

KerryÂ launched a unique tool â??Food Waste Estimatorâ?? to tackle global food security

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Kerry, the worldâ??s leading taste and nutrition company, has launched a unique tool to raise awareness of food loss and waste, as it calls for collective action in tackling food security. Kerryâ??s **Food Waste Estimator**, announced to mark the UN International Day of Awareness of Food Loss and Waste Reduction, allows consumers and manufacturers to quantify and understand the financial and environmental impact of reducing food waste either in the food chain or in the home.

Kerryâ??s innovative new estimator is designed to inform users about the impact that reducing food waste can have on our planet. It provides information on the number of additional people that could be fed, as well as the amount of carbon dioxide and water that would be saved by making simple changes to reduce food waste. Too Good to Go, the world's largest food saving app, provides useful food waste reduction tips for consumers within the estimator.

Bert de Vegt, Global VP for Food Protection & Preservation at Kerry said â??Today is a reminder of the precarious global situation of food security. We all need to act and as an industry we must take immediate action in eradicating food waste within the food system through new technology and innovating together. While Kerry partners with manufacturers to extend the shelf-life of products, it is important to remember that individual actions at home can also have a big impact. If the world reversed the current trend of food loss and waste, we could protect enough resources to feed three times the amount of undernourished people on the planet today. Our new tool provides simple but actionable insights for both consumers and the food industry and shows the real impact that shelf-life extension technology can have on food products.â??

The estimator enables food manufacturers to determine the impact they can have in reducing global food waste by using shelf-life extension technology across their portfolios. Research has shown that approximately 50% of consumer waste could be prevented via shelf-life extension technologies â?? a saving which would meaningfully reduce world hunger.