



# CASE STUDY

## JOLANDA SOONS-DINGS

*Sustainability Program Leader  
at Lamb Weston / Meijer*

 **Europatat Congress**



# Our contribution to the SDGs

Creating Shared Value for society

Europatat Congress,  
4 May 2018 - Brussels

Jolanda Soons-Dings  
Lamb Weston / Meijer



# WHO we are, what we do

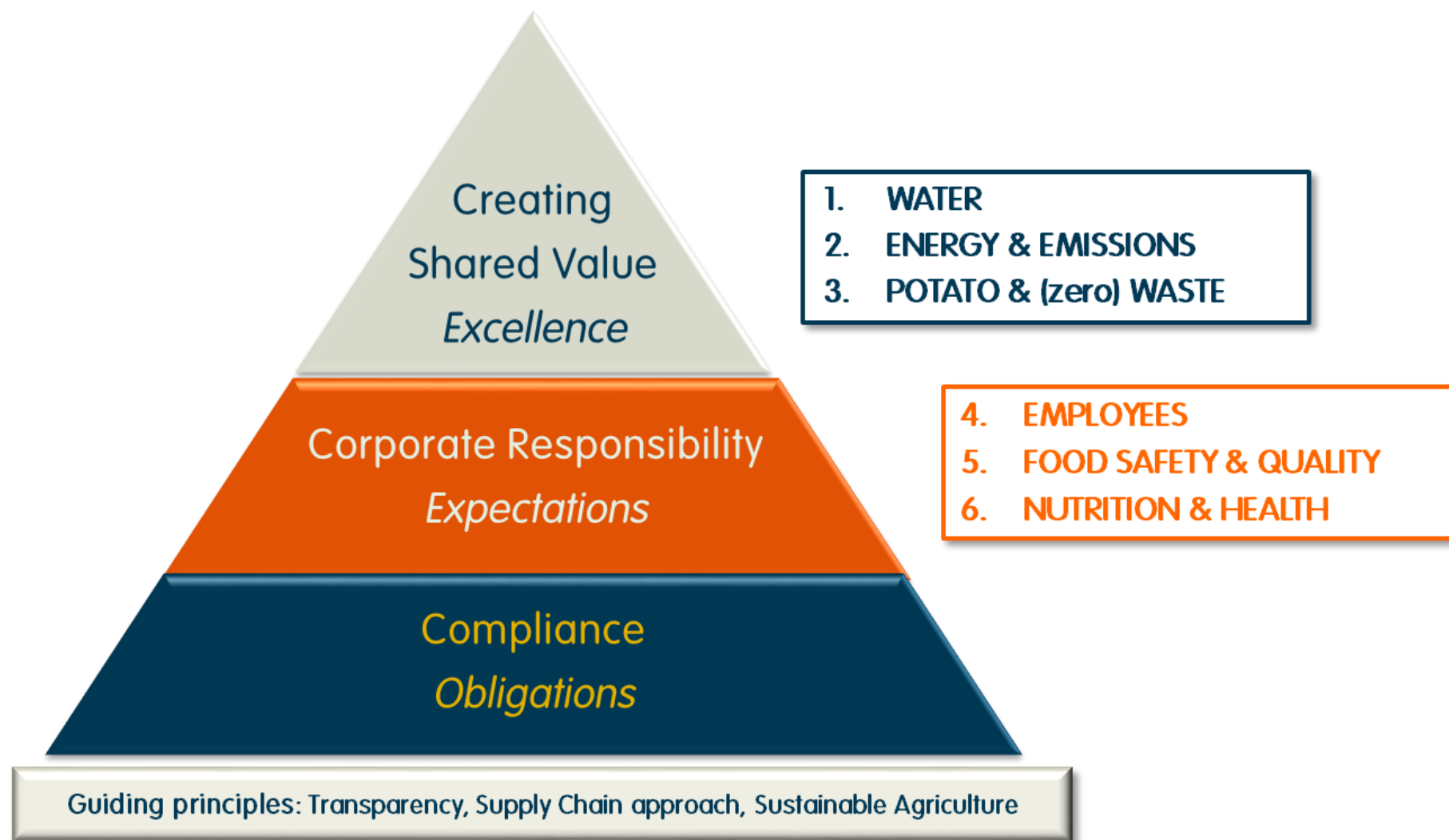


€750 MILLION  **TURNOVER**  
LW/M



# WHY – our Sustainability Strategy

We **focus on 6 key themes** and want to **lead on top-3**, having the largest impact on our core business and making a difference in our total supply & value chain:



# HOW – our Sustainable Six



## Water

-50% intensity



## Energy & Emissions

-30% intensity



## Potato & Waste

+10% utilization   Zero waste



## Employees

Improved workplace safety,  
Great Place to Work



## Food Safety & Quality

Improved consistency,  
deliver safe food



## Nutrition & Health

Improved nutritionals,  
clear nutrition information

**Guiding principles:** Supply Chain approach, Transparency and **Sustainable Agriculture**





# Our contribution to the SDGs – our key impactors

## Sustainable Six & the connected Sustainable Development Goals

### Nutrition & Health

- ▲ Improve nutritional value LW branded products
- ▲ Clear nutrition information to direct customers & consumers

### Food Safety & Quality

- ▲ Improve consistent quality
- ▲ Meeting implicit customer needs and expectations (deliver safe food)

### Employees

- ▲ Improve 'work place safety'
- ▲ Improve employee health and well-being
- ▲ Improve employee development
- ▲ Improve employee engagement
- ▲ Improve employee satisfaction, LW is a 'Great Place To Work'



### Water

- ▲ Reduce direct water use by 50%
- ▲ Lower blue water footprint in water stressed areas
- ▲ Improve quality of processed water

