



Food waste within Coop

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coop

About Coop

The second largest grocery store in Denmark which ages back to 1866

1200 stores today all over Denmark (Kvickly, SuperBrugsen, Dagli'Brugsen, Irma and Fakta)

Responsible organization as it is written within Coops ordinance

Own department for responsible actions

Manages social compliance, sustainable energy, free education for children, food waste amongst many other things.

Coops initiatives for reducing food waste



Prevention Reduction Recycle

Reuse Disposal

1. Prevention

Procurements and stores tries to predict consumer behavior from sales numbers and campaigns

Difficilt to predict e.g. weather or Covid19

Monitoring large volumes and provides low price products to stores

2. Reduction

Dynamic price reduction

Red maden – Save the food cooler

Price reduction on bread

TooGoodToGo

Reduction within households

Upcycling

Donations

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TooGoodToGo and Reducing consumer food waste

Lykkeposer

Best before – often good after (consumer oriented)

Smaller packages

Tips and tricks



Surplus bananas upcycled



Irma og Banana – Cooperation
Post Nord collects the bananas by bike

Prevention Reduction Recycle

Reuse Disposal

Pitabread upcycled

Transportation problematics

Broke the "Frozen food proclamation"

Donations was not possible

Food administration regulations required proof of temperature which was not possible

= Donated to animal produce, upcycled

Donations in general

Contracts

Procedures

Complicated due to the food administration

Food administration regulation (1/3 rule, tax and VAT, registration)

Some organizations wants specific items and only parts

High costs – resourceful

Donation partnerships

StopSpildLokalt (StopWasteLocally)

Fødevarebanken (Food Bank)

Zoological Garden

Local partnerships

3. Recycle

Feeding

Fertilizer



4. Reuse and 5. Disposal

Bio gasification

Difficult and time consuming (especially the warehouses)

Too much packaging yet almost everything is re-used

Last option is disposal - no disposal in 2025



Prevention Reduction Recycle

ReuseDisposal

Event/campaigns: Food truck project

Using surplus food from stores to create meals sold through TGTG.

A recipe flyer to inspire the households to reduce their food waste

Not a business case



Information: Samvirke (since 1928) and Krydderiet

Information in regards to sustainability, food waste, social compliance, new updates amongst many other things



Partnerships: Denmark against food waste

Comitted to reduce the amount of food waste with 50 % within 2030

The national food waste day

Donation procedures

ISO standard



Sum up

Food waste is part of regular practises

Highly resourceful and highly complex

Questions and ideas for Coop?

