

SHELF LIFE INDICATORS FOR

SMARTER, BETTER FOOD


KRISTEN A. HOVLAND
CEO
KEEP-IT TECHNOLOGIES AS

GREEN GROWTH INNOVATION
MAY 11, 2017.



The Indicator





USE BY:

12/05/17

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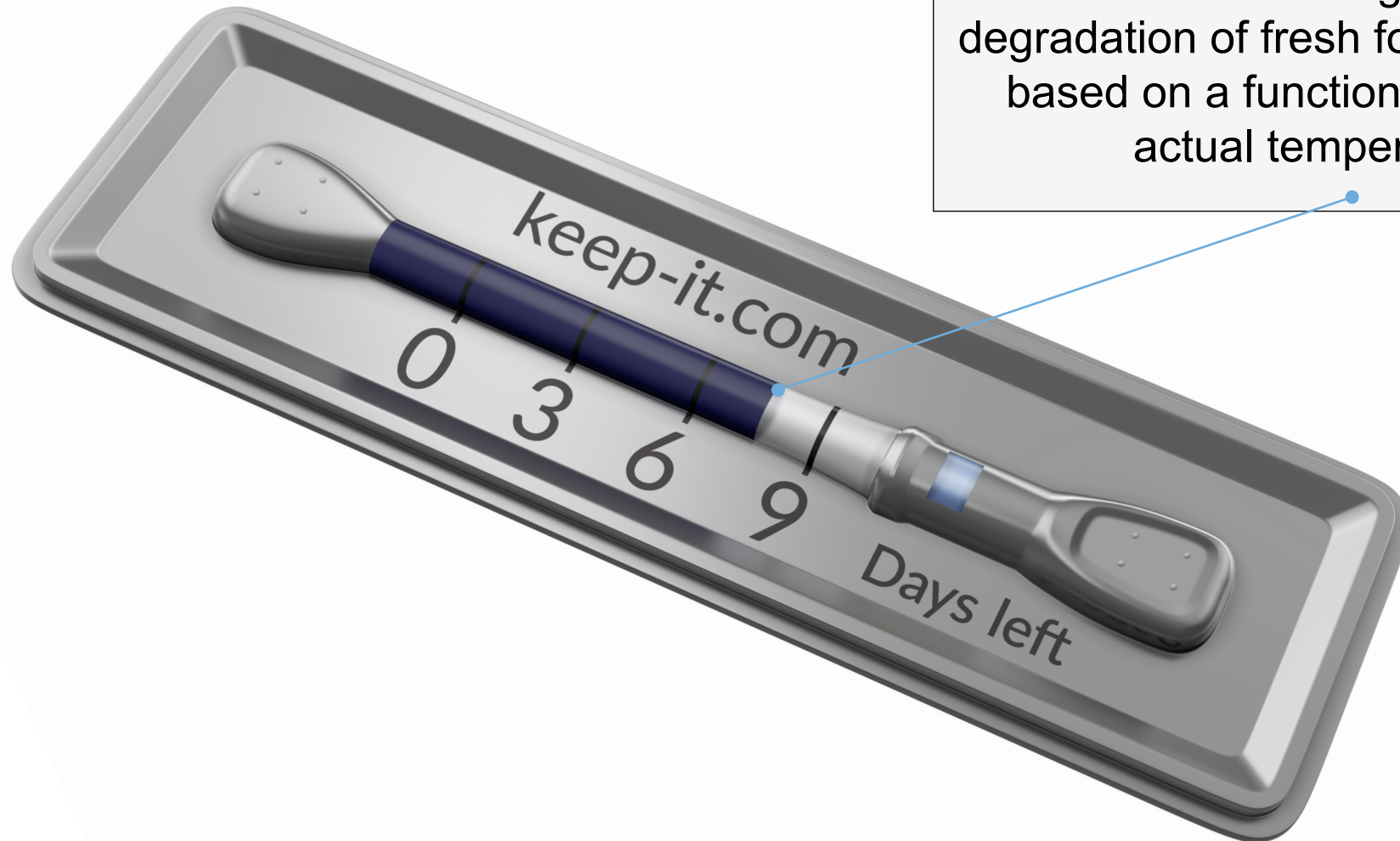






EXPIRY DATE WAS "BEST BEFORE"

Keep-it is a **real time shelf life indicator** showing the actual degradation of fresh food products – based on a function of time and actual temperature





Date stamp indicating
1 day left

Indicator showing
food has expired



Date stamp indicating
1 day left

Indicator showing food
is still good for almost
3 more days



Raw Produce



Production



Distribution



Display



Purchase



Home

The Indicator is with your product through **EVERY STEP** of the value chain





ILLUSTRATION SHOWING TEMPERATURE VARIABILITY FOR A FRESH FOOD PRODUCT THROUGHOUT THE VALUE CHAIN





The Indicator

Reduction in
minced meat
food waste

60%

Equals unnecessary
waste of

24 tons

of meat

Equals

460.000 kg

CO2 equivalent
greenhouse gases

Equals

28.000 Days

petrol car commuting
between Oslo–Drammen



SUSTAINABLE DEVELOPMENT GOALS





EUROPE'S BIGGEST FOOD WASTERS

ALL FIGURES IN MILLIONS OF TONNES – COURTESY OF EUROPEAN COMMISSION



GB

14.391

0.225 per head

1



DE

10.387

0.129 per head

2



NL

9.456

0.563 per head

3



FR

9.078

0.137 per head

4

News > UK > Home News

UK Parliament considers legislation to ban food waste in Britain

The Environment Food and Rural Affairs Committee has launched an inquiry to combat millions of tonnes of food waste

Hazel Sheffield | Tuesday 20 September 2016 16:37 BST | 3 comments



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French law forbids food waste by supermarkets