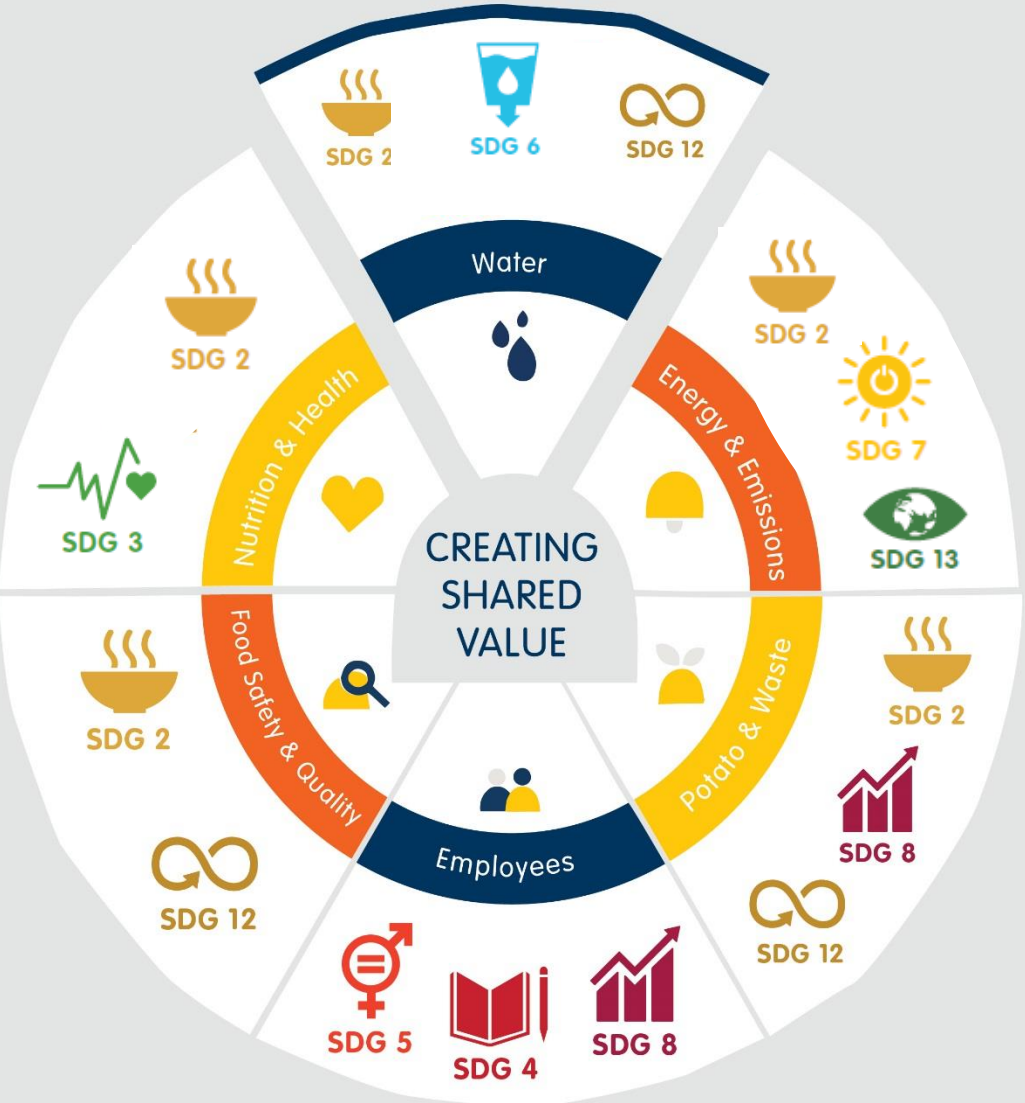
### Energy & Emissions

- ▲ Reduce direct energy use by 30%
- ▲ Reduce GHG emissions from energy by 30%
- ▲ Lower carbon footprint in the supply chain

### Potato & Waste

- ▲ Increase potato utilization by 10%
- ▲ Zero waste to landfill; <0.5% incinerated waste
- ▲ Maximize the reuse of by-products and waste streams
- ▲ Stimulate conscious consumption in our total value chain
- ▲ Reduce our ecological footprint (land needed to grow raw materials)

# Our contribution to the SDGs - Water



We conserve water,  
whenever and wherever possible

## Water goals 2020

- Reduce direct water use by 50%
- Lower blue water footprint in water stressed areas
- Improve quality of processed water

2 ZERO HUNGER

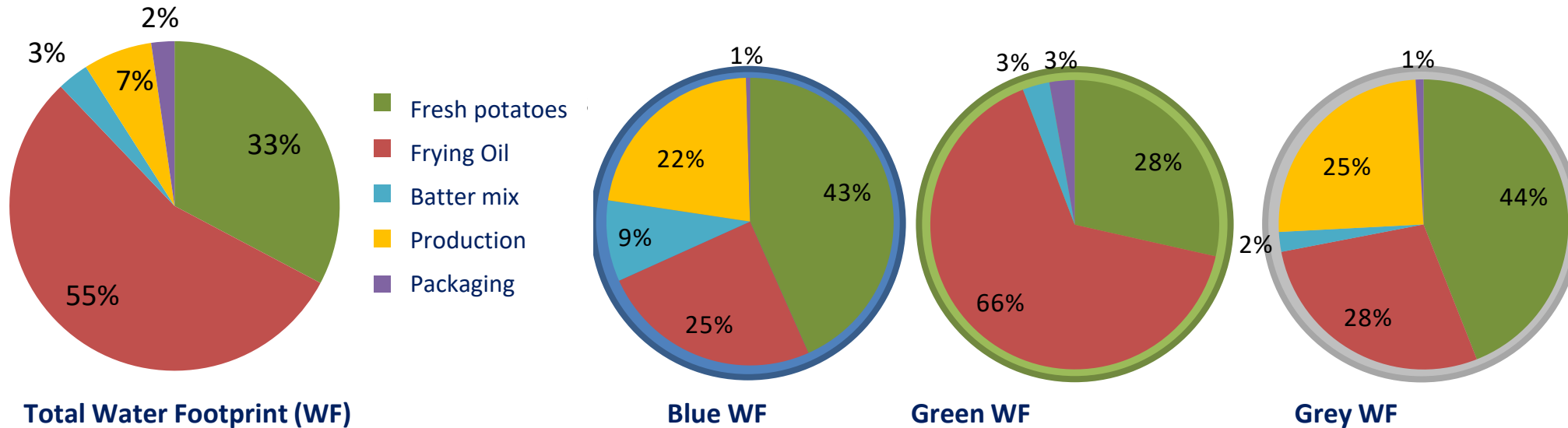
6 CLEAN WATER AND SANITATION

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



# Understanding our total Water Footprint – define impact

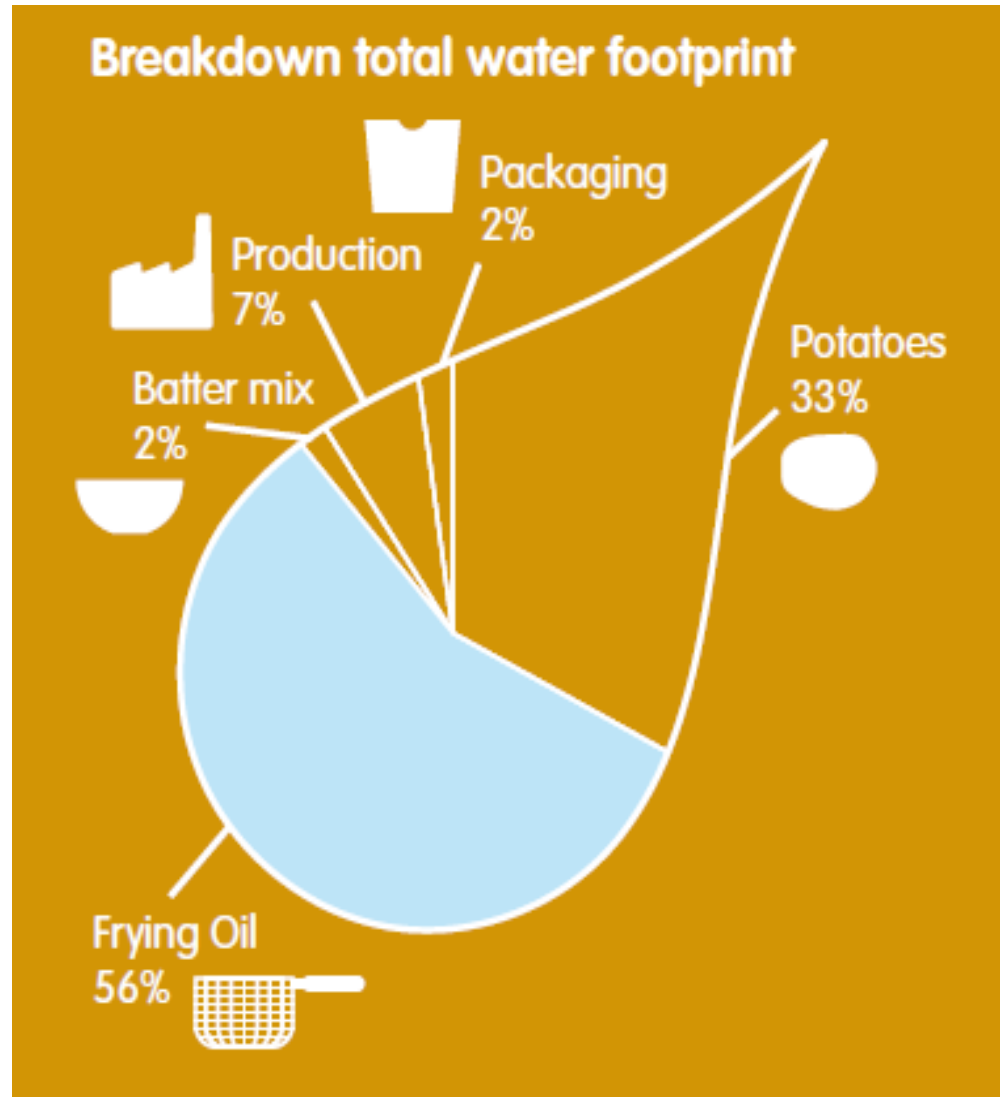
Agriculture main impactor (91%) in WF of our finished products:



