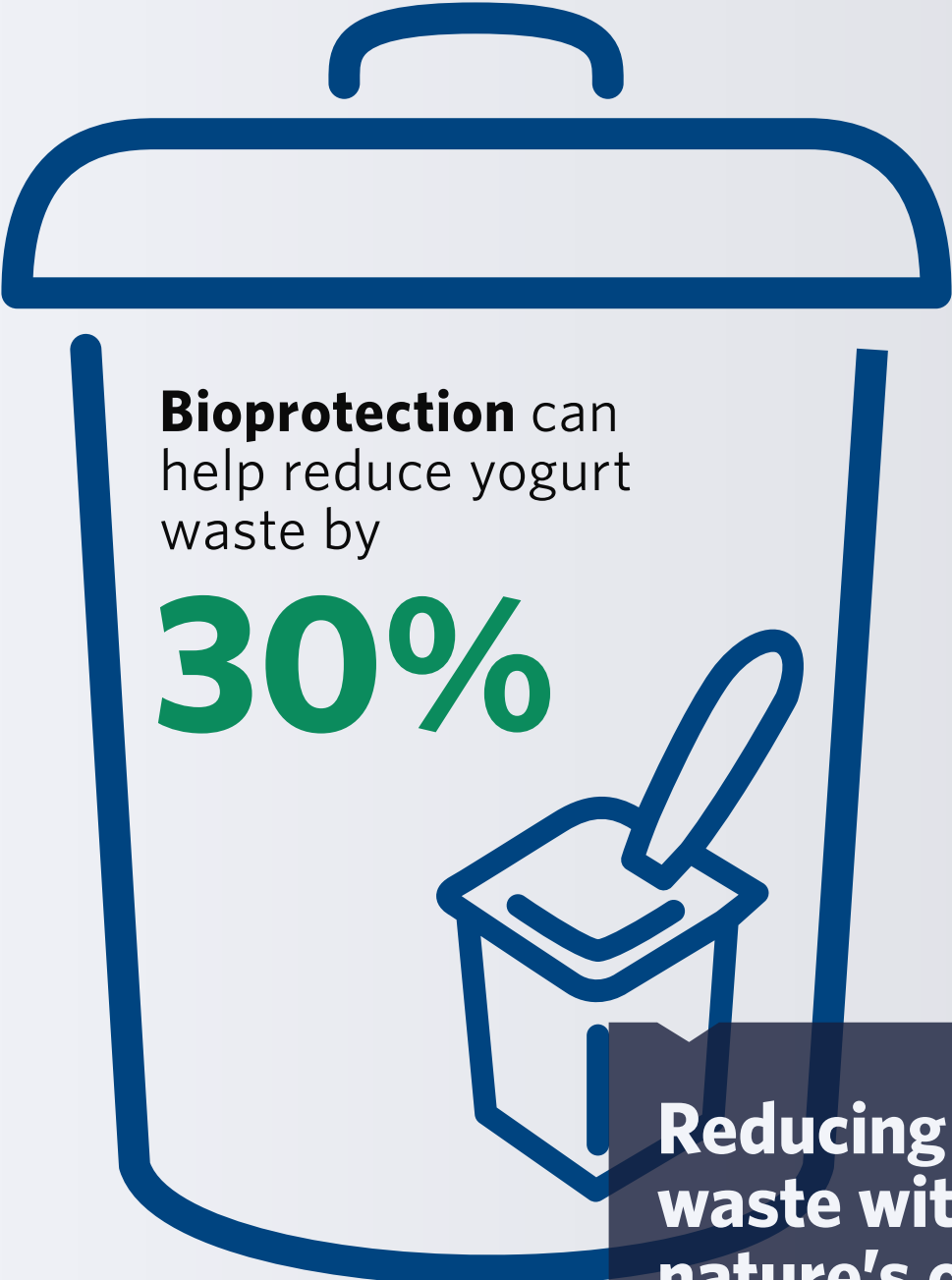


#FightAgainstFoodWaste

Keep it great! with FreshQ®



Bioprotection can help reduce yogurt waste by

30%

Reducing food waste with nature's own resources

How bioprotection can reduce yogurt waste, by extending shelf life

CHR HANSEN

Improving food & health

Keep it great!

with FreshQ®


"Chr. Hansen is committed to reducing annual global yogurt waste by 2% in 2020. Our impact study carried out by QBIS and external consultants has confirmed a positive impact between the use of bioprotection and annual yoghurt waste reduction."

*Annemarie Meisling,
Sustainability Director, Chr. Hansen*

Too much yogurt is thrown away

Due to high turnover, fragile supply chains and relatively short shelf lives, dairy products are a significant contributor to global food waste and losses (FAO, OECD).

17%

 of all yogurt goes to waste



The date is the biggest problem

80%

 of total yogurt waste happens because its use-by-date expires somewhere in the supply chain

7 Days

addition of shelf life would make a world of difference



30%

 annual reduction of yogurt waste with bioprotection

Consumer perspective

- ▶ Dairy is the no. 1 food category for which consumers check the expiry date.
- ▶ 25% of people will not buy a product that expires within 5 days from purchase
- ▶ Consumers feel positive toward shelf life extension if it is obtained by natural ingredients.



It needs to be natural

- ▶ FreshQ® natural bioprotective food cultures delay spoilage from contaminants such as yeast and molds in dairy. They help to naturally extend shelf life and lower food waste without any use of artificial preservatives or chemicals.

The study indicates that dairy manufacturers, retailers and consumers can all get positive net savings from reducing yogurt waste with the use of bioprotection.



Follow progress on **#FightAgainstFoodWaste**

If you would like to find out more, the full study is available on www.chr-hansen.com/sustainability
You are also welcome to contact us directly!

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