



invafresh

A Technology Solution to the **Waste Reduction** Problem

Food waste is not a new problem.
But it's a problem gaining
more attention.



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FOOD LOSS AND WASTE IN FIGURES



**10.5
MILLION
TONS OF FOOD
ANNUALLY**



Food retailers alone generate 10.5 million tons of food waste annually. The World Wildlife Federation (WWF) estimates that humans waste approximately 40% of all food produced on a global scale and takes up the majority of space in U.S. landfills, comprising 22% of municipal solid waste. In addition, WWF reports that wasted food represents about 10% of global greenhouse gases and has been a catalyst for the loss of forests, grasslands, and other habitats.

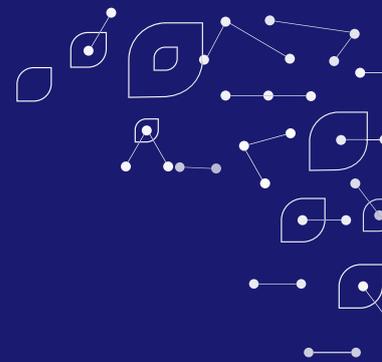
National non-profit ReFED reports that 30% of food retailers' surplus food goes to the landfill, which equals approximately \$480 billion in potential lost revenue. In the U.S., 35% of all food is either unsold or uneaten.

Grocery retailers are keenly aware of food waste and its impact on their operations as well as on their local communities. A survey of North American grocery retailers by New York-based Coresight Research shows that 90% of respondents believe reducing food waste is important for reaching their sustainability goals, and 72% have set sustainability goals specific to food waste. Coresight also found that 67.7% of prepared foods are discarded due to overproduction or overordering.

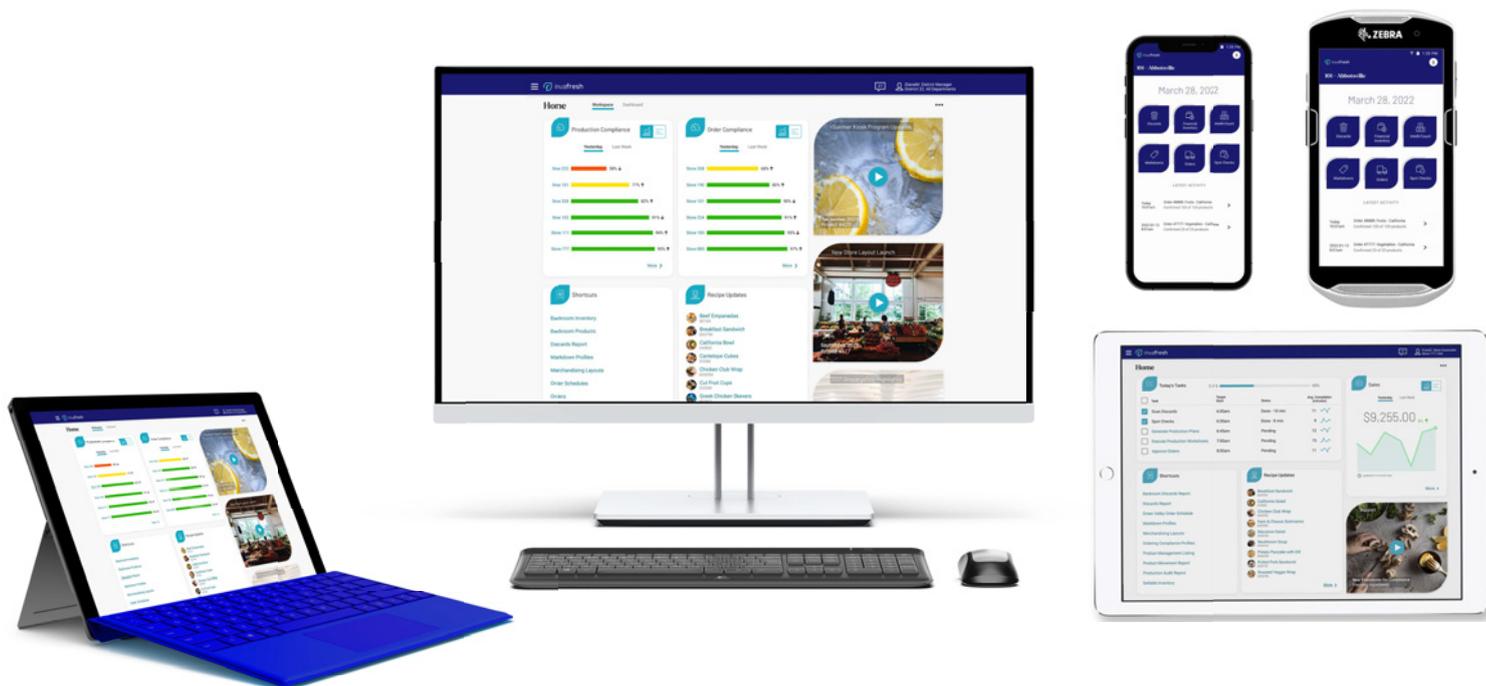
Changing consumer behaviors, as they become more aware of issues like sustainability, climate change, and carbon emissions, are resulting in a demand for more action. Government agencies, like the EPA, USDA, and FDA, are establishing new regulations and targets, such as the Zero Waste Food Act proposed in the U.S. Congress, the introduction of the Food Date Labeling Act in 2021, and establishing the target of halving food waste by 2030.

