



DANSK STANDARD x Selina Juul



A Selina Juul lecture:
Food waste and food
losses - what is the
problem?





STOP WASTING FOOD



Selina Juul

- **Born in 1980, in Moscow, Russia - today a Danish citizen**
- **Founder and Chairman of the Board of Stop Wasting Food movement**
- **Member of global Champions 12.3 Coalition against Food Waste**
- **Member of EU Platform on Food Losses and Food Waste**
- **Blogger on food waste at The Huffington Post USA**
- **TEDx Speaker**
- **Board Member of the Danish Government's ONE\THIRD – Think Tank on the Prevention of Food Waste and Food Losses**
- **Recipient of Reader's Digest European of the Year Award 2020**
- **Recipient of FLIP Award 2019**
- **Recipient of Honour of Ekotopfilm Award 2019**
- **Recipient of Striver Award 2018**
- **European Young Leader 2018**
- **1st place on 'Top 20 Responsible Leaders in Northern Europe' list 2017**
- **Recipient of The Womenomics Influencer Award 2016**
- **Included in the Who's Who of Denmark 2015**
- **Dane of the Year 2014**
- **Winner of Nordic Council Nature and Environment Prize 2013**
- **Recipient of Svend Auken Prize 2013**
- **Recipient of ALT for damerne magazine's Women Prize 2013**
- **Recipient of Cross of Merit Pro Utilitate Hominum 2013**
- **Winner of JCI Denmark's The Outstanding Young Person award 2011**



Reader's digest

DET
BÄSTA
FEBRUARI 2020

Äkta kärlek som aldrig dog

SIDAN 42

Läs en bok, bli med i klubben

SIDAN 80



ÅRETS EUROPÉ

Selina Juul vill få oss
att sluta kasta mat

SIDAN 34

DRAMA I VERKLIGA LIVET

En död orm attackerar!

SIDAN 88

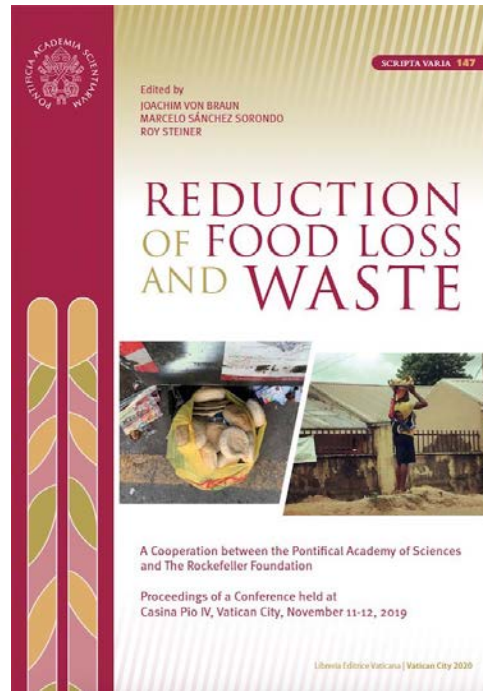
Svårt att andas?
Då kan du ha KOL

SIDAN 72

NYTT FRÅN MEDICINENS VÄRLD	17
SKRATT, DEN BÄSTA MEDICINEN	10
UTÖKA DITT ORDFÖRRÅD	123

54:-/FINLAND € 5:50





"Fighting against the terrible scourge of hunger means also fighting waste. Waste reveals an indifference towards things and towards those who go without. Wastefulness is the crudest form of discarding. I think of the moment when Jesus, after the distribution of the loaves to the crowd, asks for the scraps to be gathered up, so that nothing would go to waste (cf. Jn 6:12). Gathering in order to redistribute; not production that leads to waste. To throw food away means to throw people away. It is scandalous today not to notice how precious food is as a good, and how so much good ends up so badly".





**STOP
SPILD AF
MAD**



More than 370 tons of "ugly" vegetables rescued with new collaboration

More than 370 tons of "ugly" vegetables have been rescued over the last few years in Denmark. A survey shows that more than half of the Danes would prefer to buy food products that contribute to reducing food waste.



