

The Myth of Best-Before dates -Possible Countermeasures to reduce FLW-

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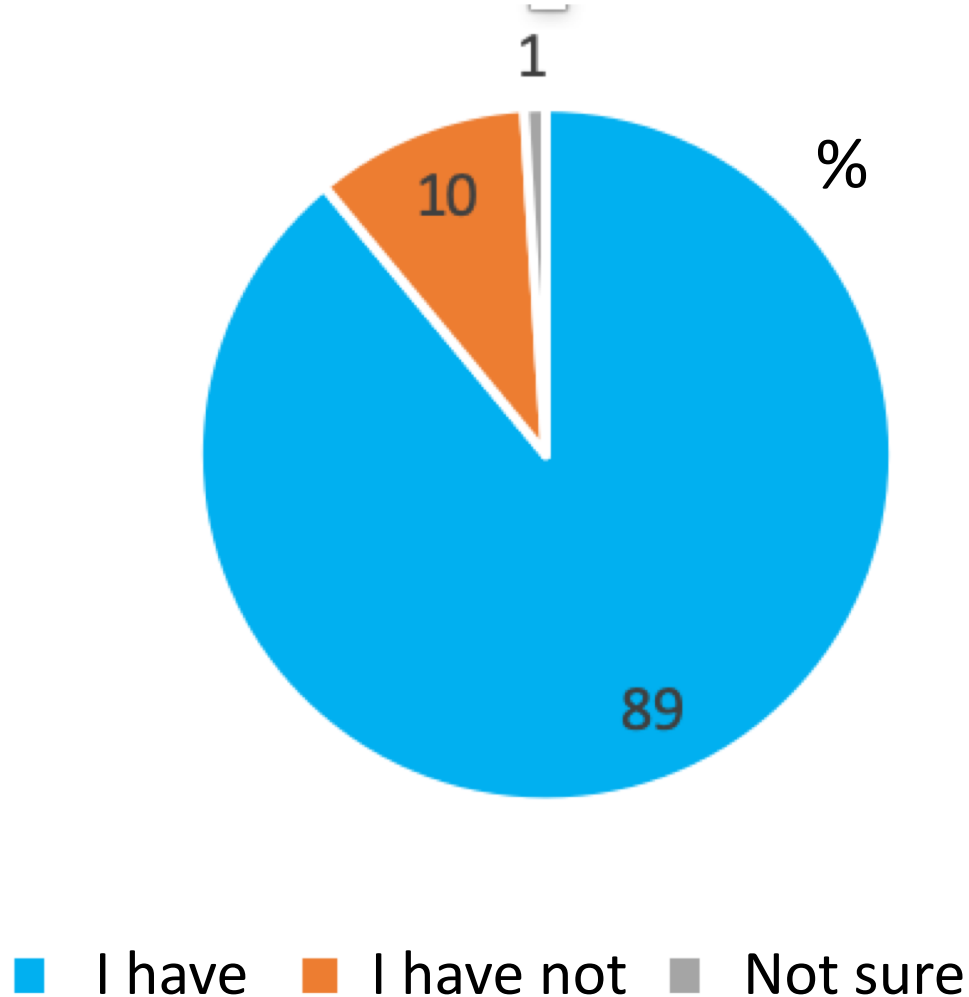
Ph.D. of Nutritional Science

Example 1:

Everyone takes from the back



Out of 1,900 people, 89% said “I have taken from the back of the shelf before”



“If the price is the
same either way,
I’m better off by
choosing the newer
one!”

272 unsold sushi rolls 5 minutes before closing



Food garbage generated by retailers
(convenience stores ▪ supermarkets ▪
department stores ▪ restaurants ▪ hotels ▪
lodges ▪ buffets)



General
business waste

- incinerated with household garbage
- taxes 57 yen/kg (in Setagaya ward)

Two trillion yen
is being thrown
into the garbage!

Example 2: Throwing away goods as soon as they reach the best before date



Water distributed to those affected
by natural disaster was expired
Citizen response: Complain
City Gov response: public apology



Dates on bottled water only exist to monitor evaporation and change in volume



Photo by: Rumi Ide

29% of the global population, 2.2 billion people, does not have access to regulated safe drinking water



Example 3: “best-before” and use-by” dates are commonly confused



26/50 people “wont buy” items past their best-before date



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Items past the “best-by” date will “make you sick”

What reasons did the “not buy” people give?

