

How Can Supermarkets Help Us Make More Sustainable Food Choices?

Toolkit for Consumers

About

The SUCCESS project, supported by EIT Food, is here to help you make sustainable food choices easier.

We recognise that supermarkets can play an important role in guiding consumers towards more responsible food choices, so we designed this toolkit to offer practical tips on how supermarkets can help you to reduce your environmental impact with your everyday shopping and cooking.

Inside, you'll find advice on how to reduce food waste, chose more plant-based options, and more. Start right now and discover how small changes can make a big difference!



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The Impacts of Food: Food Waste and Animal-Based Products



Supermarkets play a key role in guiding us towards more sustainable food choices.



Supermarkets can help reduce food waste both in stores and at home.



They can also encourage us to try more plant-based alternatives.



The following initiatives from the EIT Food SUCCESS project show how food retailers support sustainability efforts. Find more from our [online database](#).



Working Together with Supermarkets to Reduce Food Waste

Examples from Belgium,
Finland and Poland

1

Planning Ahead to Waste Less

Planning your shopping with an eye to what you already have can help prevent overbuying and reduce waste.



Many supermarkets offer apps that make it easier to create shopping lists and plan your food purchases more efficiently.



2

Buying Food Before It Goes to Waste

Keep an eye out for the near-expiry section

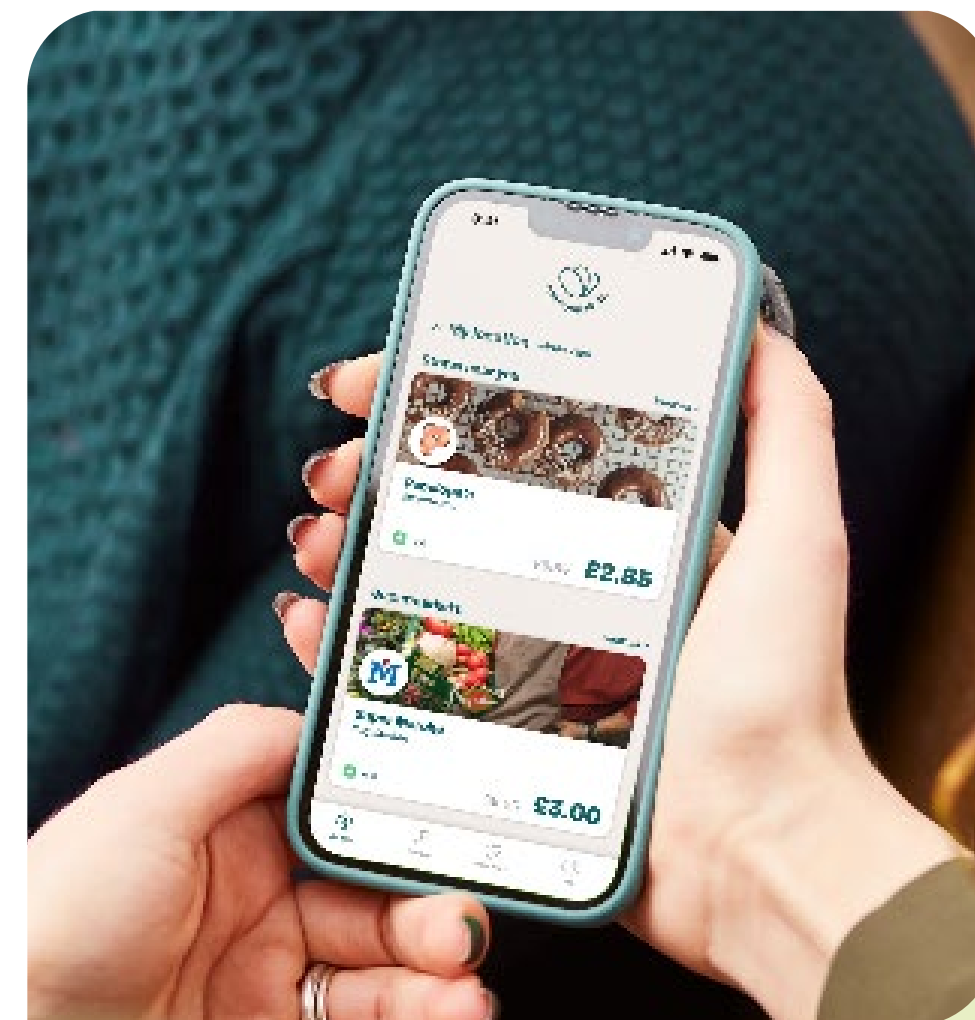
Many supermarkets highlight food that might otherwise go to waste by offering discounts and placing them on dedicated shelves.



Explore the app options

Supermarkets often partner with services giving you the chance to purchase discounted, near-expiry food.

For example: [ResQ app](#), [TooGoodToGo app](#), [Happy Hours Market app](#).



Consider buying single, imperfect or overripe fruits and vegetables

Many stores make an effort to sell these. Give them a chance!



3

Preventing Food Waste With Knowledge

What do You Need to Know as a Consumer

Discover the Difference

Did you know that there is a difference between the 'best before' and the 'expiry date' of a product? 'Best before' refers to food quality. Lots of foods can still be eaten after that date. The 'expiry date' or 'use by date' refers to food safety. Foods should not be eaten after that date.