INDKØB NYHED

Oprensning til den krumme agurk og andre skæve grøntsager

130.000 tons grøntsager bliver årligt kastet af dansk landbrug på grund af deres udseende. Men nu får de reviderede skilte og en chance i udsalg dagligvarebutikker for at mindske madspild.

BEKÆMP MADSPILD

Med et glas vand og friske grøntsager kan du gøre en forskel. Når du køber grøntsager med et glas vand, støtter du foreningen Stop Spild Af Mad med 0,25 kr. pr. pose. Se mere på: stopspildafmad.org

UNDGÅ SPILD

Skrot Idealformen

Stop Spild Af Mad fra 1988 til i dag har været en succesfuld organisation, der har hjulpet landbruget med at reducere madspild.

Prisen blev som udgangspunkt 10,- for en pose med 25 grøntsager. Men på grund af den høje efterspørgsel blev prisen ændret til 10,- for en pose med 25 grøntsager.

STOP madspild - Økologiske overskudsagurker fra Bellinge på Fyn

Økologiske danske agurker
2-3 stk. Ca. 400 g.
Danmark. Kl. 2.

Pr. pose
10,-



**STOP
SPILD AF
MAD**

foTex støtter organisationen, Stop Spild Af Mad med 25 øre pr. solgt pose med agurker.

NYHED
73% TOMAT

PEDERSENS UDVALGTE KETCHUP

KETCHUP BASERET PÅ OVERSKUDSPRODUKTION AF TOMATER FRA BELLINGE PÅ FYN

INGEN BRUG AF TILSÆTNINGSSTOFFER

STOP SPILD AF MAD

PEDERSENS UDVALGTE Ketchup består udelukkende af rene råvarer og indeholder ingen E-numre. Med hele 73% tomat får du en intens smagsoplevelse. Pedersens Udvalgte Ketchup er endvidere uforæret og har derfor et lækkert look. HVEM ER PEDERSEN? Pedersen elsker tomater og er 4. generation i den fynske gartnerfamilie. Han rejser verden rundt for at finde små, unikke sorter, som han udvælger og dyrker med stor omsorg på sit gårdnet i Bellinge på Fyn. Overskudsproduktionen anvendes i PEDERSENS UDVALGTE Ketchup, der støtter organisationen Stop Spild Af Mad med 25 øre pr. solgt flaske.

Do you know
what a UFO is?



**I WANT TO
BELIEVE**

UFO



Unidentified

Unidentified
Frozen

Unidentified

Frozen

Object





Refrigerators and
freezers

have become the

last stop before

the garbage can



Every 2nd consumer
has UFO's in their
fridges and freezers.

Source: Epinion for Stop Wasting Food





How about a
“Hospice Shelf”
in a refrigerator?

After 4 days in a
“Hospice Shelf”
in the refrigerator, the
consumer is throwing
the food away.

Source: Coop Denmark

THE LAST WISH WAS TO BE EATEN.

Over 30% of our food goes to waste!



Overconsumption



**We buy things that we don't
need**



A stack of several silver coins is visible on the left side of the image, slightly out of focus. The background is a soft, white, bokeh-like texture. The text is overlaid on the right side of the image.

**We buy things that we don't
need**

**With money that we don't
have**



**We buy things that we don't
need**

**With money that we don't
have**

**To impress people that we
don't like**

- "Fight Club"

Food for thought...



