

# FACTSHEET BREAD WASTE



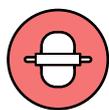
FOODWIN

## WHAT IS THE PROBLEM?

Bread is one of the world's favourite foods. In Flanders, the average person consumes 38 kg bread at home per year<sup>1</sup>. A study of 2015 showed that approximately 270 million kg of bread and bakery products are produced in Flanders<sup>1</sup>.

However, bread is not only one of the most favourite foods, it is also one of the most wasted foods. According to the same 2015 study 25% of the total bread and bakery production in Flanders is lost along the supply chain<sup>1</sup>. Based on the approximated total production, this equals 69 million kg of bread every year.

This loss of bread occurs throughout the whole supply chain.  
Of the total production, there is an estimated:



**1%-2%** loss on  
production level\*  
(industrial bakeries)



*\*There are currently no  
figures for small bakeries.*



**3%-7%** loss on  
distribution level  
(retail\*)



*Approx. 11 million  
kg per year in total<sup>1</sup>*



**18%** loss on  
consumer level<sup>1</sup>



*Approx. 44 million  
kg per year in total<sup>1</sup>*

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**This loss results in a major economic impact.  
In the Netherlands, bread waste accounts for  
an economic loss of more than 400 million €<sup>4</sup>.**

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## WHAT ARE THE REASONS?

There are various reasons for the waste of bread on the different levels of the supply chain.



### QUALITY STANDARDS

If bread does not have the right size or if it is contaminated with a different dough it is unsuitable for sale and lost for human consumption.



### INADEQUATE BUYING SIZE

Bread is usually purchased per loaf of 400g, 600g or 800g, even though this is often more than needed.



### DESIRE FOR FRESH BREAD

People often prefer fresh bread over yesterday's bread.



### INACCURATE FORECASTING

The demand for bread changes every day. Often, bakeries don't have the means to collect or access the necessary data for accurate predictions. Supermarkets on the other hand tend to overproduce to have enough offer until the stores close.

## SPECIFIC CHALLENGES TO SOLVE THE PROBLEM



There is a tension between the wish for fresh bread and the aim for **longer shelf life**.

When reusing bread, often different types of bread get mixed. This is problematic regarding **allergies**.

The waste of bread is **cheap**. The economic value of bread is low compared to e.g. meat or dairy products. The incentive to save bread surplus is hence less strong.

## SOLUTIONS TO BREAD WASTE



PREVENT



RESELL



REUSE



PREVENT

### PACKAGING

Think about smaller portion sizes, packaging that allows freezing, pre-packed bread with longer shelf life or bake-off bread packaged under protective atmosphere.

[#bakeries](#) [#retail](#) [#wholesale](#)  
[#industrialbakeries](#) [#consumers](#)

### PRE-ORDERING SYSTEMS

Prediction and stock management becomes easier resulting in less surplus bread in the evening e.g. this 'bread app' in the Netherlands:

[bakkersinbedrijf.nl](#)

[#bakeries](#) [#consumers](#) [#retail](#)

### CUT YOUR OWN BREAD!

Bread, that is not cut into slices dries out less quickly. [#consumers](#)



RESELL

### CLOSING HOUR SALES

Too Good To Go helps bakeries and supermarkets to put bread on discount at the end of the day. Via the app consumers can buy surplus bread at 30-50% of the original price.

[toogoodtogo.be](#)

[#foodservices](#) [#bakeries](#) [#retail](#)

### BAKERY GOODS FROM THE DAY BEFORE

Äss-Bar collects unsold bakery products and sells them the next day at reduced prices in their stores.

[aess-bar.ch](#) [#bakeries](#)



REUSE

### FORGOTTEN RECIPES

Innovators like De Tweede Jeugd, Knödelkult and Recettes Évadées use bread surplus to make the best croques monsieurs, cookies and dumplings. Recettes Évadées also spreads its ideas by offering cooking workshops with bread for professionals and individuals.

[knoedelkult.de](#), [detweedejeugd.nl](#), [pro.recettesevadees.fr](#)

[#bakeries](#) [#consumers](#) [#foodservices](#)

### THE CIRCULAR BAKERY

A machine called "The Crumbler" processes old bread into flour to be reused in new innovative recipes.

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[#industrialbakeries](#)

### SUGAR SYRUP

Surplus bread can be transformed into a sugar syrup of return bread, which can replace sugar, for instance in biscuits.

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### BREWING BEER

Brewing beer from bread is an old practice used 7,000 years ago in Babylon. Many innovators are giving this craft new life: Brussels Beer Project (BE), Troggeling (BE), Toast Ale (UK) and Instock (NL).

[beerproject.be](#), [troggeling.be](#), [instock.nl](#), [toastale.com](#)

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[#wholesale](#)

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