Water needed to grow crops is **91% of our WF** (=potatoes, sunflower oil, batter)

- **Total WF:** Frying oil (55%), Potatoes (33%), Production (7%), Batter (3%)
- **Blue WF:** Potatoes (43%), Frying Oil (25%), Production (22%), Batter (9%)

# Understanding our total Water Footprint – define impact



## Product Water Footprints



**105 litres**  
1 cooked portion  
of LW fries



**2,400 litres**  
1 Hamburger



**2,400 litres**  
100 grams of  
chocolate



**140 litres**  
1 Cup of coffee

WF potatoes 95 l./kg, WF sunflower oil 5,600 l./kg



# Our climate action on water scarcity – drip irrigation UK

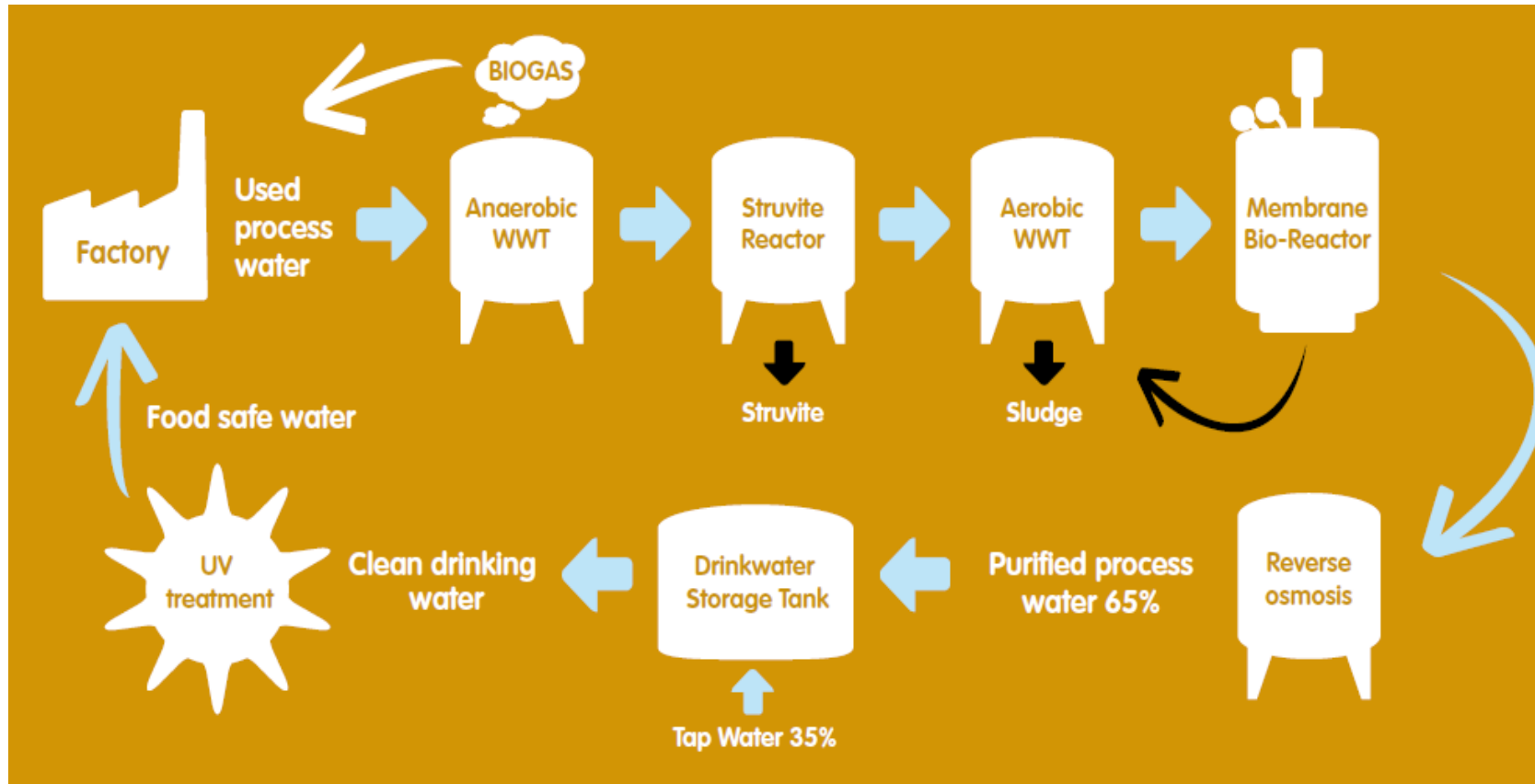
We  
work on  
**more crop  
per drop**



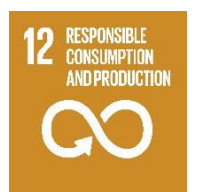


# Our climate action on water scarcity – reuse it

Closing the loop with 'Innowater' technology will reduce our fresh water intake for processing by 50% and save 2 million m3 fresh water versus our water use in 2008.



*"In 2014, the Innowater project won one of McDonald's global Best of Sustainable Supply (BoSS) Awards, in recognition of its future contribution to water sustainability."*



