



FoodCloud World Trade Centres Association

21st June 2023



FoodCloud
Hungry for a kinder world

**Our vision is for a world
where no good food
goes to waste**



FoodCloud
Hungry for a kinder world

The Problem

Our food system is responsible for 34% of global anthropogenic GHG emissions*

It is also the single biggest contributor to biodiversity loss, deforestation, drought, freshwater pollution and the collapse of aquatic wildlife*.

* Nature Food Study 2021





Up to **40%*** of all
food is wasted globally.

60% of this food is
suitable for human
consumption.

At the same time
835 million
people
don't have enough
to eat

2021, Driven to Waste *Global Food Loss on Farms,
WWF and Tesco

Food Waste - Ireland



Wasted Resources



1M ^{tn}
of food is wasted
annually

Food Insecurity



1 in 11
people at risk of food
poverty (*severe food
insecurity*)

Awareness



Ireland's Community and voluntary organisations (CVOs) and food industry partners represents a potentially transformative network in creating a more sustainable/circular food system for Ireland and raising awareness of these important issues

Food is one of the basic necessities to sustain human life. But food is also a tangible tool, that can be used to establish healthy habits, build awareness, foster community connection and resilience and in turn nourish personal wellbeing.



About FoodCloud

FoodCloud - Our Story



Iseult Ward and
Aoibheann O'Brien
met at an event in
February 2012 while
studying and bonded
over a love of food
and a distaste for
waste



FoodCloud - Our Story



By June 2012, food was redistributed from the Honest 2 Goodness farmers market in Glasnevin to the charity, Don Bosco Teenage Care.



They realised that they needed technology to make the process sustainable and set to work researching business and charity needs and developing a technology platform.



FoodCloud - Innovative Solutions



 **Retail solution**



 **Hub solution**



Our Partners



How The Platform Works - 3 Simple Steps



Foodiverse



09:47

Donate

1. Select Branch ●

Hamm & Jamm Cork, 100 Test, Test, Dublin D1111111, Dublin City, Leinster, Ireland

2. Donation ● Edit Food Details

No food available

Food available

| Category | Qty | Unit |
|-------------------|-----|------|
| Chilled meat | 2.0 | Kg |
| Fresh fruit | 1.0 | Kg |
| Fresh vegetables | 1.0 | Kg |
| Dairy | 1.0 | Kg |
| Pasta and noodles | 0.5 | Kg |

3. Offer Time ●

The time the charity will be notified of your donation offer.

Unplanned

4. Transfer Time ●

Submit



16:51

Network FoodBoard Offers

Branch: Bia Good Neighbour Cork

Advanced Filters (Region: Leinster, County: Dublin City)

No matching records found.



15:56

Schedule

Branch: Bia Good Neighbour Cork

Approved Classification Icons ●

Sunday
There are no schedule entries on this day.

Monday
There are no schedule entries on this day.

Tuesday
There are no schedule entries on this day.

Wednesday
There are no schedule entries on this day.

Thursday
There are no schedule entries on this day.

Friday
There are no schedule entries on this day.

Saturday
There are no schedule entries on this day.

Schedule



Step 1

The donor (e.g. supermarket or restaurant) uploads estimates of their good quality unsold food to Foodiverse for a designated collection window

Step 2

A local charity or community group receives a notification about the available food and their collection window

Step 3

The charity picks up the food at the branch at a time scheduled with the donor. The food is used in the community instead of going to waste

In 2016, to tackle food waste further up the supply chain, we opened three warehousing hubs in Galway, Cork and Dublin



Food Partners



MUSGRAVE
MarketPlace



TESCO



Kellogg's

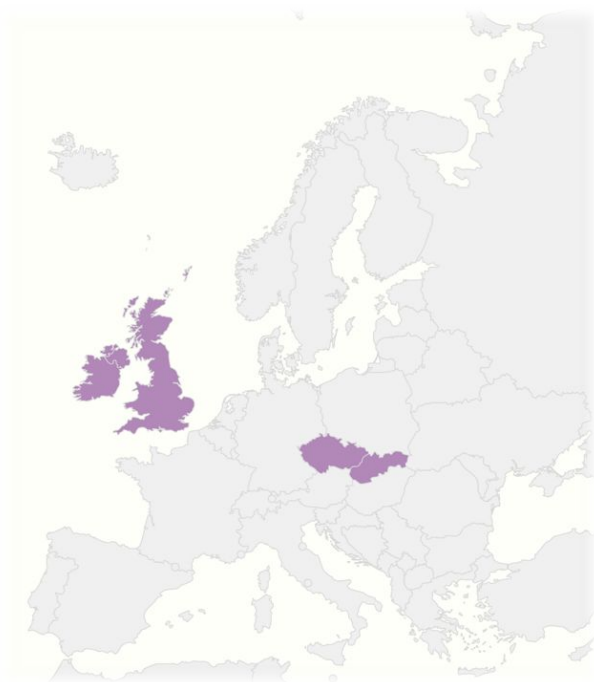


**DUNNES
STORES**

FoodCloud works with a growing list of partners, currently 10 different retailers in Ireland, UK and internationally and over 150 food businesses in Ireland

Our International Journey

FoodCloud technology is now in **4 countries**...



