Social and environmental actions to reduce Food Losses and Waste in Mexico: a consumers’ behaviors approach

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THE NETWORK THAT FEEDS MEXICO
Economic, Enviromental and Social Impact

30 MILLION TONS
Of food produced in Mexico is lost or wasted.
Equivalent to the weight of 2 trailers per minute.

$490 BILLION
Pesos is the annual economic cost of FLW in Mexico.

36 MILLION TONS
Of CO2 were generated by 25 products.
Equivalent to the vehicle fleet of Mexico City, Jalisco and Nuevo Leon per year.

2.4 YEARS
Sufficient volume of water to provide all Mexicans.

24 MILLION
Mexicans in food insecurity.

Food Waste generate different affectations, which reinforce the problems faced every day in different ways, since the FLW have a social, economic and environmental impact.

*(SEGUridAD ALIMENTaria y pérdidas de ALimentos en México, 2019)
**(CONEVAL 2022)
The Importance of Food Banks

We are cofounders of the global network, GFN The Global FoodBanking Network that integrates **+38 countries** and almost **1500** Food Banks in the world.

**Problem**
24 Millions of people in food deprivation.

**Opportunity**
30 Million tons of losses and waste.

**Solution**
1.7 Million people receive support through BAMX.

*(CONEVAL, 2022)*
*(SEGURIDAD ALIMENTARIA Y PÉRDIDAS DE ALIMENTOS EN MÉXICO, 2019)*
How do Food Banks work?

We are a non-profit institution dedicated to rescuing food along the food chain, distributing it to communities or institutions identified through socio-nutritional studies. Accompanied and diagnosed by the OSN*

Food collection and rescue sources

1. Mexican Field
2. Markets
3. Hotels and Restaurants
4. Corner Shops
   - Supermarkets
   - Customs
5. Food Industries

*National Service Office
Where are we?

- **58 Food Banks**
- **30 States with coverage**
- **02 States with no coverage**

**Regions:**
- Northwest
- Pacific
- North
- Northeast
- West
- Bajio
- South
- South Isthmus
- Peninsula

(Durango, Guerrero)
Conceptual Framework for a FLW Strategy

Based on studies and evaluations by the Working Group of FLW experts, conceptual framework is led by the World Bank (2018)

1. A high-level Intersectoral Working Group is established;

2. Identify where FLW hotspots are along the food chain;

3. Presents the marked failures, characteristics and dynamics that contribute to FLW;

4. Examines the causes of FLW and role of each actor along the chain;

5. Identifies priority areas of action and possible solutions by actors (public and private) to address FLW;

6. Proposes, as one of the key interventions, the development of a Voluntary Agreement to reduce FLW in Mexico.
What’s Pacto por la Comida:

Pacto por la Comida is a national initiative based on the methodology of Voluntary Agreements (VA). The initiative aims to bring together a wide group of organizations and companies along the food chain to ensure that the production and consumption systems of food and beverages are sustainable and thus avoid food loss and waste (FLW).

This initiative is based on a collaborative commitment and work program with the goal of reducing food loss and waste in Mexico by up to 50% in the next 10 years; thus, increasing the environmental, social and economic benefits for the participating companies and for the country.

Vision:

Pacto por la Comida adopts the food recovery hierarchy in which the prevention and reduction of FLW and the recovery and redistribution of food are prioritized to fight hunger in vulnerable population.

https://pactoporlacomida.org
Jerarquía de recuperación de los alimentos

1. Reducir la fuente
   Reducir el volumen excedente de comida generada

2. Combatir el hambre en la población
   Donar la comida sobrante a bancos de alimentos, comedores comunitarios o refugios

3. Alimentar a los animales
   Utilizar las sobras de comida para la alimentación de animales

4. Usos Industriales
   Destinar las sobras de comida y el aceite usado para su aprovechamiento energético

5. Composteo
   Crear un abono rico en nutrientes

6. El basurero / incineración
   Disposición al basurero

Menos preferido

Más preferido

PACTO por la COMIDA

Juntos vs la pérdida y el desperdicio de alimentos

RED BAMX
BANCOS DE ALIMENTOS DE MÉXICO
Donations and food waste reduction in 2023

- Barcel donation from Bimbo/Barcel of raw materials and prepared foods (159,019.7 kg / 350,576 pounds) generating a saving cost of 4.2 mln MXN per year.