# Our contribution to the SDGs – Energy & Emissions



We cut CO<sub>2</sub> emissions  
from field to factory to fork

## Energy & Emissions

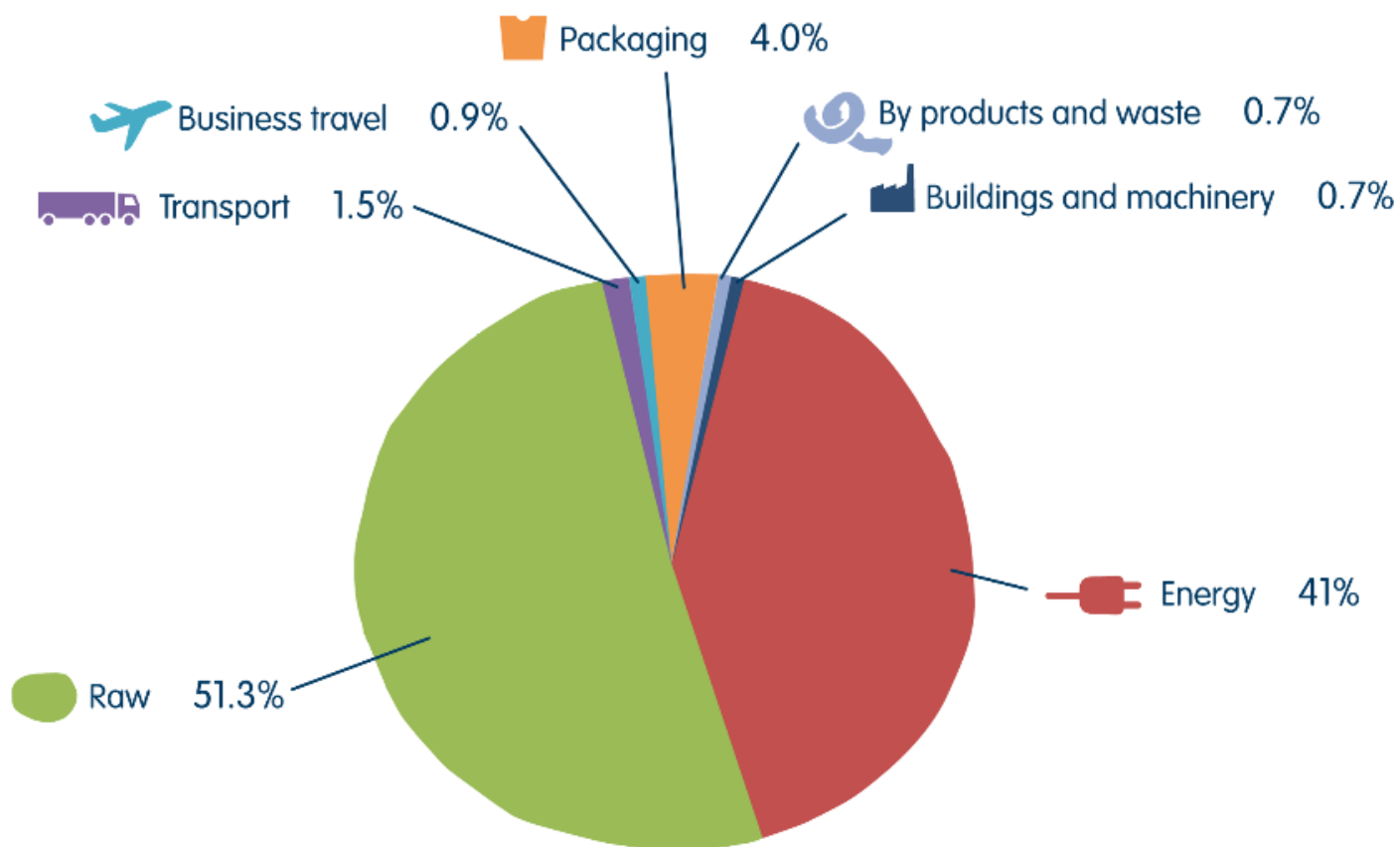
- Reduce direct energy use by 30%
- Reduce GHG emissions from energy by 30%
- Lower carbon footprint in the supply chain



# Understanding our total Carbon Footprint - define impact

Raw materials (potatoes, oil) main impactor, energy for processing 2<sup>nd</sup>

Breakdown 2016 Total Product Carbon Footprint (Scope 1, 2 + 3 - CO<sub>2</sub> emissions)



## Our results 2018 vs 2008:

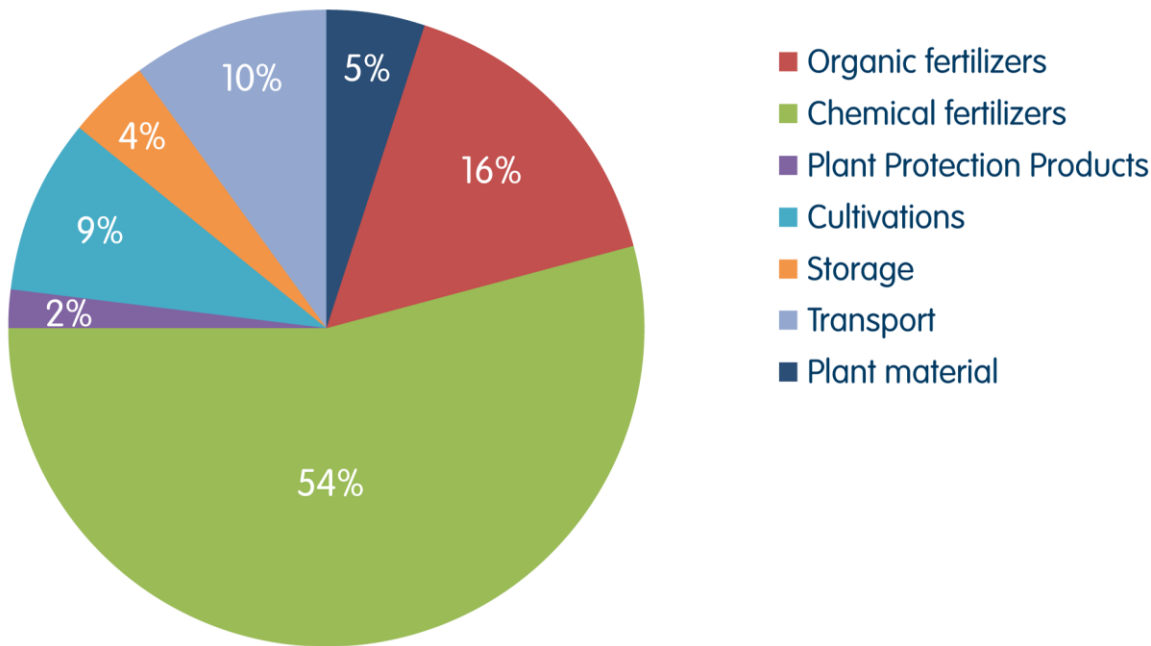
-24% Energy intensity  
-34% Emission intensity  
20% lower CF / ton finished



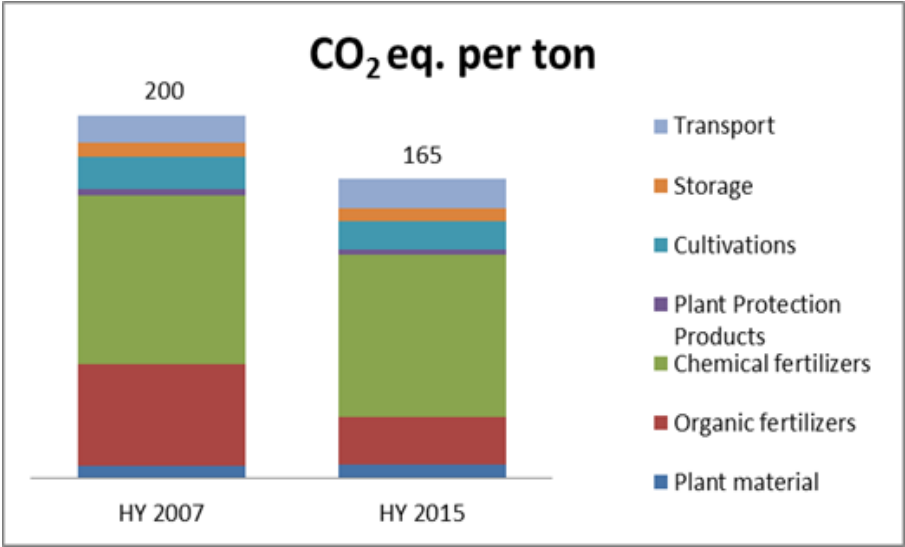
# Understanding our Potato Carbon Footprint - define impact

Fertilizers main impactor (70%), chemical fertilizers 1<sup>st</sup>, organic manure 2<sup>nd</sup>, transport 3<sup>rd</sup>

