



Keelings Retail UC

Dublin, Ireland

Food Waste Inventory - 25th November 2018 to 30th November 2019



About Keelings Retail UC

Keelings is a family owned Irish company. Our family's expertise in growing dates back to 1926 when we established our farm. In the 1930s, we began growing fruits & salads and supplying them to the local Dublin markets.

At Keelings, we take our responsibility of reducing food waste very seriously.

As an indigenous Irish Family Business, tackling food waste is an integral part of our Responsible Business Strategy.

We are the largest Irish grower producing 100% table top strawberries, a method of growing strawberries that limits the build-up of pests and diseases, thus ensuring the highest quality produce.

In 2006, we built a new 50,508 square meters state of the art strawberry glasshouse on our farm, resulting in the ability to produce over 100 million Irish Strawberries for the Irish market and extend the season into December. This ensures that Keelings are the largest soft fruit growers in Ireland and will produce the earliest, latest and tastiest strawberries in Ireland.

In 2019, we made a commitment to reduce food waste in our own operations by 50% by 2030.



What we are doing to tackle Food Waste?



- 1. Measurement:** Measuring where food waste may be occurring at all stages of the supply chain is extremely important to us at Keelings. The different stages of the supply chain that we measure include: farming, production, processing, transport, retail and end customer. We have state of the art measurement systems in place that provide daily information to help identify areas for improvement.
- 2. Redesign processes:** We have engaged with the manufacturers of our equipment, to redesign processes where current ones are contributing to the spoilage of food, resulting in food waste.
- 3. Partners:** We engage with companies and stakeholders who are looking at new business models and rationales. This has allowed us to identify opportunities to work with a local farmer to supply our food surplus to his farms for the feeding of his cattle. In 2019, we sent 1,786 tonnes of fruit for animal feed.
- 4. Consumer engagement:** We engage with consumers to actively shape the demand for sustainable products. Involving consumers as active partners of a re-designed strategy for the reduction of food waste is paramount for the success of any initiative of this kind. We have communicated with our customers on ways of using our products so that waste does not occur in the home. Here in Keelings, we like to actively involve consumers as active agents of change. To date, this has included better labelling, smaller packs, website communications and recipe suggestions for all the family.

Total food handled
70,254
tonnes

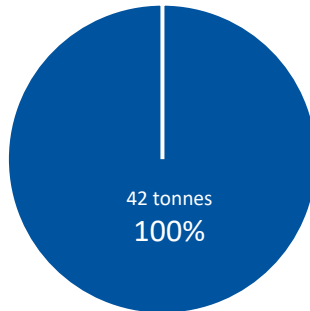
Waste as a % of food handled

0.06%

Overall food waste not recycled

42 tonnes

Waste by destination



■ Incineration

Food waste data commentary

- We measured food waste for our financial year, 25th November 2018 to 30th November 2019 at our Food Central site in Dublin Ireland.
- We handled 70,254 tonnes of fruit during this financial year.
- During the same period, we generated 1,828 tonnes of unsold food. 1,786 tonnes of food surplus was sent to a local farmer for animal feed, thus avoiding food waste generation. This represents 98% of our total unsold food.
- Our total food waste product that was not fit for reuse was 42 tonnes. 100% of this waste was incinerated with energy recovery.
- Our food waste as a percentage of food handled was 0.06%.
- Overall, our business is delighted to have had such a positive story to tell on waste and we continue to allocate resources in our pursuit of excellence.