Likely tastes bad

I think it would make me sick

I would need to use it right away

If I spend money it should be new

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Visualization of “best-before” and “expiry” Dates

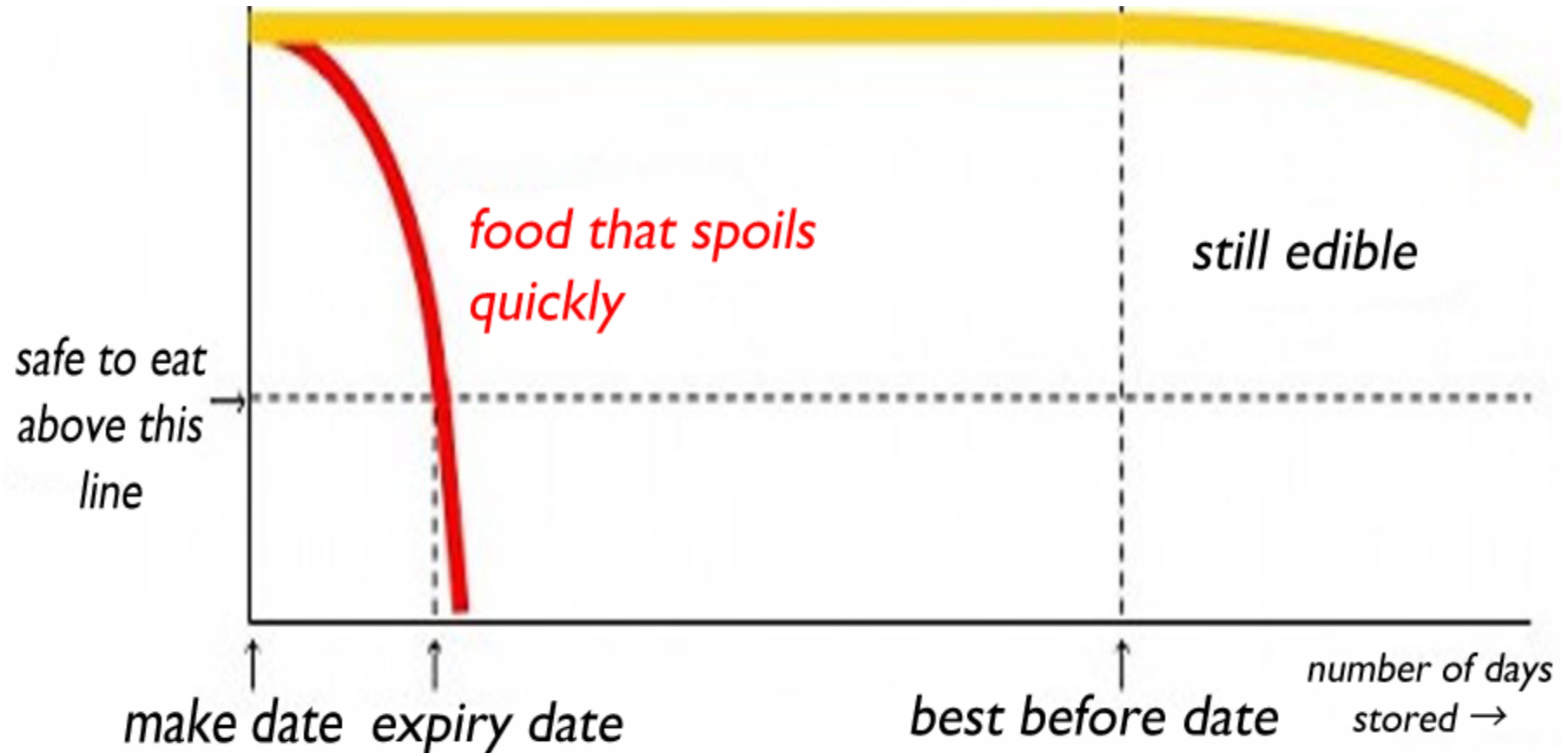


Chart from MAFF homepage

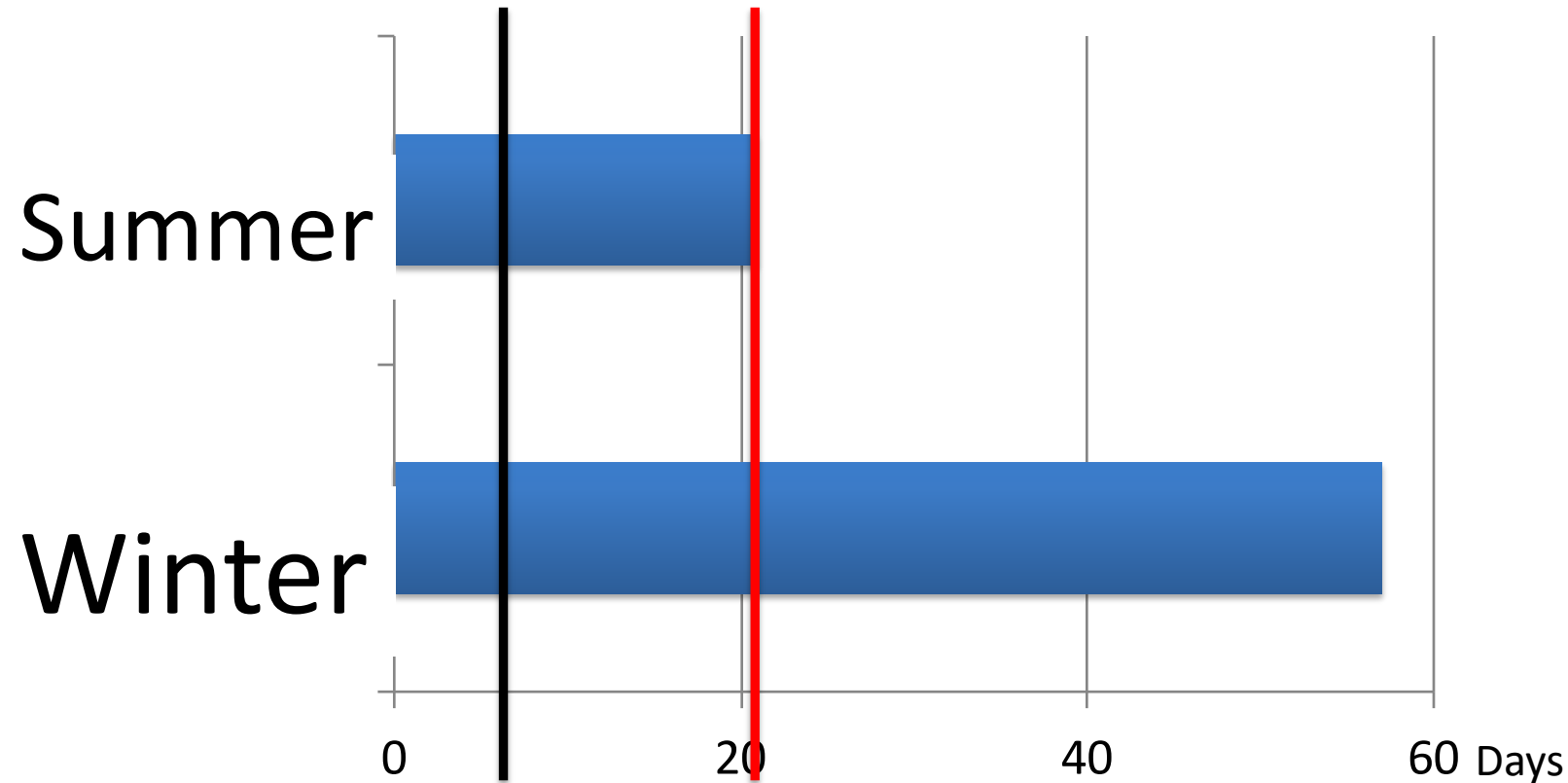
