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## FoRWaRD Regional Report

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**DOCUMENT HISTORY**

Version	Date	Comment

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## 1. INTRODUCTION TO THE COUNTRY

### Geography

Area: 301,225 sq. km. (116,303 sq. mi.);

Cities: *Capital*--Rome (pop. 2.8 million, 3.7 million metro). *Other cities*--Milan (1.3 million, 3.9 metro), Naples (975,000, 3 million metro), Turin (900,000, 2.1 million metro).

To the north, it borders France, Switzerland, Austria, and Slovenia along the Alps. To the south, it consists of the entirety of the Italian Peninsula.

### People

Population (January 2011 est.): 60.3 million.

Annual population growth rate (2010): 0.04%, mostly due to immigration.

Religion: Roman Catholic (majority).

Language: Italian (official).

Education: *Years compulsory*--16. *Literacy*--98%.

Health: *Infant mortality rate*--3.7/1,000 live births. *Life expectancy*--79.1 years for men; 84.3 years for women.

### Government

Type: Republic since June 2, 1946.

Constitution: January 1, 1948.

Branches: *Executive*--president (chief of state), Council of Ministers (cabinet) headed by the president of the council (prime minister). *Legislative*--bicameral parliament: *Judicial*--independent constitutional court and lower magistracy.

Subdivisions: 94 provinces, 20 regions..

Suffrage: Vote for House is universal over 18; vote for Senate is universal over 25.

Founding member of the European Union and part of the Eurozone. Italy is also a member of the G7, G8, G20 and NATO, adheres to the UN. It is also a member state of the Organisation for Economic Co-operation and Development, the World Trade Organization, the Council of Europe and the United Nations.

**The Italian economy** is driven in large part by the manufacture of high-quality consumer goods produced by small and medium-sized enterprises, many of them family owned. Italy is the third-largest economy in the euro-zone, but its exceptionally high public debt and structural impediments to growth have rendered it vulnerable to scrutiny by financial markets. Public debt has increased steadily since 2007, topping 126% of GDP in 2012, and investor concerns about the broader euro-zone crisis at times have caused borrowing costs on sovereign government debt to rise to euro-era records. In 2012 economic growth and labor market conditions deteriorated, with growth at -2.3% and unemployment rising to nearly 11%. Although the government has undertaken several economic reform initiatives, in the longer-term Italy's low fertility rate, productivity, and foreign investment will increasingly strain its economy. Italy's GDP is now 7% below its 2007 pre-crisis level.

## 2. FINDINGS OF NATIONAL/REGIONAL INVESTIGATION OF FOOD WASTE AND FOOD RECOVERY

In **December 2012** at FAO Plenary Session in Rome was presented the report about ***Transforming Food Waste into a Resource*** (Andrea Segrè Director, Department of Agricultural and Food Sciences - University of Bologna and President, Last Minute Market, academic spin-off). Main results:

**WHERE:** The Italian system, like other food systems in the 'developed' countries, **suffers inefficiencies and generates surpluses all along the food chain:** production, processing industries, wholesalers and retailers and, lastly consumers.  
**WHY:** The study identifies the quantities of food discarded for the market barriers: this food is still edible but it ends in the landfill **for aesthetic imperfections**, or because they are **mislabeled, discontinued, close to the expiration date**.

**HOW MUCH:** According to the study conducted, the wasted food in one year in **Italian the agro-food system** amounts to **20,290,767 tons**. **44.472.914 people** could be feed in one year with the discarded food.

The **economic value** of food waste in Italy corresponds to **3.502.735.191 €**, equal to **0,23% of GDP**.