Food banks and other charities welcome law making large shops donate unsold food and stop spoiling items to deter foragers

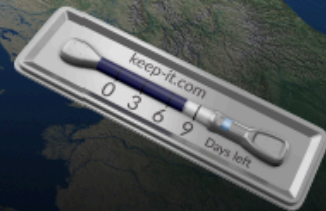
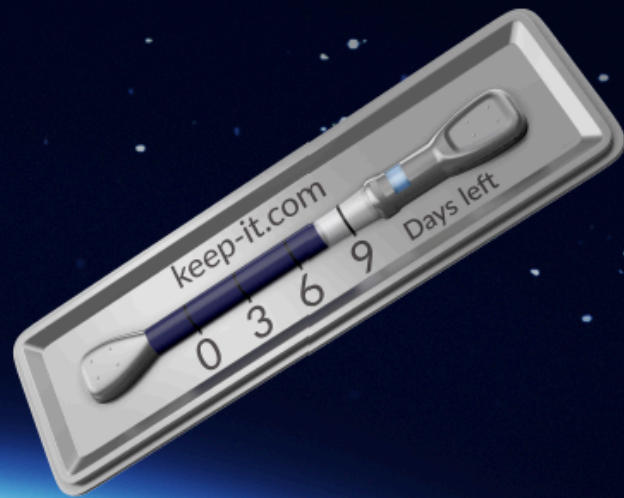
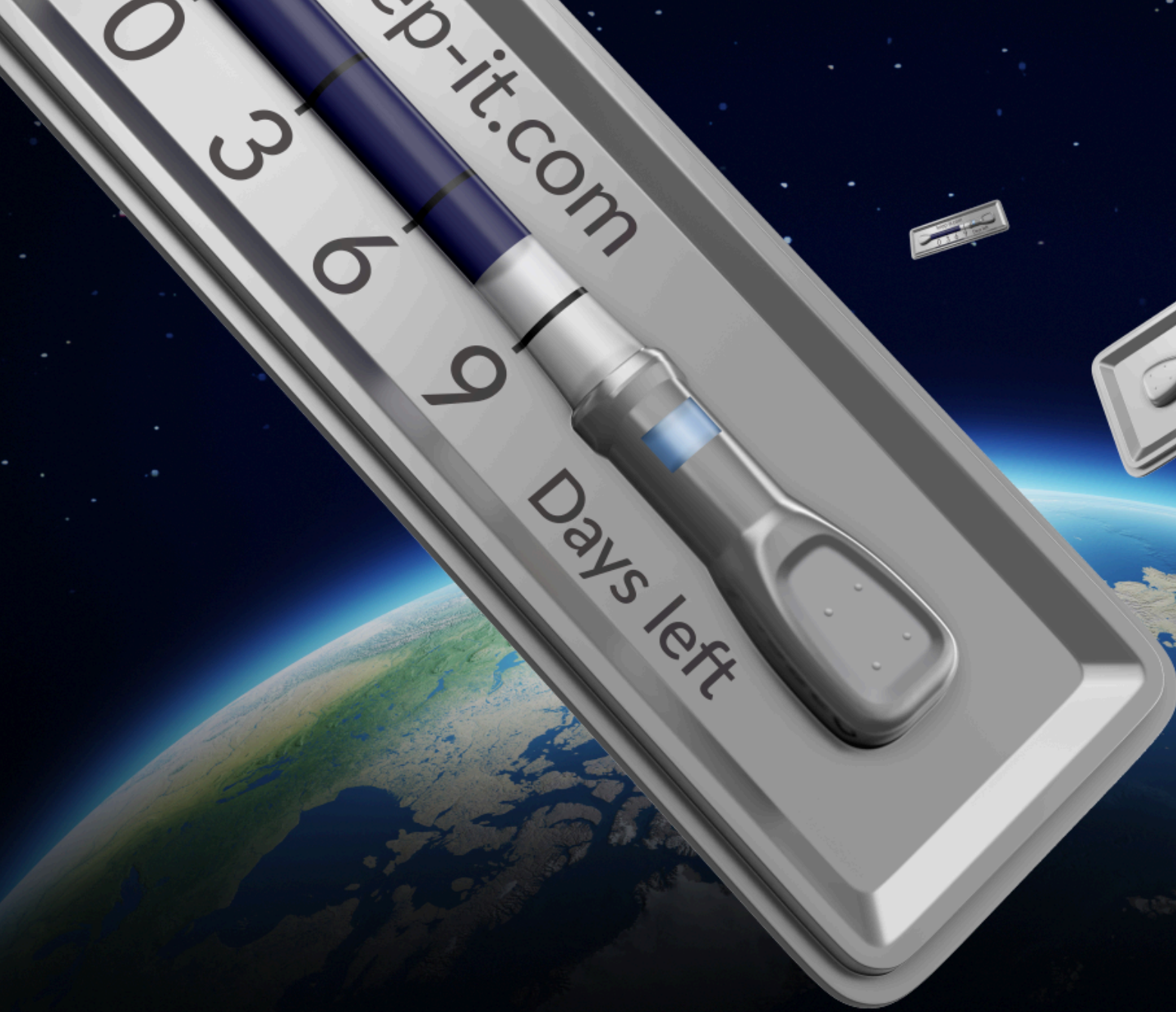


France wastes 7m tonnes of food annually. Supermarket chain Carrefour, above, agreed the law would help increase food donations. Photograph: Gary Calton for the Observer

France has become the first country in the world to ban [supermarkets](#) from throwing away or destroying unsold food, forcing them instead to donate it to charities and [food banks](#).



Make food manufacturers
and grocery chains
publish their food waste



Thank You