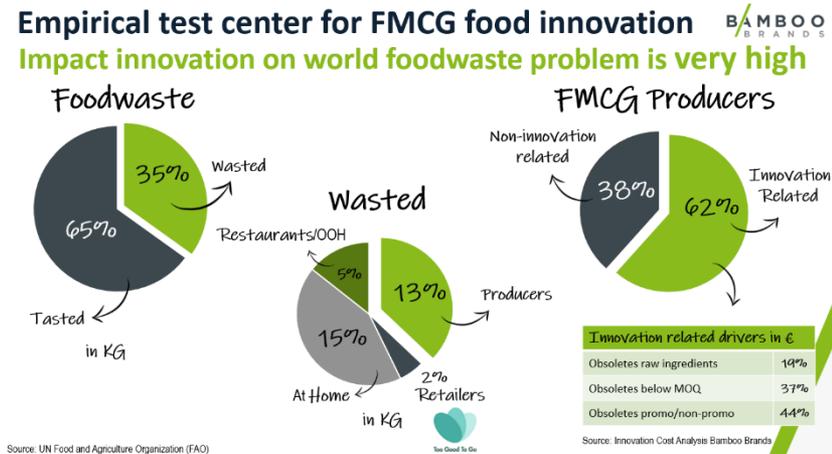
has
hogeschool



UNIVERSITY OF APPLIED SCIENCES
FOOD WASTE CHALLENGE
2021 BRABANT EDITION

Bamboo Brands - Theo Toering

- Bamboo Brands has years of experience within consumer marketing. Bamboo Brands has developed empirical in-store research and can help A-brands grow faster and significantly improve the ROI (return on investment) of innovations.
- 80% of food innovations are off the shelf within a year of their introduction. Moreover, about 67% of all lost costs in innovations are found to consist of so-called obsoletes (packaging and product that is thrown away when products are withdrawn from the market or when promotions are over and leftover batches remain)
- Bamboo Brands believes that the Cost of Innovation (COI) can be reduced by 20% by tackling that food waste.
- **Challenge: Can we make our knowledge freely available to companies so they have the incentive to reduce the food waste involved in innovations?**



BeefyGreen – Frank Nouwens

Goal BeefyGreen: High-quality use of the foot of the oyster mushroom in meat substitutes and hybrid products

Challenge:

concept and product development with the oyster mushroom feet in meat substitutes and hybrid products with as high % oyster mushroom feet as possible. Possibilities to grow cut oyster mushroom feet back together under conditions (regenerative growth)



Care Culinaire i.s.m. MenuSurplus – Marc Duijzer en Frank Aarnoudse



Care Culinaire is a consultancy company that supports healthcare organizations to realize good food concepts. One part of the consultancy focuses on reducing food waste in small-scale care. This can reduce costs, which can be reinvested in other ways, such as better nutrition.

Care Culinaire has developed an app called 'WasteWijzer' that can be completed by a local care employee. However, the app still needs to become more user-friendly.

Challenge: To test the developed measuring app with care workers and further optimize it for small-scale care facilities. In this challenge we will work together with two departments of MenuSurplus, who are very eager to work on their food waste and see possibilities for this app.

HAS Zero Waste - Elseline Schouten & Antien Zuidberg



As a stakeholder in the foundation “Samen Tegen Voedselverspilling”, the HAS has formulated the following goal, following SDG 12.3:

“Our intention is to reduce our Food waste at HAS UAS with 50% within a time scale of 5 years (2021-2026).”

Two ways (amongst other ways) to reach that goal is to

1. **Define the level of food waste @ HAS** at this moment. We know we have several food flows: catering/ private lunch /food growing in the KAS and food production in the labs and Technische hal; we would like to know the level of food waste at those food hotspots, from entry to exit. The measurement can be set up as a monitoring over the coming years, in order to monitor our reduction 2021-2026.
2. We would like to set up a list of interventions to **prevent, reduce food waste of find circular solutions for our Food waste**. The solutions can vary from technical, logistical or by changing the awareness of HAS students and employees.



HAS behavior change students and teachers - Elseline Schouten & Antien Zuidberg



The HAS University of Applied Science is stakeholder in the foundation “Samen Tegen Voedselverspilling” and has formulated the following goal, following SDG 12.3:

“Our intention is to reduce our Food waste at HAS UAS with 50% within a time scale of 5 years (2021-2026).