Table 1. Fruits and vegetables left in the fields in 2009

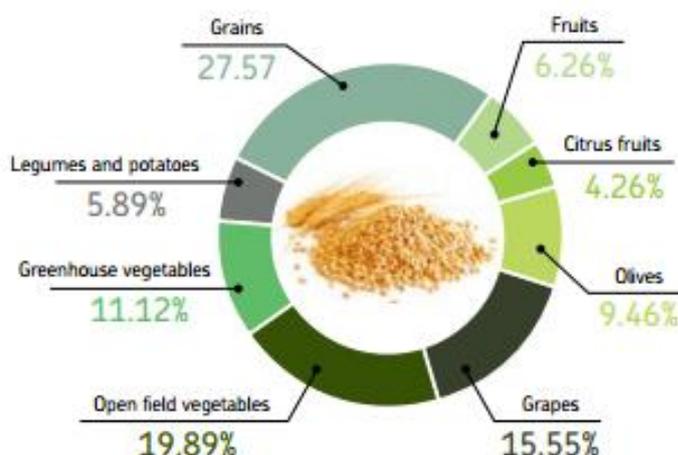


LibroNero sullo spreco di Cibo, 2011, LMM

In **May 2012** the **Barilla Center for Food and Nutrition** issued a report titled ***Food Waste: causes, impacts and proposals***. This document encompasses the most interesting data from existing researchers in the field of agro-food supply-chain and domestic waste worldwide, with a focus on some specific countries. Here is an overview of data concerning food waste in Italy.

Based on data collected by ISTAT (National Statistics Institute), it was possible to quantify the percentage of **agricultural production that remained in the fields**, amounting to 3.25% of the total (17,700,586 tons).

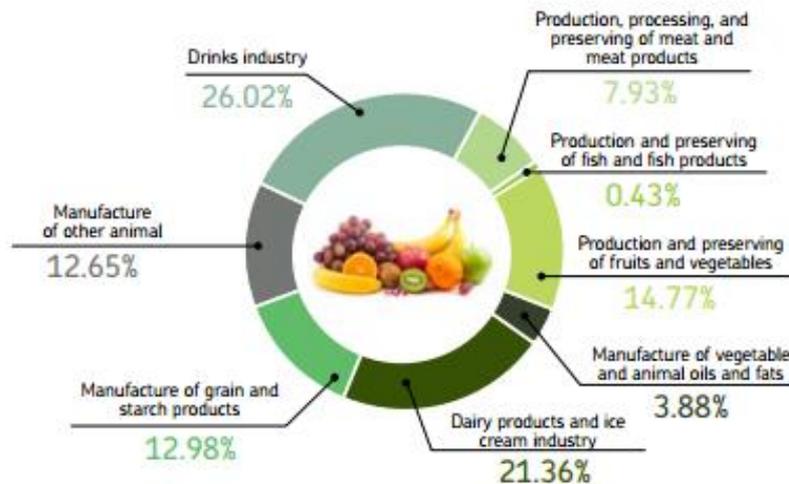
The highest percentage of unharvested crops is grain (see chart).



Source: Segrè and Falasconi, 2011.

According to a time series analysis from 2006 to 2009, **2009 was the year with the most produce wasted in the field because of very low market prices for grain (especially corn)**. In the fruit and vegetable sector, waste is also affected by primary cooperatives, which must implement the Common Market Organisation (CMO) rules. These rules may include the withdrawal of part of the production to avoid the collapse of prices. **The recalled product is, in fact, intended only in part for free distribution (for vulnerable populations, schools, and prisons), while most of it is used for distilling alcohol (36%), composting (55%), and animal feed (4%)**. These uses are considered waste because the product is used differently than the human consumption for which it was originally cultivated.

The **research conducted by Last Minute Market** provides estimates on the amount of food “thrown away” by **wholesale markets** (farmers markets and food centres) and modern distribution. It appears that **263,645 tons of food products** were wasted (for a total of €900 million) in Italy in 2009, 40% of which consisted of fruits and vegetables.



Source: Segrè and Falasconi, 2011.

Data released by the ADOC (Association for the Defence and Orientation of Consumers) show that the average **household waste** is:

- 35% of fresh produce;
- 19% of bread;
- 16% of fruits and vegetables.

In March 2013 was presented in Milan **Waste Watchers**, the new national Observatory on food waste organized by Last Minute Market - Alma Mater Studiorum, University of Bologna, whose purpose is investigating the causes of food waste, conducting policies to promote and concretely encourage the reduction of waste. The observatory, promoted by the European Commission (scientific support of Joint Research Centre), it's the first online survey on domestic waste in Italy (launched in November 2012 and available for one month on Survey Monkey, about 3.000 people took part). Questions were addressing the main causes people discard food and frequency.

The main results are outlined here:

60% of Italians throws away food at least once a week. 52% declares to waste less food than two years ago. 48% throws it in the trash instead of donating (20% of people) or create compost for animal feed (4% of interviewed). When asked "Why do you waste?", 40% referred to a wrong conservation of the food.

