



Reducing Food Waste

---Our Ways to Help Solve the Issue---



1. Background

Amount of food waste (annual)

Japan	about 5.2million tons
Ehime	about 51,000 tons
Imabari	about 3,300 tons

- We want to reduce food waste!
- We have been working with a local farmers' market since 2022.

2. CAFÉ

2-1. Methods

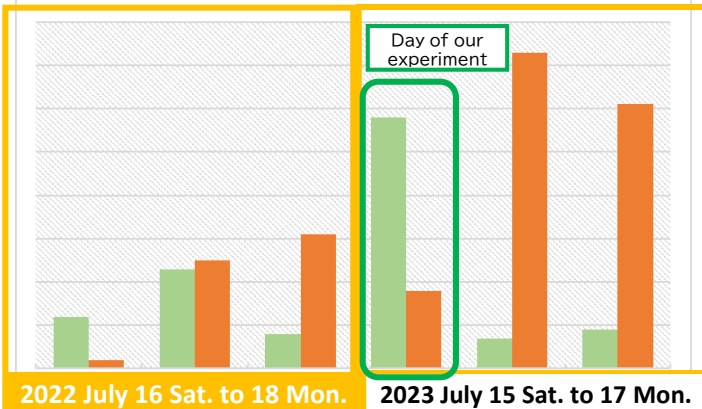
- 1) Adverts for sweets
- 2) Posters to address the issue
- 3) In-store sales



Using perishable fruits

2-2. Sales

■ Anmitsu
■ Strawberry Shaved Ice



3. Farmers' Market

3-1. Methods

3-1-1. Quizzes

- Customers may have little interest in ingredients.
- ⇒ They cannot cook well.
- ⇒ May lead to food waste

- Get people interested with quizzes about seasonal ingredients.

Q3. ポリフェノールが多く含まれている果物は？

- 1 スイカ
- 2 ブルーベリー
- 3 マンゴー

正解は、
•2のブルーベリーです。
•数日続け止めと言うくらいはラクトン酸をはじめとするポリフェノールを多く含んでいます。

3-1-2. Adverts with Recipes Using Seasonal Ingredients

- Seasonal vegetables go unsold.
- ⇒ Farmers take them home.
- ⇒ May lead to food waste

- Introduce recipes that use every part of vegetables

- Health benefits also explained



3-1-3. Recipe Videos

- People might create a lot of food waste at stores and at home.
- ⇒ Reduce food waste both in stores and at home.

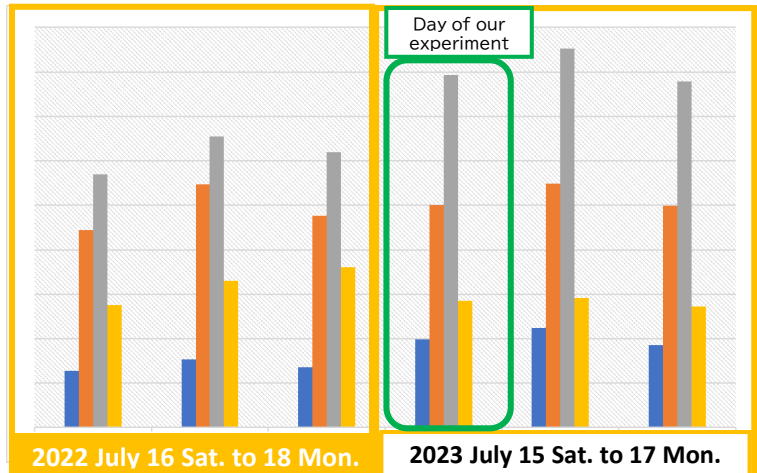
- Create recipe videos for dishes that can be made without throwing away too much peel.
- ⇒ Post the videos on Instagram.

- Create adverts with trivia.



3-2. Sales

■ Blueberry
■ Green Pepper
■ Egg Plant
■ Peach



4. Results and Discussion

- In-store sales were well received. Face-to-face leaflet distribution was also effective.

- Fewer young people were seen than expected.
- The number of views of the recipe videos was also lower than expected.
- ⇒ We need to have new ways to appeal to a wider range of age groups.

5. Looking to the Future

- Send information to more people
- ⇒ Use QR codes for adverts
- ↳ Make adverts according to the customer base



- How to promote seasonal vegetables and fruits and how to eat them deliciously
- Now:** Information from websites
- Next year:** Information from interviews with farmers

- Suggestions with the perspective of SDGs: About product packaging

6. References

- 食品ロスとは:農林水産省 https://www.maff.go.jp/j/shokusan/recycle/syoku_loss/161227_4.html
- えひめの食べ物(TORISETSU) https://www.pref.ehime.jp/h15700/foodloss/documents/torisetsu_p1-2_version3.pdf
- 食品ロス削減に向けた取組について:消費者庁 https://www.caa.go.jp/policies/policy/consumer_policy/information/food_loss/efforts/