## Breakdown 2016 Potato Carbon Footprint



Lower CO<sub>2</sub> eq. / ton due to higher yield / ha



# Our measures against climate change – sustainable transport

-6.2 million road km per year vs 2008, multimodal transport solutions



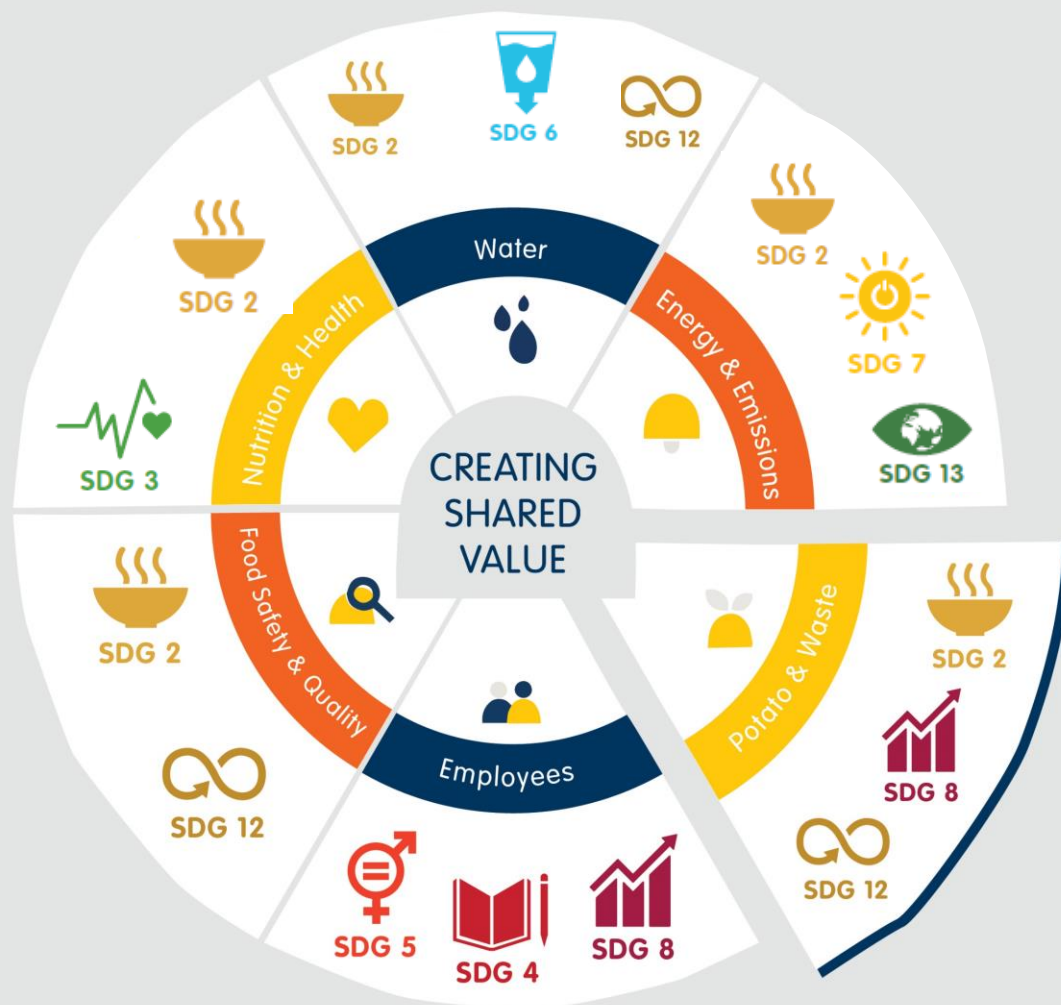


# Our measures against climate change – sharing best practices

Farmers doing their part to reduce GHG emissions



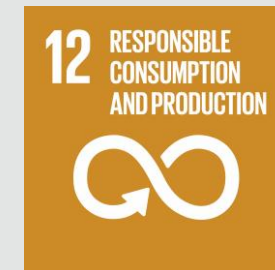
# Our contribution to the SDGs – Potato & (no) Waste



## We utilize the whole potato

### Potato & Waste

- Increase potato utilization by 10%
- Zero waste to landfill; <0.5% incinerated waste
- Maximize the reuse of by-products and waste streams
- Stimulate conscious consumption in our total value chain
- Reduce our ecological footprint (land needed to grow raw materials)

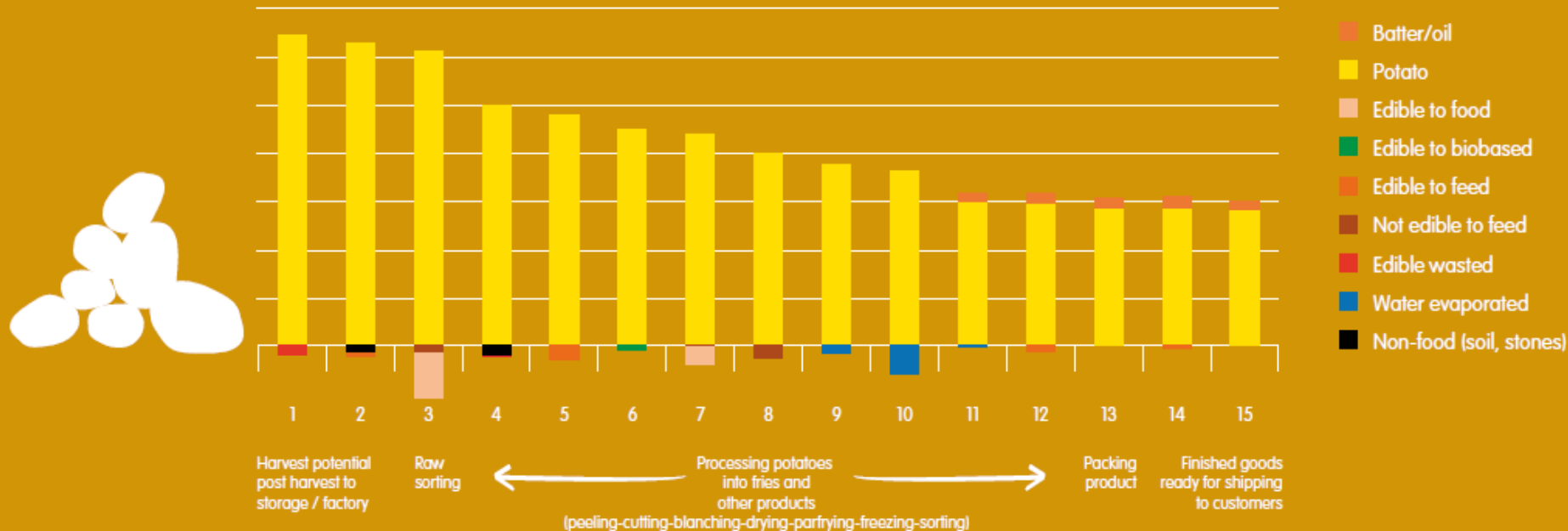




# Understanding our Food Loss and Waste (FLW)

Approx. 5.6% gets lost between field and freezer, with <1% food 'wasted'