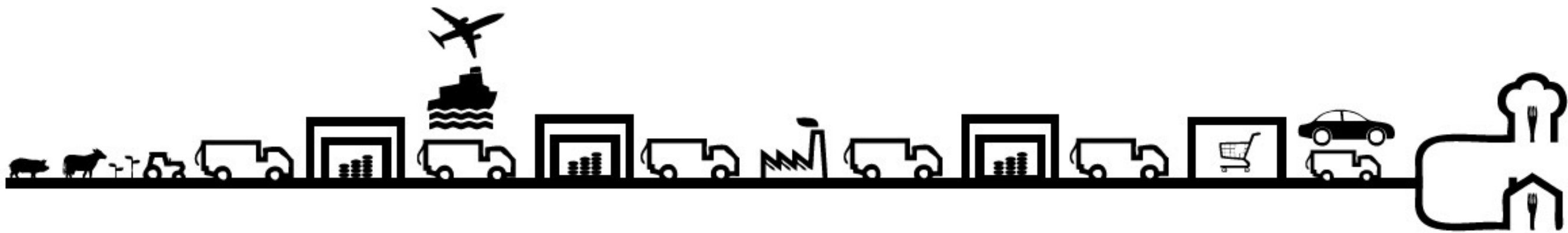
Food waste in numbers

- **Denmark: around 700.000 tonnes wasted annually**
- **EU: around 88 million tonnes wasted annually**
- **USA: Americans waste 150.000 tons of food every day. Over 40% of USA's food is wasted.**
- **Earth: Over 30% of the world's food is either wasted or lost - it's enough to feed 3 billion people (while almost 1 billion is now starving)**
- **Consumers are responsible for the most of the food waste in the developing countries**
- **Most of the consumer food waste is happening in the consumer's homes**