... and preparing for a pilot in **Kenya**



BOOKER



TESCO

Waitrose

Our **partners**:



Impact so far...



5,700+

food donating branches



10

years operating



200M+

meals redistributed in
Ireland and internationally



259K+

tonnes of CO₂-equivalent
has been avoided



Committed to supporting UN 2030
Sustainable Development Goals



Impact for Communities

Ireland - Food Insecurity



There are a number of specific 'groups at risk', which emerged from recent research as having heightened vulnerability to food insecurity. These include:

- Traditionally Disadvantaged (*low income, 1 parent households*)
- Traveller Community
- Migrants, Refugees and people living in Asylum System
- People Dealing with Addiction
- Homeless
- Remote Rural Populations
- 'Middle Class' and Families (*children*)
- Older people

Older People were highlighted as particularly vulnerable to food insecurity, with the following specific risk factors:

- Dependence on the state pension (choosing between food and warmth)
- Decreasing Mobility
- Living Alone / isolation
- Recently Bereaved

Source: *An Exploration of Food Poverty in County Wicklow 2022*



Ireland - Food Insecurity

Some issues driving food insecurity in Ireland:

- Lack of Coordination and Information
- Limited Capacity for Expansion or Growth
- Cost of Living Crisis
- Stigma Regarding Accessing Food Supports
- Knowledge insecurity

Some issues arising from experiencing food insecurity:

- Hunger / diet-related chronic disease
- Choosing between food and other bills
- Lack of focus and motivation (school age, unemployed..)
- Shame and social isolation
- Reduced mental health

FoodCloud cannot solve Food Insecurity, but we can help to build some resilience into our communities ..

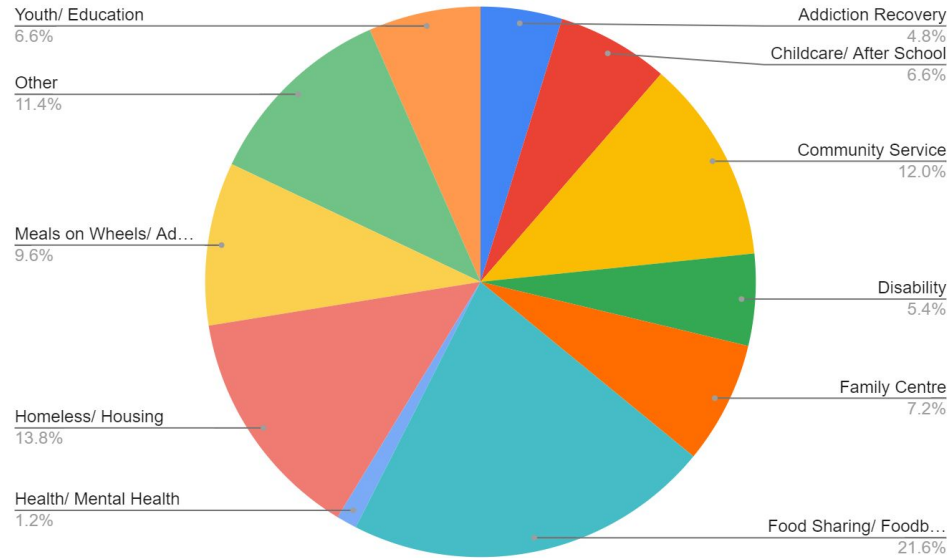
Source: An Exploration of Food insecurity in County Wicklow 2022



Impact



How does surplus food sharing help charities:



FoodCloud enables a community of **over 9,500 community groups in Ireland and internationally** to access good food and create long lasting, local relationships. Regular access to good food has allowed community groups to reduce costs, stretch resources, and support more people than ever before.

Impact



How does surplus food sharing help people:

- Financial support
- Connection/Build Relationships
- General Wellbeing
- Awareness and education

“The food is a way to connect with vulnerable people in our society. It aids mental health as well as helping with food and other bills”



Through use of surplus food, are you raising awareness/ developing skills among your users in the following areas?

| 62% | 74% | 59% | 86% | 64% | 66% | 80% | 77% |
|-------------------------------------|---------------------------|---------------------------|----------------|--|----------------------------------|---|-------------------------|
| Food skills, e.g., cooking, recipes | Food safety/ food hygiene | Climate action/Food waste | Healthy eating | How to budget for food and other basic needs | Menu planning using surplus food | Social skills - building relationships, befriending | Nutrition/dietary needs |

Challenges for Supply

COVID-19

+

War in
Ukraine

+

Climate
Change

=

Unstable
Food System



Production &
manufacturing



Retail /
Supermarkets



Farm level



Distribution

Changes in demand in hospitality, and weather for growers in Ireland impact supply; eg. zero demand for catering pack sizes.