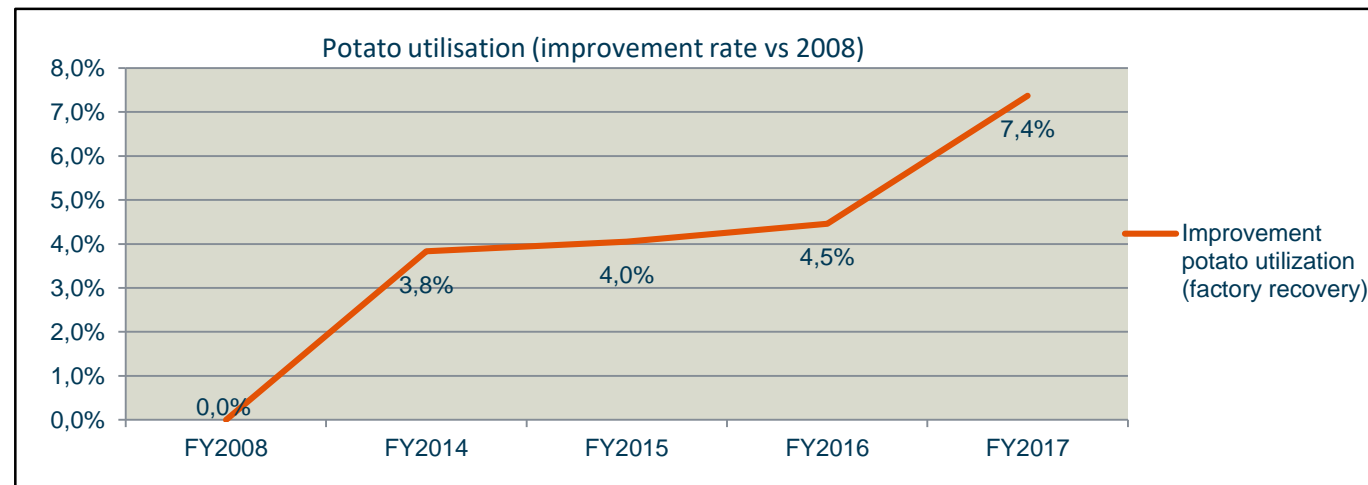
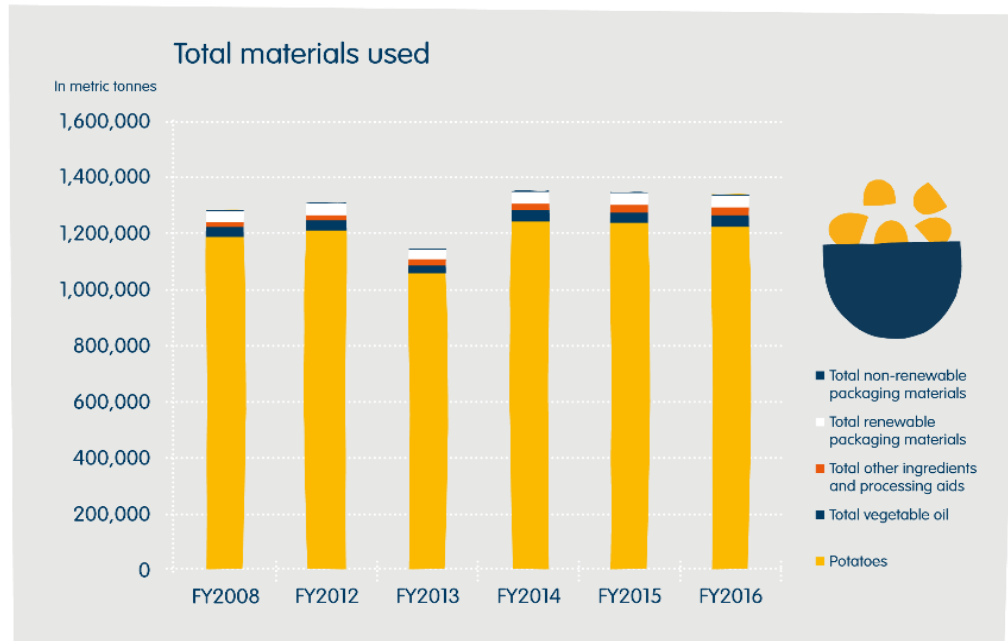
## Food losses & Waste - Mass balance model



"Half of the original (edible) mass is lost between the potato field and frozen products shipped to our customers, but only a few percent is spoiled and considered food waste"

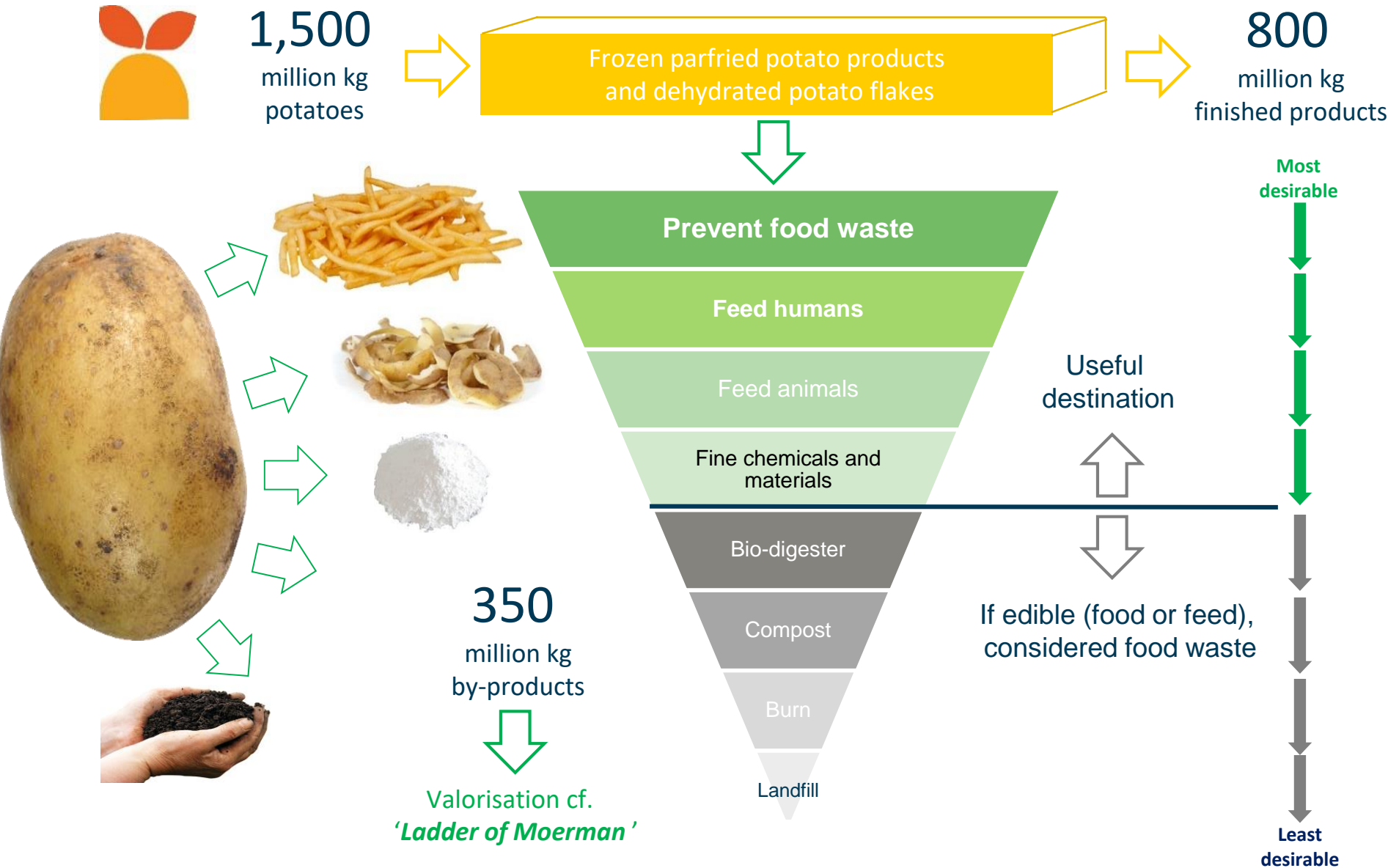
# Our measures against climate change – resource efficiency