One ways (amongst other ways) to reach that goal is to

- 1. To set up a campaign to increase awareness** in a positive way and change food waste behaviour of HAS students and HAS employees

The HAS UAS would like you to achieve:

- a. Research concerning the food waste behaviour of HAS students and personnel
- Finding out the most important restraints in food waste issues and delving into possible behaviour interventions in combination with the Seduction Model
- Designing a positive behaviour change campaign for HAS Hogeschool

Foundation Het Eetschap - Dalila Sayd



het Eetschap

Foundation 'Het Eetschap' believes that everyone can contribute to the food transition in his/her own way. When it comes to the specific theme of food waste, all kinds of (especially technological) innovative solutions are being thought up. With 'het Eetschap' we focus on social innovations.

Many people living in poverty or practical educated people have a lot of practical knowledge about how to stop throwing food away. After all, they cannot afford to throw food away.

Challenge: Food waste from a different perspective

Instead of educating people on why and how to waste less food at home, students look for valuable knowledge from people from different layers of Brabant society.

All the knowledge and information about preventing food waste in these people's homes will be collected by students and portrayed in a creative way. Think of a vlog series, visually, or in any way. This compilation of knowledge and information is then shared with policy makers from the agro-food world to make them more aware of knowledge that is currently not being utilized.

Peel pioneers- Harold Bink

Peelpioneers is a 21st century peel farmer: they process orange peels left over after squeezing orange juice in retail and foodservice . They turn them into oils, fibers and candied orange peel. For these B2B products, it is very important to market them well, with a good story.

The oils are used in beer, muffins, etc. The fibers are processed in dairy products, mayonnaise etc .

The functional fiber is an important ingredient for Peel Pioneers.

The challenge is to investigate in which markets and applications the functional fiber outperforms certain E-numbers. Find an E-number against which Peel Pioneers can competitively position its fiber. In which applications is this E-number used, what are the USP's of the functional fiber versus this E-number, and how big is the market of the applications in which this E-number is used.



PhoodFarm - Tim Elphring

Phood Farm produces, sells and delivers healthy, fresh products in a sustainable and eco-friendly way through Aquaponic farming.

We do this for a local market and provide an educational workplace for people with a distance to the labor market. For everything and everyone we go for growth!

Products: lettuce, microgreens, mushrooms, sea banana, kombuch

A good way to use sillyum (what the mushrooms grow on, also called substrate). Now it is often just thrown away. Doesn't directly have to do with food waste, because it's not necessarily edible (is an assumption), but it certainly can be reused well.

Challenge:

Sometimes the shiitake can overshoot and become unsaleable for our customers in the supermarkets/farm shops. An inventive way to still make good use of mushrooms that are about to go 'off'.



Renewable Molecules - Xandra Weinbeck

Upgrading waste streams from the wine industry: these are product streams that can be obtained from Dutch wine growers. These include seeds/peels, filter cake (Dutch: filtreerkoek) containing yeast and pruning waste



The challenges:

- **Wastestream reprocessing/valorisation in applications**
- **Technical extraction of valuable molecules**
- **Market research**



Source: www.renewablemolecules.com

Watrestje.nu - Paula Huismans

Every year, the Dutch consumer wastes an average of 34 kg of usable food per person. That's a shame, because of leftover vegetables or leftovers in your fridge you can still make delicious food. The motto of the Brabant initiative Watrestje.nu is therefore: look more often in your refrigerator and make something tasty of your leftovers!

For more info on Watrestje.nu see the recently published article at the BMF : <https://www.brabantsemilieufederatie.nl/blog/watrestje-nu-nooit-meer-voedsel-naar-de-kliko/>

We are learning to vary what we can do with leftovers, how to do smart groceries shopping and how to keep a good overview of your fridge. We would also like to inspire other people to make something tasty with leftovers. Or to prevent leftovers by buying well, cooking to order and storing well. Tips, experiences and recipes are shared on Facebook and Instagram..

*Sometimes we get requests from municipalities looking for activities to help their citizens waste less food. That's why our challenge is: **How can whatrestje.nu help a municipality reach out to its citizens, to motivate them to waste less food and inspire them to make something delicious out of it...***

So: What are the "drivers" to reach a broad group of residents and what channels should we use to do so?

Voedingscentrum – Eva de Groot

Much is already being done around food waste. For young families, schools and consumers in general. The Voedingscentrum now wants to (also) reach another target group: young adults in the transition phase from secondary school to further education. Sustainability and climate are topics among this group. However, the link with food wastage is not always made. The Voedingscentrum wants to change this!

Het Voedingscentrum has already developed many resources to disseminate information and tools to specifically get people to waste less food.

Challenge:

Create an outline of how these current tools and information dissemination can best be used with the target group mentioned, so that this group is more motivated to reduce their food waste?