Collectively, the industry has come together through the Food Waste Reduction Alliance (FWRA), an initiative of FMI – The Food Industry Association, the Consumer Brands Association, and the National Restaurant Association. The mandate of the FWRA is to take on the challenges of food waste to shrink the environmental footprint, and simultaneously address hunger in America by addressing the root causes of food waste within their own food operations.

The result? The gap between awareness and action when it comes to food waste is starting to narrow as more and more grocery retailers are implementing environmental, social, and governance (ESG) strategies to measure the ethical and sustainable impact of their operations. ESG has been gaining significant movement over the past few years due to heightened awareness from consumers, and growing demand for action to be taken by grocery retailers. Good sustainability governance is becoming intrinsic to how grocery retailers operate, holding themselves accountable to the communities they serve through visionary leadership, solid internal governance infrastructure, and transparency & engagement.



THE REALITY FOR GROCERY RETAILERS



All this is pushing waste reduction – and Fresh food – to the forefront. And it's important to remember that Fresh isn't just a concern for produce departments, it affects the operations of the entire perimeter store.

Grocery retailers themselves are facing production planning challenges due to changing demand, inflation, supply chain issues, and labor shortages. Coupled with these macro challenges and increasing pressure from consumers and government agencies, grocery retailers are taking measurable action when it comes to reducing food waste.

With retailers at the center of the supply chain, they have the power to influence and drive efficiency within their stores, as well be advocates for food waste reduction within their communities. They play an essential role in keeping food waste to a minimum. Think of them as gatekeepers to preventing food waste from filling up our landfills.

However, balancing shrink and out-of-stock has always been a challenge for grocery retailers. How does one keep shelves plentiful, but equally ensure minimal shrink?

With the enemy of Fresh being time, and demand forecasting being innately difficult, a key challenge for grocery retailers is avoiding over ordering and over producing. Both hard to prevent when operating without accurate forecasting data to understand shifts in demand throughout the day and week.

With over production a key contributor to increased waste, reduced margins, and non-sustainable operations, grocery retailers need to have greater visibility and control over their Fresh operations – whether in-store or commissary – from production planning, recipe management to fresh ordering. The question for grocery retailers is how can this balance be sustainably achieved?



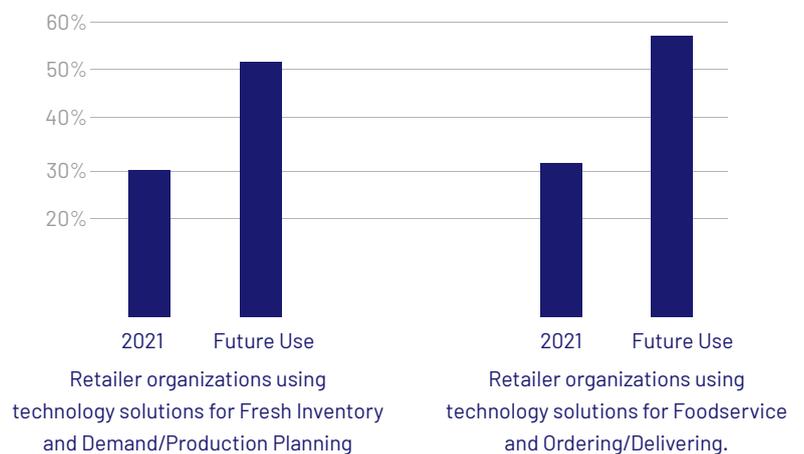
TECHNOLOGY OPTIMIZES FRESH DEPARTMENTS

Technology plays an important role in addressing these challenges.