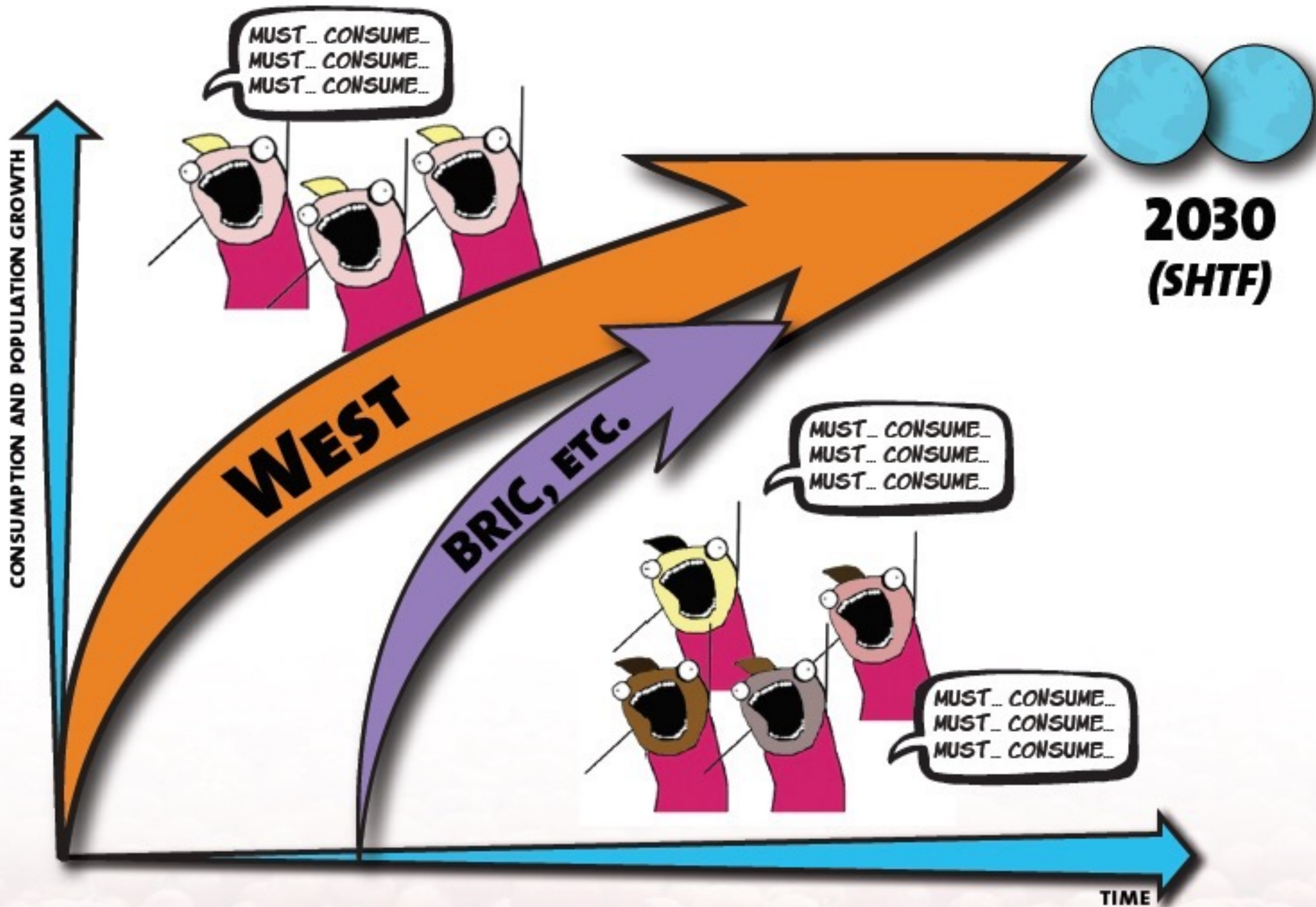
Food waste 3 x 3

- **1/3rd of the GHG emissions comes from food production, thus making food production the world's 3rd largest GHG emitter**
- **1/3rd of all the world's food is either lost or wasted**
- **3rd ranking - according to “Project Drawdown”, reduction of food waste is ranked 3rd among the world's top 10 climate solutions**

Food loss and waste value chain:



