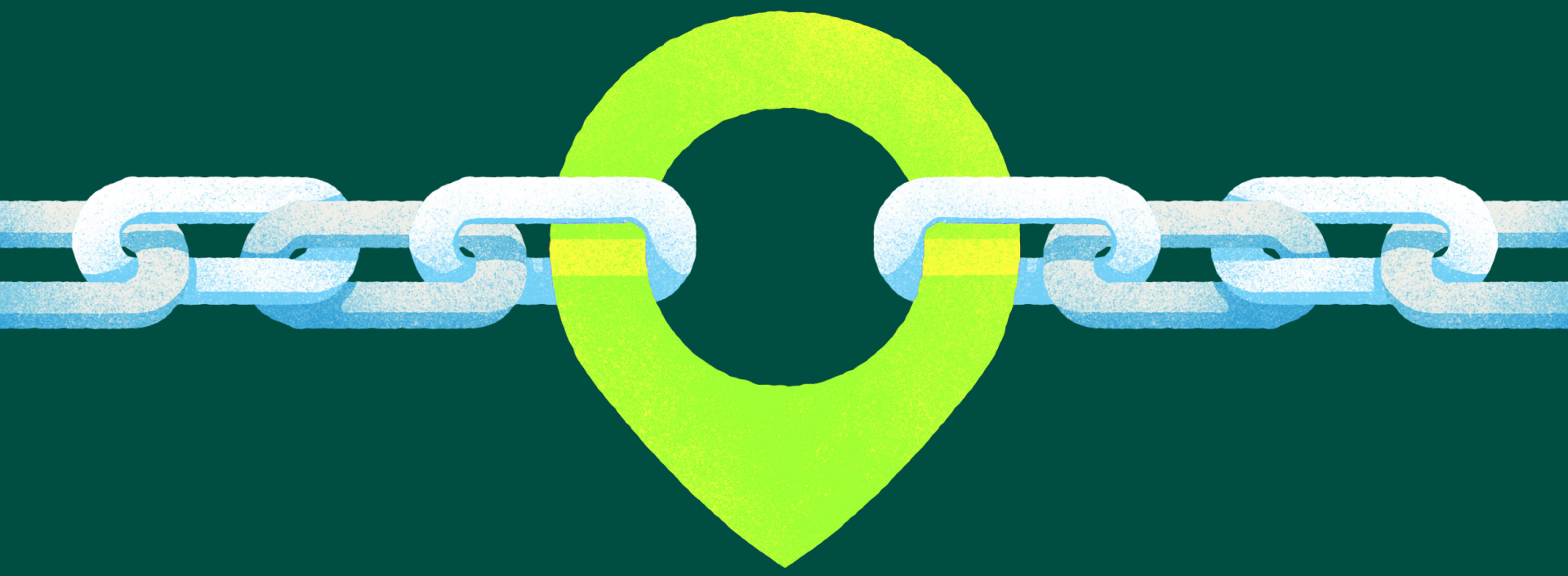
AVERY DENNISON

Food industry

How increased transparency and traceability can help reduce food waste

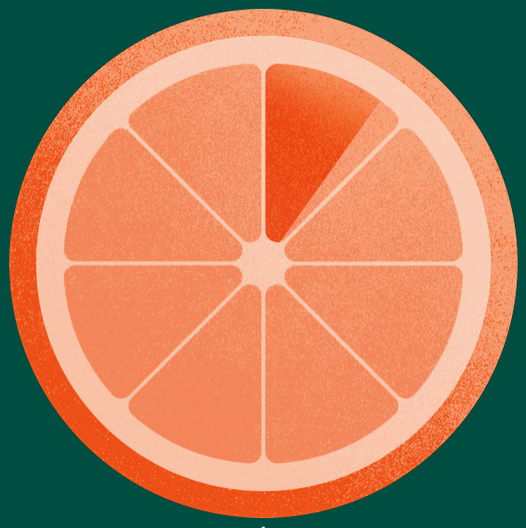


86%

of people worldwide say they want a more ethical and sustainable world.