Growers experience low yields in 2021, and high yields in 2022, but resulted in low surplus as they largely sold for export due to Global storages. 2023 yield is delayed due to bad weather during planting season

Global food prices reach all time high in February 2022 due to bad weather and rising energy and fertiliser costs. There is difficulty forecasting demand, and this has onward impact on surplus food supply.

Conflict - With reduced supply from Russia and Ukraine, grain and oilseed prices grew, and had the same impact on the price of agriculture using those products (Dairy Meat)

Delays due to travel restrictions and labour shortages perishable food arrives with very short code life so it cannot go to retail outlets, resulting in very large donations of 1 short lift surplus product.

Resulting Cost of Living Crisis - creates more demand for FoodCloud services than ever before...

2023 - Cost of Living Crisis



74%

Of community organisations experiencing an increase in demand for food



64%

Of organisations expect this to grow over the coming months



21%

Of organisations are NOT currently meeting the food needs of their service



63%

Of community organisations consider food to be core to their services

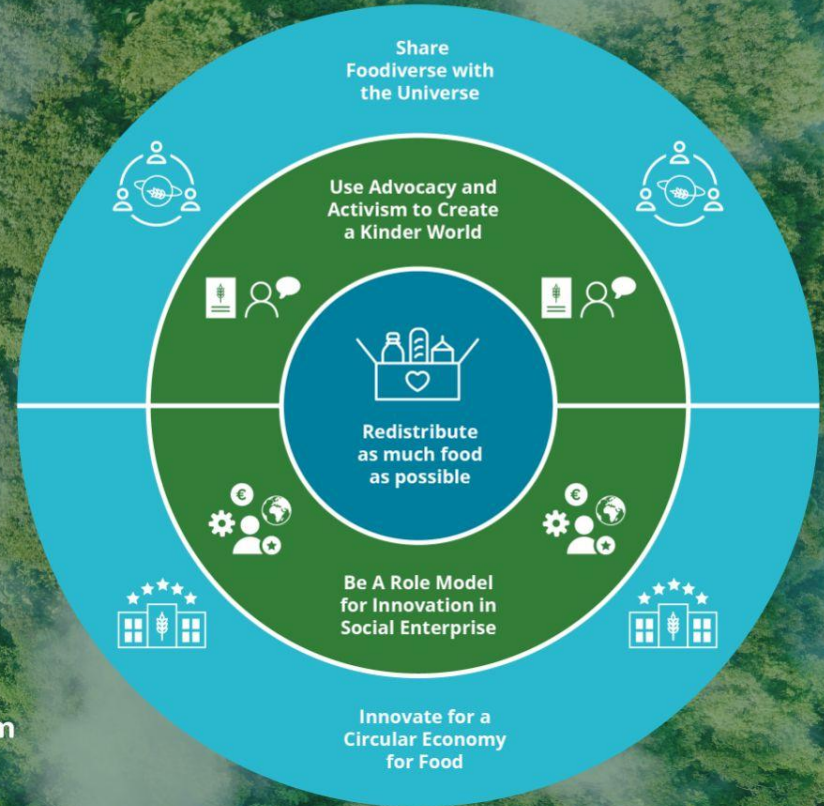


The Future

Our 2023 Goal



**A More Equitable,
Inclusive and
Circular Food
System**



Ireland Vision - A Global Leader



Food Vision 2030 & Food Waste Reduction Roadmap 2023 – A World Leader in Sustainable Food Systems

- A Climate Smart, Environmentally Sustainable Agri-Food Sector
- Viable and Resilient Primary Producers with Enhanced Well-Being
- Food Which is Safe, Nutritious And Appealing, Trusted And Valued at Home and Abroad
- An Innovative, Competitive and Resilient Agri-Food Sector, Driven by Technology And Talent
- **Capacity building for surplus food redistribution initiatives**



FoodCloud's Global Hub of Innovation



An hub of innovation for surplus food that inspires through action and impact



Grow the impact of our existing solutions whilst innovating in new areas



A physical demonstration of a world where no good food goes to waste



FoodCloud - Pilots Projects





Get Involved?



Corporate Volunteering

Volunteer opportunities

Strategic Funding Partners

Fund FoodCloud core programmes to expand impact.

Food Industry Partners

Donate food

Contact - Tara - fundraising@foodcloud.ie

Business Development

Adopt Foodiverse in your country

Contact - Nadia - nadia@foodcloud.ie

Food waste
hurts our planet



Thank you!

Help us fight it