+7% higher potato utilisation in 2018 vs 2008





# We utilize the whole potato – how?



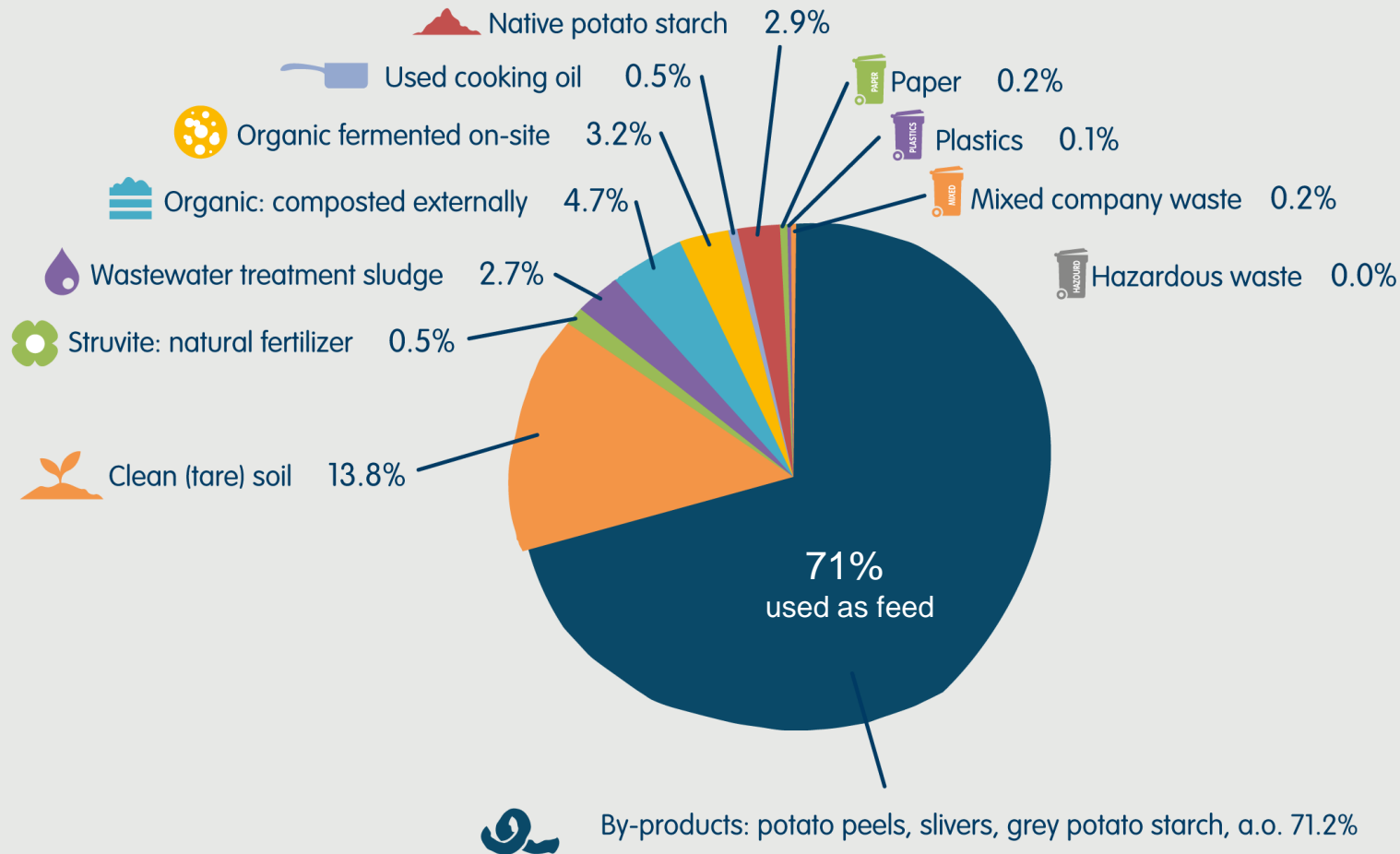
Lamb Weston / Meijer  
is partner of Dutch TF

**Taskforce  
Circular  
Economy  
in Food**

# Valorisation of our by-products & waste streams

Zero waste to landfill, 99.8% by-products gets useful destination

## By-products and waste streams divided by type



Data Lamb Weston / Meijer, FY16



350

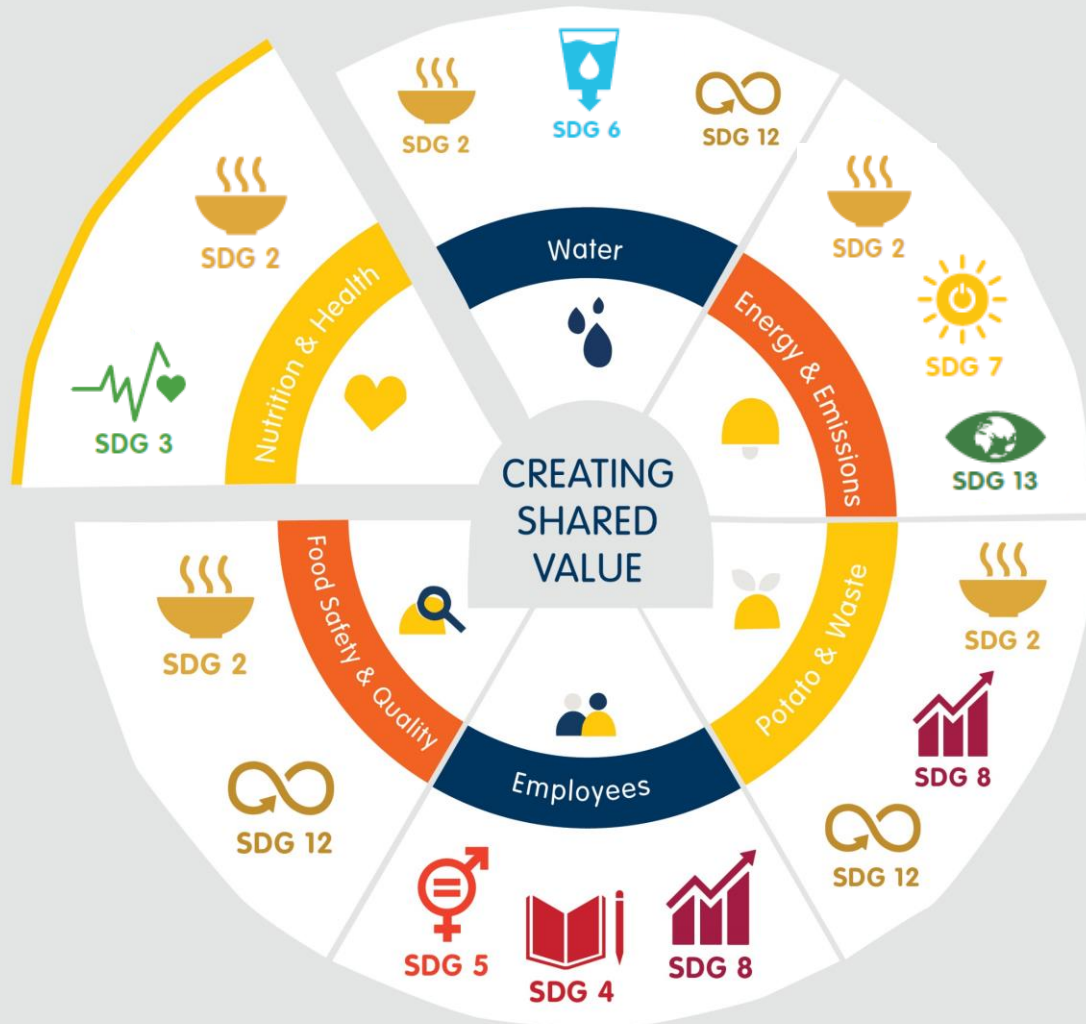
million liters water  
evaporates during  
processing