According to The State of Fresh Foods 2022 report, published by FMI, about one-third (30%) of responding retailers said their organizations used technology solutions for fresh inventory and demand/production planning in 2021. Another 21% said they are planning to use these solutions in the future. Meanwhile, 31% of retailers made use of technology solutions for foodservice ordering and delivery in 2021, and an additional 26% are planning to do so in the future.

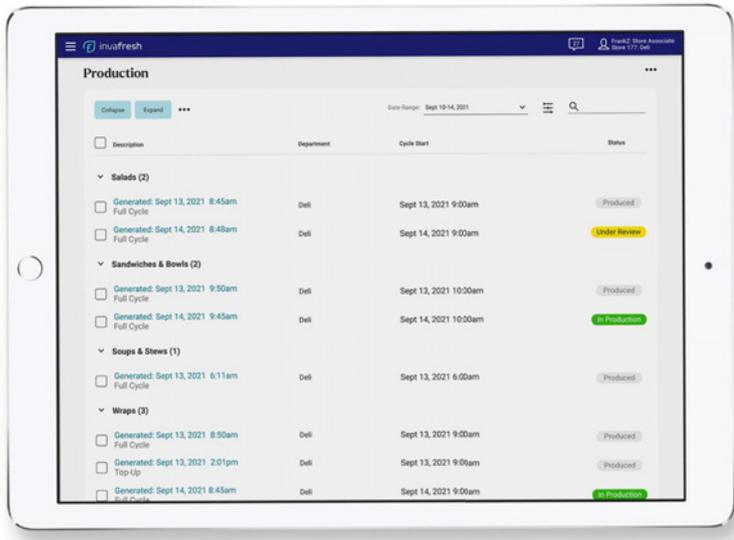
Having the right information at the right time and knowing how to operationalize the data makes all the difference in profits, performance, and sustainability. To win in Fresh, grocery retailers must implement the right fresh-native technology to match supply with demand, improve efficiency, manage markdowns, and reduce overstocking. All needed to reduce waste.

By deploying a Fresh Intelligent Forecasting solution, grocery retailers can have much needed visibility and control across their Fresh operations.





CENTRALIZED PRODUCTION PLANNING ESSENTIAL TO DRIVING WASTE REDUCTION



Invafresh enables grocery retailers to always have visibility and control across all their Fresh operations. Grocery retailers that rely on Invafresh know they have best-in-fresh production planning, allowing them to deliver a fresher experience for their customers, maximizing store revenue and minimizing food waste.

By taking a centralized approach to production planning, Invafresh provides grocery retailers with demand driven replenishment capabilities based on perpetual inventory, merchandising requirements, and accurate forecasting, to always maintain the freshest stock possible. This approach leads to a 50% reduction in replenishment time, 25% reduction in backroom inventory, and 30% reduction in shrink.

By using Invafresh, Price Chopper now prevents 20 tons of fresh food from being wasted each week and is projected to prevent more than 3,000 tons of food waste over the next three years across its 131 stores. This reduces their methane emissions from landfills, lessening their carbon footprint, and helping to fuel a more sustainable, circular economy. Price Chopper achieved this by integrating vast amounts of data into machine learning forecasting algorithms that allowed them to align supply and demand, with accurate merchandising, replenishment, production planning, and inventory control.

50%
reduction in
replenishment
time

25%
reduction in
backroom
inventory

30%
reduction in
shrink



“Invafresh has helped Price Chopper to produce the correct amounts of product to meet our customer demand while reducing our exposure to excess shrink. We are working on enhancements with Invafresh that will further our effort in exceeding our customers’ expectations for delivering fresh products while limiting the spoilage that ends up in the landfill,”

Patrick Iannotti
Director of Retail Operations



The Invafresh Fresh Retail Platform (FRP) contributes to \$150 million of food waste eliminated annually and 30% less shrink across 25,000 stores globally by optimizing forecasting and inventory management systems throughout production and operations with demand planning informed by artificial intelligence and machine learning.