Resource Crisis



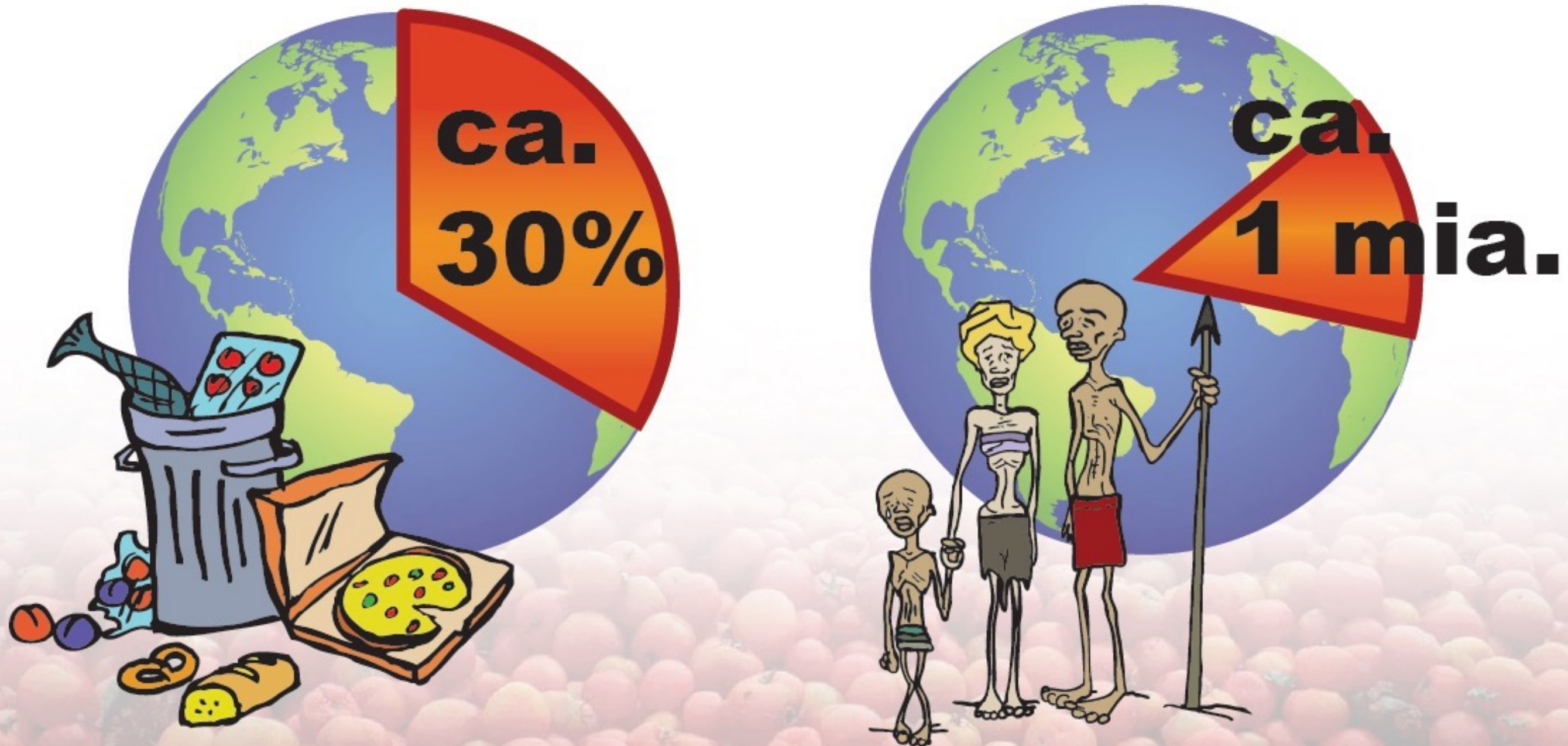
Climate Crisis



Population Growth Crisis



But we already have enough food to feed everyone on this planet



YOU have the power to
Stop Wasting Food!



SUSTAINABLE DEVELOPMENT GOALS



Ensure sustainable consumption and production patterns

12.3

By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses



SUSTAINABLE DEVELOPMENT



European Commission

The UN Sustainable Development Goals (SDGs) adopted in 2015 call for a

50%

**reduction of
global food waste by 2030.**

**The EU and its Member States
are committed to meet this goal.**



European
Commission

*Health and
Food Safety*

Food waste – we act! #FoodWasteEU

http://ec.europa.eu/food/safety/food_waste/eu_actions/eu-platform_en

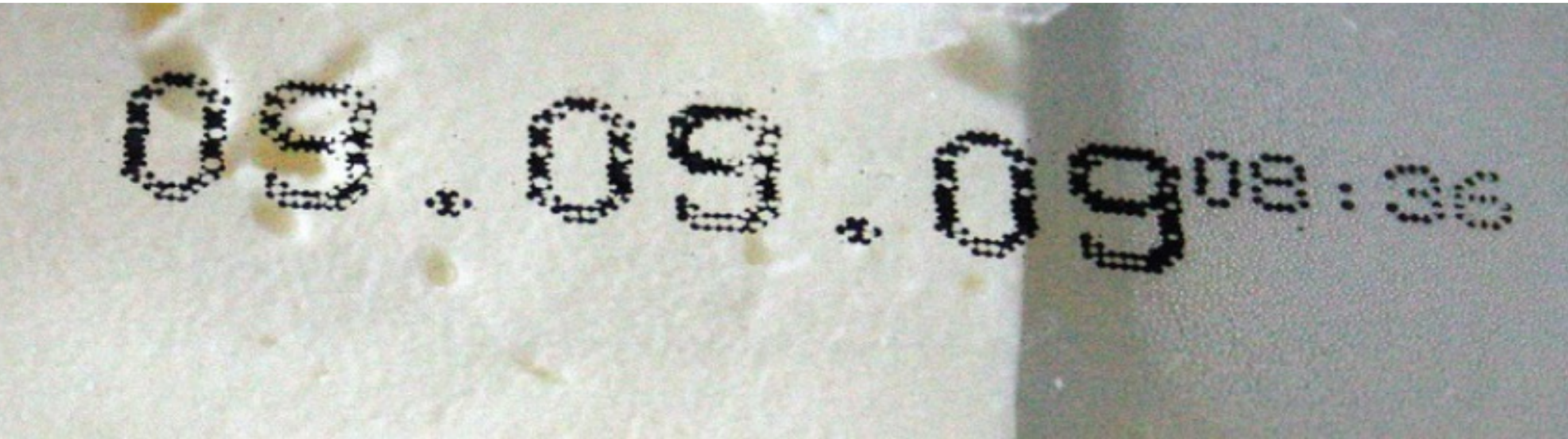
And **YOU** can help
stop wasting food
and become a **Food Hero!**