350  
million kg  
by-products  
per year

# Our contribution to the SDGs – Nutrition & Health

Improving nutritional value: 75% less saturated fat, 30% less salt



Creating enjoyable eating moments that fit into a balanced diet

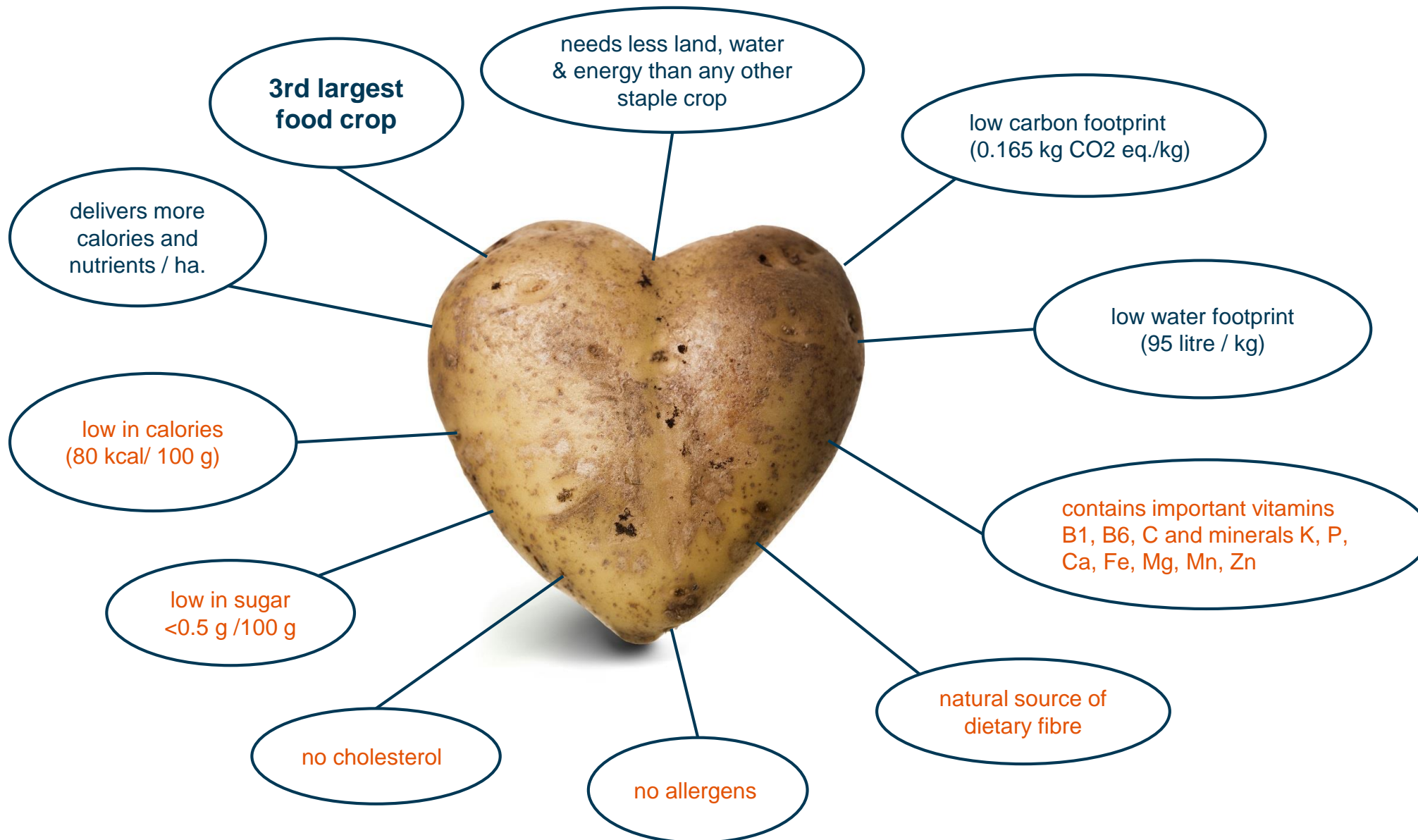
## Nutrition & Health



- Improve nutritional value LW branded products
- Clear nutrition information to direct customers & consumers



# The potato - our natural 'goodie bag'



# The 'baddies' in our parfried potato products

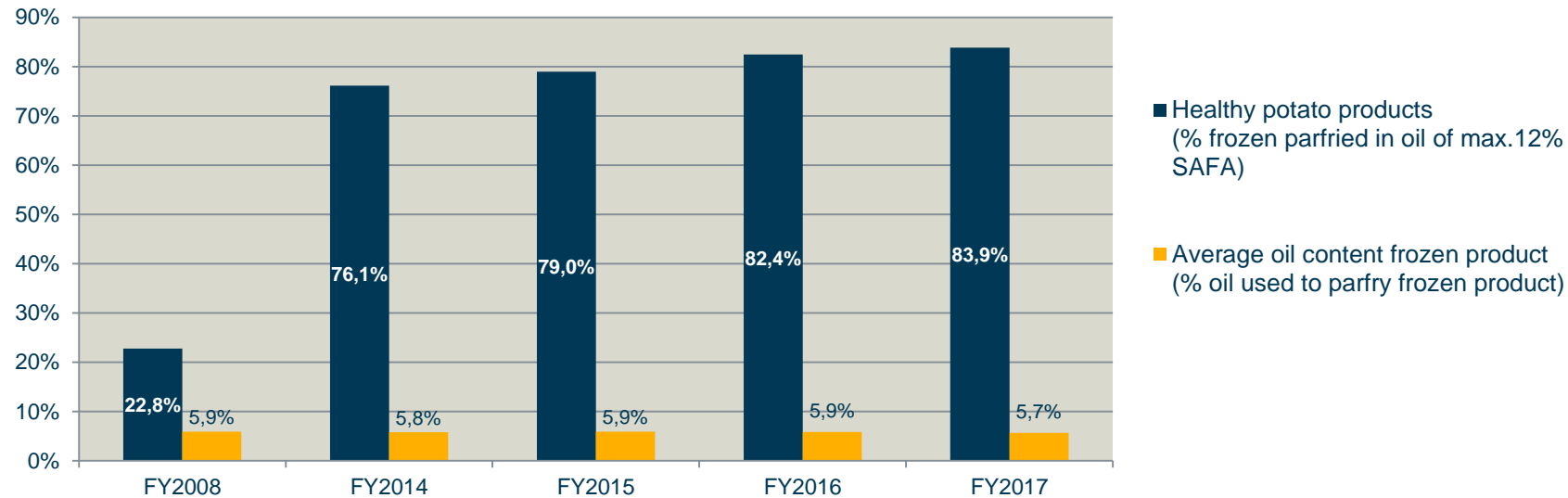




# How we improve the nutritional value

84% products fried in healthy sustainable oil, reduced oil content

Healthy frying oils and fat content frozen parfried potato products



Since 2012 we have removed 10 million kg of saturated fat per year, (vs 2008) from our total parfried potato products portfolio.

LWM was awarded in 2016 by the Dutch TF Sustainable Palm Oil for our efforts to switch to 100% SG CSPO for the palm oil we buy.





# Goodies versus 'baddies' – progress to date

## Actions LW/M

## Actual content

<b>2005:</b>	-80% trans fats	<1% trans fat (in oil)
<b>2007:</b>	-50% salt in retail products	0.5% salt
<b>2009:</b>	-20% salt in premium fries ( <i>PR, Stealth</i> )	0.55% salt
<b>2012:</b>	-75% saturated fat ( <i>total portfolio</i> )	≤12% saturated fat (in oil)
<b>2015:</b>	-10% salt in premium fries	0.5% salt
<b>2016:</b>	-30% salt in potato specialties	0.69% salt
<b>2017-2020:</b>	reduce total fat, develop non-fried increase fibre content	5.7% oil (average) ≥3% fibre

# Questions?

Lamb Weston / Meijer | Sustainability Report 2015-2016 |   
SEEING POSSIBILITIES IN POTATOES



Seeing possibilities  
to serve a  
sustainable world

Start reading

Download the summary as PDF in these languages



[www.lambweston.eu/sustainability](http://www.lambweston.eu/sustainability)

# THANK YOU for your attention

If you want to go fast,  
travel alone

if you want to go far  
travel with others,

- African proverb -