Example 4: best-before
dates that are set too short

In winter, how many
days does a raw egg
stay good for?

Eggs can stay good for...

57 days

“Best Before” dates for eggs are based on summer temps



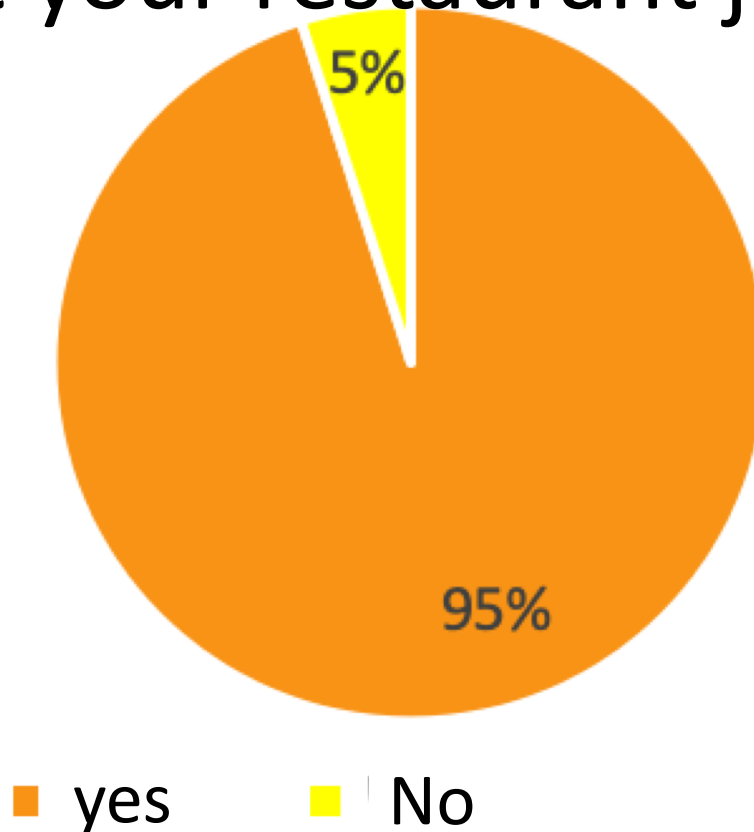
Gov recommends a safety rating of at least 0.8 or higher