- Food rescuing (11,406.94 kg / 25,145 pounds)

Total 2023: **170,426.64 kilos / 375,725 pounds**
Behavioral changes to support FLW initiatives

• National Survey on Consumers Behavior and National Campaign to reduce Food Waste (2023).

As The Mexican Food Banking Network, in collaboration with WRAP UK and founded by the Posner Foundation of Pittsburgh launched the digital national survey, as part of a wider campaign called “En México la Comida no se Tira” to raise awareness among consumers.

The results are showing interesting patterns since we have reached 40% of consumers at household level (6,000 surveys) and the digital communication campaign reached more that 6 million users on social media.

The main goal of the campaign was raising awareness by resonating with audience, providing information to support contemplation and practical tips to transition to action.

Increasing consumers awareness, knowledge and understanding of the impact that wasting food has on oneself, the community, the economy, and the environment, would thereby lead consumers to adopt measures to prevent FW while shopping, preparing, consuming, and disposing food, changing past patterns and behaviors.
Behavioral changes to support FLW initiatives

- National Survey on Consumers Behavior (2023)

The evaluation of the survey shows us interesting results before, during and after the citizens behaviors communication campaign was going on, enhancing the reception of the messages mostly in women, people between 30 and 40 years old and young people, since the campaign audience was broad and the general knowledge on FLW was low. However, the survey showed us that consumers were more receptive after the campaign and there was an increase in all the positive food waste related behaviors like using leftovers or freeze surpluses. We hypothesize that the post campaign results may be more reflective of honest answers in the household.

For the 2024 campaign, we are including children in primary school from 5 to 12 y.o. as target audience too, developing educational assets
Behavioral changes to support FLW initiatives

- Understanding the context *(where and how)* consumers take decisions about food purchase, storage, preparation and disposal.

- Orienting our campaign to be an *educational campaign reaching to an action campaign*, starting with simple concepts, tips, day by day suggestions, and making it an habit to become a way of life.

- Selecting messages and *tone of the communication that resonate with locals*.

- Setting achievable goals, starting by addressing specific contexts (local communities, schools, offices, market sectors) and looking for local ambassadors.

- **Make your audience the star of the campaign.** Consumers can generate contents, spread messages and reinforce the goals of the campaign.

https://enmexicolacomidanosetira.org/
Behavioral changes to support FLW initiatives

- Throught the development of the survey as well as the delivering of the campaign, what we have learned:
  - Keep your communication as much as local as possible, understandable, relatable and clear for your audiance.
  - Not trying to lecture but inspire your audiance with messages that invite or move to action, practical examples and relatable ambassadors.
  - Be the more practice that you can; give your audiance free and accesible tools to educate and make habits, beside than tracking their records and progresses.
  - Coolaborate with brands and partners that can get you closer to their audiances and consumers.
  - Introducing positive and preventive behaviors with consumers is still needed and push us to keep educating, even from the early stages.
  - Local approach that resonate with national o regional contexts.
  - A next phase of the campaign should focus on high wasting products in the home and encouragement to ‘buy what you need’ with better utilisation of what is purchased.
  - Requirement for activity and assessment to understand the dynamics and influence of gender and household responsibility on food waste generation.
Our ambition for 2028

• Rescuing **360,000 tons of food** suitable for human consumption;

• Reaching **5 million people** supported with in Mexico;

• Mitigating more than **427,000 tons of GHG emissions**;

• Our ambition need an investment of 1,900 million MXN and it will generate a revenue of 6,000 millions MXN of shared benefits.

• During the next 10 years, these investments will generate a ROI of **$1 MXN** and **$15 MXN**
¡Muchas gracias!

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Conoce más de la causa aquí