### Waste and crisis

According to a survey conducted in October 2011 by **Coldiretti-SWG**, **Italians have reduced food waste by 57% because of the economic crisis**. To combat

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waste and thus save more food, as many as three out of four Italians spend more carefully than before.

Among the measures taken to reduce food waste are to shop more wisely (47% of respondents), reduce the quantity of food purchased (31%) increase use of leftover products in meals (24%), and pay more attention to expiration dates (18%). According to the survey, Italians are spending more time in grocery stores: 61% compare prices more carefully, 59% watch 3X2 offers, without sacrificing quality. 43% of respondents indicated that they always check the quality of the products and a similar proportion always checks where the food was produced.

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### 3. EXISTING MATERIALS IN ITALY ABOUT FOD WASTE REDUCTION AND RECOVERY

#### Last Minute Market

<http://www.lastminutemarket.it/impres/introduzione>

Last Minute Market is a spin-off of the University of Bologna (Prof. Andrea Segré), founded in 1998 as a research activity. In 2003 it became a business reality and started operating throughout the national territory by developing local projects aimed at recovering unsold goods (or non-marketable) in favour of charitable organizations. LMM contributes to reducing waste in all its forms through the enhancement of unsold goods. After several years of studies and research university, LMM has developed in 2000 the first professional system in Italy for the reuse of unsold goods from the mass distribution.

This is the strongest and more active reality in Italy for what food waste concerns and the biggest part of features and data collection comes from its activity research.

It has promoted the following initiatives

- *Un anno contro lo spreco (A year against waste)*  
<http://www.unannocontrolospreco.org/it/>

It's an raising awareness campaign against waste food launched in 2010. A goal stated from the outset, from the country of Last Minute Market through the Joint Declaration which aims to halve food waste by 2025, signed by thousands of citizens, public officials, Members of Parliament, eminent personalities from the Italian cultural and scientific thought, as well as the world of information.

- *Carta SprecoZero*

With the SprecoZero Declaration, signatories commit themselves to activate the Decalogue of good practices against food waste that immediately makes operating the indications of the European Parliament resolution against waste. The paper has already been signed by 231 municipalities, from Belluno to Naples and the governors of Veneto and Friuli Venezia Giulia.

On 20th May 2013 in Padua is taking place "One thousand Mayors for Zero Waste", the European Forum of local administrators committed to reducing food waste and energy. [http://www.eumayors.eu/agenda\\_en.html?date=2013-05&id\\_event=635](http://www.eumayors.eu/agenda_en.html?date=2013-05&id_event=635)

- *Waste Watchers Observatory*

[http://ihcp.jrc.ec.europa.eu/our\\_activities/public-health/nutrition/jrc-contributes-to-online-survey-food-waste](http://ihcp.jrc.ec.europa.eu/our_activities/public-health/nutrition/jrc-contributes-to-online-survey-food-waste)

Survey whose aim is to investigate people's attitudes and behaviour regarding the food they waste. On the 19th of November, the online survey on food waste

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developed by JRC-IHCP researchers and experts from the University of Bologna and the Karlsruhe Institute of Technology was launched.

### **Barilla Centre for Food and Nutrition (BCFN)**

<http://www.barillacfn.com/bcfn4you/bcfn4u-overview/>

The BCFN is an “idea centre” that has focuses on health nutrition and environmental sustainability. Besides issuing a report as a “state of art” referring to all aspects of food and nutrition, it has developed a website section *BCFN4You* to provide information and create awareness, offering suggestions and useful tips for daily living, for the well-being of individuals, society, and the Planet. Among these, food save is one of the issues constantly addressed and tips and simple daily rules are provided in order to create awareness and good behaviours.

### **Melasi**

<http://www.melasi.it/it/SC/2003/Melasi.html>

After an hard hailstorm that in 2008 hit 50% of apple production, the Melinda agricultural consortium (Trentino Alto Adige Region) has developed a parallel product project called Melasi. These are apples coming from the same region as Melinda but not respecting the esthetical standards of Melinda that are sold at a more convenient price complying to certified quality thus avoiding their waste.

### **Buonfine (Coop supermarket food-chain)**

<http://www.e-coop.it/web/guest/documento?cmNode=doc00000069004#>

"Buonfine" is the project that Coop launched on a national scale for the recovery for social unsold products. Goods intended as waste are recovered for social purposes. The project is aimed, in fact, to the donation of these products still appropriate for consumption in non-profit organizations active in the social (NGOs) that use them directly making daily meals for their clients.