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Example 5: People (consumers) throwing away food at work due to “sell-by” date

Ask 987 people: “Did you throw away food at your restaurant job?”



Rule of One Thirds (1/3rds)

Delivery **Sell by date** Best before date

Production

83.9bil yen + 39.6bil yen



Italy, France,
Belgium





The average convenience store throws away
600,000JPY worth of food away every month



“convenience calculation” is set up so that its more profitable for the main company to throw food away than it is to sell it at a discount

*Financial Calculation System
Specific to Convenience Stores*

For convenience stores, volumes of bentos thrown out or shoplifted cannot be included in the base cost.



*When you calculate two wasted items
without including the base cost...*

Sales	$100\text{yen} \times 8\text{個} = 800\text{ yen}$
original cost	$70\text{yen} \times 10\text{個} - 70\text{円} \times 2\text{個} = 560\text{ yen}$
Profit	240 yen

According to Kotaro Tatsumi, member of the house of councilors



High
quality
Jelly cakes
Estimated
price:
5250 yen

Good food is being thrown away even sooner than the best-before date due to “sell-by” dates





Source: 2016 Japan Ministry of Agriculture: "Food Supply and Demand Chart"
Japan Ministry of Health: "Census on Citizen Health and Nutrition"

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Not just things, life.



Photo by: Rumi Ide



べものに、
ったいないを、
ういちど。
FOODLOSS PROJECT

NO-FOODLOSS PROJECT



Photo by: Rumi Ide



食べものに、
もったいないを、
もういちど。
NO-FOODLOSS PROJECT

“What you handle (in this business) is life.”

-Meat Master Dario Cecchini, owner of
famous Italian butcher shop with over 250
years of history

Food is life. Cherish life.

賞味の期限のウソ
 井出留美 (Ide Rumi)
 食品ロスはなぜ生まれるのか
 卵は57日間、生で食べられる!
 (産卵日から、冬場)
 幻冬舎新書10周年 定価(本体780円+税)

「食品ロス」をなくしたら
 「食品ロス」問題ジャーナリスト 井出留美 (Ide Rumi)
 1か月
5,000円の得!
 「豆腐は、長もち保存法で、80円の得!」
 「買ひ物は、食後に行くだけで、640円の得!」
 「長ネギは、緑の部分から先に使えば、35円の得!」
 買いすぎ 捨てすぎ 余らせすぎ
 「食品ロス削減推進法」可決! あー、もったいない!
 定価(本体1000円)(税別) マジックハウス

図解早分かり! 今こそ知りたい
「賞味期限」新常識
 「食品ロス」問題ジャーナリスト 井出留美 監修
 2019年/「食品ロス削減法」成立!
 本当の賞味期限を知りお得に生活しよう
100品目全解説!

納豆 (賞味期限) 冷蔵で約10日間	豆腐 (賞味期限) 密着包装式なら約1ヶ月 密着包装まで	牛乳 (賞味期限) 賞味期限まで	玉ねぎ (賞味期限) 約2ヶ月
米 (賞味期限) 産後日から約1~2ヶ月	カップ麺 (賞味期限) 約6ヶ月	塩 (賞味期限) 保存状態がよければ無期限	卵 (賞味期限) 57日間(冬場)

10 Ways to Reduce Food Waste

1. Keep your refrigerator tidy!
2. Write down and measure food waste
3. Utilize irregular products
4. Buy goods which display year/month
5. Consider "Best Before" as an estimation!

10 Ways to Reduce Food Waste

6. Buy new / seasonal products sparingly

7. It's OK if it is out of stock!

8. At restaurants, clean your plate!

9. Share with others.

10. Recycle