Use Your Senses

If a food passed its best before date you don't have to throw it away directly. You can use your senses to check if it is still okay to eat. Does it look and smell okay? Did the taste or texture change?

Store Your Food Wisely

Look if your retailer provides tips on how to prepare and store food to minimise waste. You can often find helpful advice on their websites or in magazines. Similarly, [Biedronka](#) (PL) has distributed "Good Bags" printed with instructions on how to store certain foods. Proceeds are donated to food banks.





Preventing Food Waste With Knowledge

How Can You Get This Information

Educational campaigns

Supermarkets and other retailers provide informational material for consumers on the use of the 'best before' and 'expiry date'. These can be found in stores or online, for example on the website of your supermarket.

Workshops with Organisations

Individual retailers in Poland partnered with organisations to run a series of workshops to promote food waste reduction, including zero-waste recipes, cutting techniques and other cooking tips.

Information on Packaging

Food manufacturers, sometimes in collaboration with TooGoodToGo, add information about reducing food waste also on product packaging of many products to make it easier for you.



Finland

Image translation:
The best before date may be beyond the date indicated.

Belgium

Image translation:
Look, smell, taste before you waste.





How Supermarkets Support Us to Make Sustainable Eating Easier

Looking at Belgium,
Finland and Poland

1

Understand the Environmental Impact of What You Eat

Carbon Footprint Calculator

In Finland, [S Group](#) and [Kesko](#) provide carbon footprint calculators. These tools help you to check the carbon footprint of the foods you buy.



Colruyt's Eco-Score

It is a food label that summarises the ecological impact of a product. You can find it on many of Colruyt's private label food products. Plus, the [Colruyt Xtra app](#) lets you scan products to receive a detailed break-down of the Eco-Score.



2

Discover Plant-based Meals

Plant-based Recipes

They can be found on the supermarket websites and in magazines:

Poland

- Biedronka offers tips for plant-based diets with their [GoVege initiative](#).

Belgium

- Colruyt promotes a “fifty-fifty diet”, encouraging customers to enjoy animal-based products half the week and plant-based products the other half. Their website features benefits of this diet, guidelines, recipes, workshops, and meal planners: [Eat more plant-based: go for ‘fifty-fifty’](#).

Finland

- S Group’s [Yhteishyvä magazine](#) focuses on increasing the use of vegetables and fish in meals, along with [cooking videos](#) and [courses](#).
- S Group also published a [Ässäkokki recipe booklet](#) with the Martat (Martha) Association, to choose meals that are healthy for people and the planet, featuring plenty of seasonal vegetables.



Many supermarkets run Veganuary campaigns, where people can register for a vegan challenge and receive daily recipes.

Discover what your supermarket has to offer!



Educate Children About Sustainable Food



Workshops

Delhaize has teamed up with GoodPlanet to educate school students about sustainable eating via cooking workshops and online games. Learn more about the program at [GoodCook - GoodPlanet Belgium](#).



Cooking courses

S Group is working with Martat (Martha) Association to run [Ässäkokki cooking courses](#) for children, based on seasonal vegetables to understand the importance of fresh, local produce.

Campaigns

Lidl has partnered with WWF in Poland to create an educational campaign called “A planet-friendly diet”, aimed at teaching children and families about making sustainable food choices. Discover more [here](#).



4

Find Sustainable Foods Without Looking part 1/2

How?

- Bio-Planet gives plant-based products equal prominence alongside animal-based products. This is seen in the variety of products, store layout, promotions and communication.
- Kesko has introduced “vege” shelves in 200 of their stores, designed to help consumers to easily find all available vegan and vegetarian products. These green shelves are conveniently located next to the meat section.

- Some Carrefour branches in Warsaw (Poland) have partnered with the Bezmieśny brand to set up meatless counters, providing a wide selection of vegan meat and cheese alternatives.



- The Albert Heijn online store sells meal kits that make it easier for people to prepare plant-based dishes.



4

Find Sustainable Foods Without Looking part 2/2

As Part of the EIT Food SUCCESS Project:

- Carrefour (BE) made it easier for people to prepare plant-based by putting plant-based proteins next to meal kits. This resulted in an increase in plant-based purchases.
- S Group has made cooking plant-based meals easier for customers by offering recipe cards and all the necessary ingredients in the same section of the store. This thoughtful arrangement simplified shopping and encouraged more people to prepare plant-based dishes.



Making Sustainable Food More Affordable

Lidl in Belgium makes plant-based protein the same price as their animal-based versions. Following this pricing change, vegan product sales increased 30%.

Albert Heijn also plans to reduce the price of plant-based alternatives to be no more expensive than their meat counterparts.

ALDI in Belgium has provided affordable vegetarian recipes [online](#).

Many supermarkets offer discounts for several occasions for example Veganuary and the International Day Without Meat (on March 20th) by offering discounts on meat alternatives.





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Project website

SUCCESS

<https://www.eitfood.eu/projects/success-for-making-sustainable-consumption-mainstream>