### **Il buono che avanza**

<http://www.ilbuonocheavanza.it/progetto.html>

The project is promoted by the voluntary Milan "Friendship Dinner Onlus". It addresses to caterers, institutions and the citizens to diminish the daily food waste through individual behaviour, to promote a sustainable lifestyle, raise awareness about the problem of homeless people. It promotes the creation of a network of restaurants, taverns, clubs, canteens, catering offering its customers the chance to take away the food or the wine not consumed in a doggy bag.

**Pasto buono**

<http://www.pastobuono.it/Home.htm>

This is an initiative undertaken by QUI! Group company, whose main business is the supply of meal tickets service. Its foundation has developed the project “Pasto Buono” mainly in the city of Geona. The goal is to reduce food waste from recovering unsold food in the food supply chain and deliver it to NGOs and charities. Through an online form, one (both NGOs and SMEs) can register to the service and be part of the whole demand-offer system. The foundation has the role of collector of the food and of distributor to charities. The companies adhering to the project benefit from the participation through fiscal reductions. Another way of managing the extra food produced is a prepaid “social card” (similar to meal tickets) to be used by persons in need that can buy food in the SMEs/restaurants etc. taking part to the initiative.

**Banco Alimentare (Italian Food bank)**

<http://www.bancoalimentare.it/>

Collecting food surplus from retail, large distribution, food industry to donate to charities and associations.

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## 4. PRELIMINARY FINDINGS OF NEEDS ANALYSIS

Please, translate all answers received and add all of your result from online questionnaires into common online tool online.

### Charities

#### 4.2 Methodology to collect data from charities and NGOs

##### 4.2.1

The collection of the questionnaires was carried on with two different methods.

1) We first created a list of charities active in the food donation sector by conducting a research on the Internet. Then, we sent each a single and personalized e-mail informing about the project and asking to dedicate 10 minutes of their time for filling in the questionnaire. After that, a follow-up activity through telephone was developed. Some of the persons contacted sent us the questionnaire back via e-mail/fax.

2) Through the help of a local market responsible, the questionnaire were given to associations he had already contacts with. They filled in the questionnaires and gave him back.

##### 4.2.2

We had a chance to test people's availability to join these kind of surveys. Generally speaking, we faced some difficulties mostly due to suspiciousness or because it was difficult to speak with the person responsible for administrative/organizational matters.

#### 4.3 General impressions

The fields where charities showed most interest are the regulation about traceability issues and fiscal rules that might be applied.

##### 4.3.1

Fields of major interest where charities seems to lack information are the possibility to enter channels where communicating with companies that might supply them food.

##### 4.3.2

They normally seem quite confident with procedures on how to maintain food and how to keep track of the food received.

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## Companies

### 4.4 Methodology to collect data from food producers and food suppliers

#### 4.4.1

Even in this case two different ways were developed.

- 1) About 27 questionnaire were distributed door-to-door. 9 of these were collected, the others didn't accept to complete them (because of different reasons, lack of time, suspiciousness of having to do with someone trying to sell something).
- 2) Concerning the rest of the questionnaires, we gave a few printed copies to the responsible of a local market in Milan who distributed and then collected them.

#### 4.4.2

Door-to-door was very difficult and also very time-consuming as we had to ask for having the form back more than once. The collection organized by the market responsible made quicker and easier the process on an high amount. They were probably more disposed to dedicate some time to the issue since it was someone they knew to ask to fill the questionnaire.

### 4.5 General impressions

#### 4.5.1

Results say that the major reasons for producing food waste are normally to be attributed to the commercialization phase(food expiring on shelves). Losses during primary processes are also a reason for food waste.

#### 4.5.2

In most cases the reason why companies couldn't donate the food in excess to charities is that it had already expired before it could be donated to charities/persons. Generally most people lacks of legislative or taxation knowledge (regulation on food maintenance, tax leverages, etc.)

#### 4.5.3

The survey showed that companies are most lacking of information about taxation and regulations about to donate food. There are also many companies that would actually be interested in knowing more about the charities that would need food donation.

#### 4.5.4

Contract related aspects, what a contract should contain and ways of transporting food in a safety way are issues that companies do not indicate much often as fields where more information would be needed.