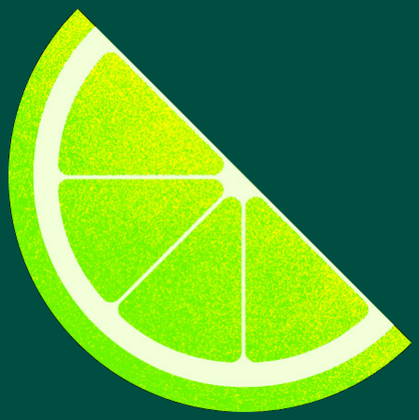
Consumers are becoming wise to the dangers of low-cost and high-volume production.

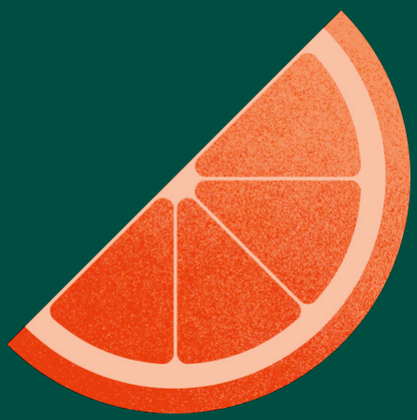
Businesses are overproducing to fulfill deliveries and navigate customer anxiety

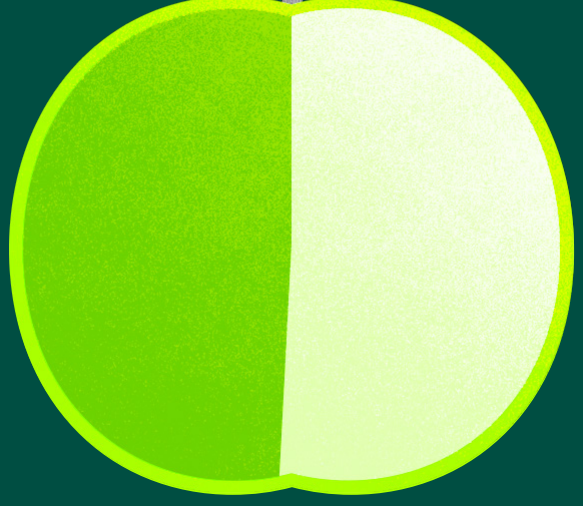


10%

of food is discarded before it reaches the consumer, which represents...

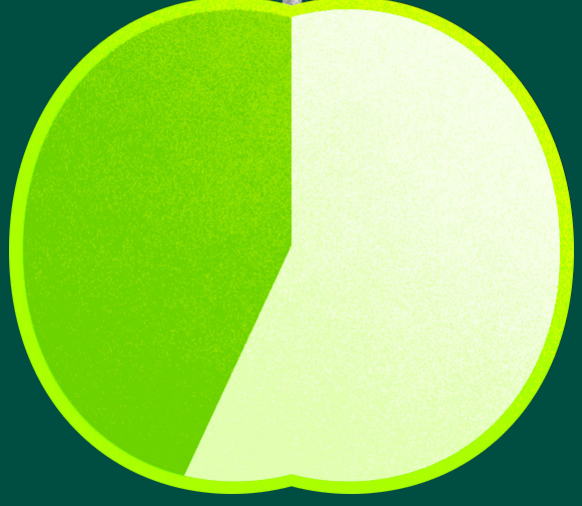






51%

of food consumers reported thinking more about the availability of items since recent global events



57%

of consumers feel concerned about food scarcity within this sector

$53.9bn

In value of inventory is wasted due to damage or destruction of goods.

A figure fuelled by products spending too long on shelves, being stored outside of optimal conditions or damaged in transit.

The devastating impact of food waste

on our planet contributes to...

of landfill inputs

of freshwater use

of cropland use

of greenhouse emissions

How legislation prevents food waste

The 2030 Food Loss and Waste Reduction Goal

Its primary goal is to cut food loss and food-related waste in half by 2030. This initiative is helping to improve food security for people and businesses across the US, while also reducing negative environmental impact to the planet.

The transformative power of digital identities

Digital identification technologies are proven to improve transparency thus helping to reduce waste, increase brand protection and provide consumers with product authentication.

Thanks to digital IDs, **inventory accuracy increases to >95%**, helping to reduce overproduction and unnecessary waste.

Source: The Missing Billions: The real cost of supply chain waste

For more information about RFID and our digital ID solutions

Connect with our team

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