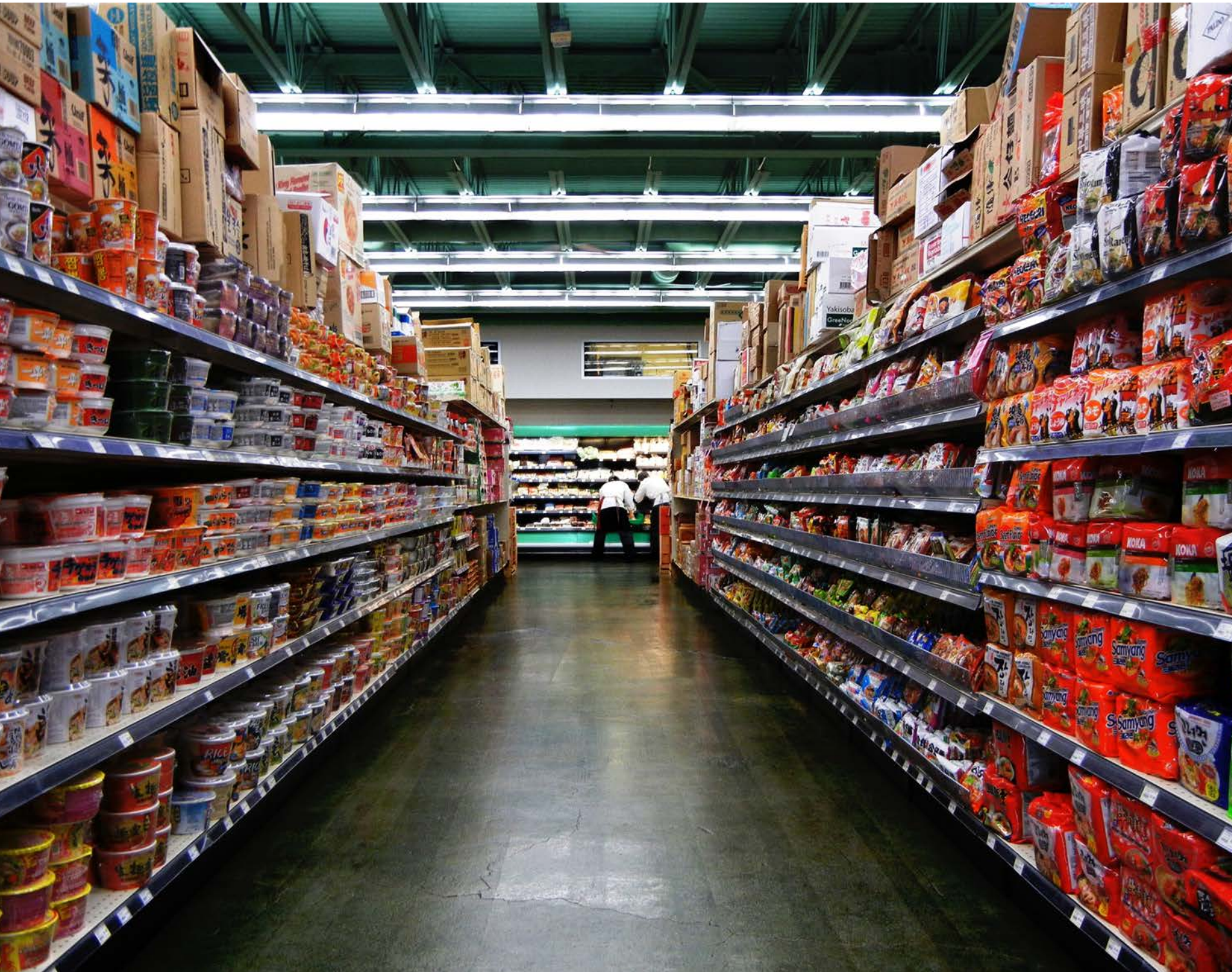
Food Waste Trap 1: Food Waste Seasons



Food Waste Trap 2: Confusion over date labels



Food Waste Trap 3: Bulk discounts



Food Waste Trap 4: The hidden food waste



Food Waste Trap 5: Buffet



Learn to avoid the Food Waste Traps!



Be aware of those UFO's



Shop wisely



Buy the wonky



Size does matter!



Save your leftovers



Store your food properly



Love your leftovers



Use the food from nose to tail



Regrow your food



Takeaways...



1) Why standards
are so important:

What can be
measured
can be managed!

2) Empower everyone to stop wasting food



3) Don't go to extremes



4) Don't be a Food Waste Police



Thank you for your
attention

www.stopwastingfoodmovement.org

www.selinajuul.com

[@selinajuul](#)

[#selinajuul](#)