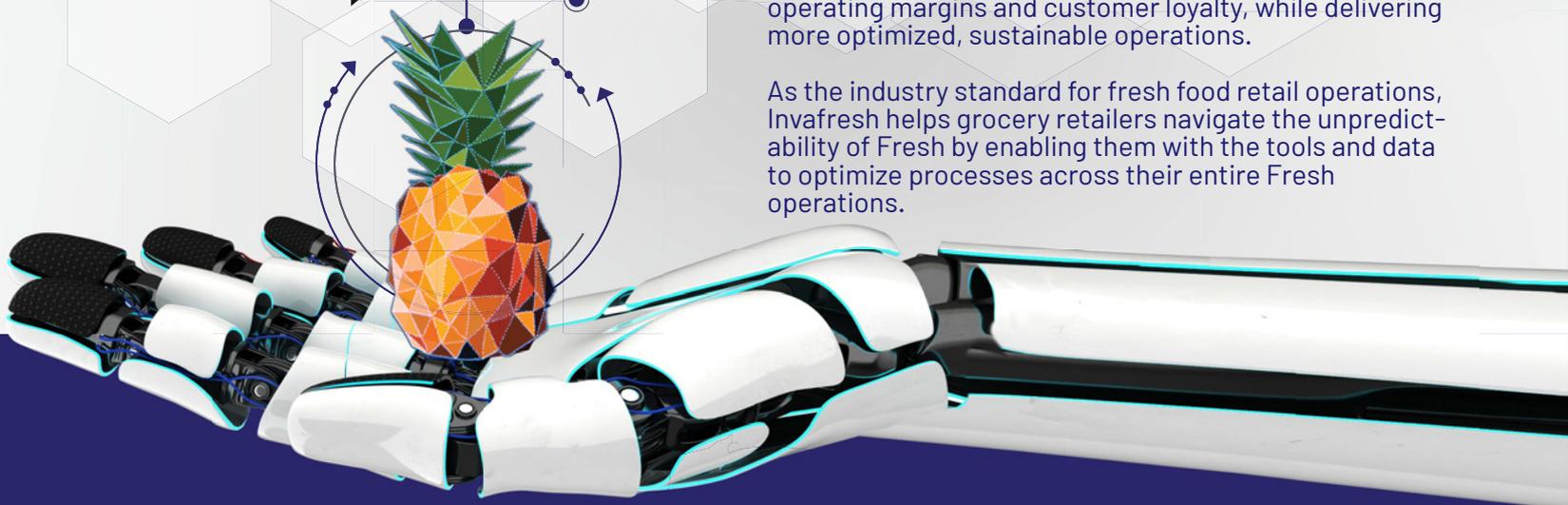
A SINGLE PLATFORM TO DELIVER VISIBILITY & CONTROL

Built with an innovative and intuitive mobile-centric user interface, and enhanced by artificial intelligence and machine learning, the Invafresh FRP optimizes demand forecasting, merchandising, replenishment, and compliancy and sustainability by providing real-time updates to production plans based on critical in-store data, enabling retailers to accurately forecast their Fresh production requirements.

With a single platform centralizing production planning for both in-store and commissary operations, Invafresh provides grocery retailers the capabilities to consistently deliver a fresher experience for their customers, maximizing store revenue and minimizing food waste.

Waste reduction is a win-win scenario for all stakeholders. With the right technology, grocery retailers can achieve their waste reduction targets faster, increasing both operating margins and customer loyalty, while delivering more optimized, sustainable operations.

As the industry standard for fresh food retail operations, Invafresh helps grocery retailers navigate the unpredictability of Fresh by enabling them with the tools and data to optimize processes across their entire Fresh operations.



Invafresh has over 30 years of supporting our customers' Fresh journey and our team of industry experienced Freshologists™ has a combined 500+ years of grocery retail expertise. We know Fresh and are committed to transforming food technology and driving sustainability in the grocery retail industry.

Be Best in Fresh! Learn how Invafresh can help enhance your food waste initiatives and optimize your entire perimeter store operations by giving you visibility and control. All through a single platform.

Visit invafresh.com/get_your_demo to learn more.