



More sustainable fruit and vegetables

## **Apeel reduces food waste at EDEKA and Netto Marken-Discount**

- **Successful pilot test: Apeel halves the volume of avocado write-offs – while at the same time noticeably increasing sales**
- **Nationwide introduction: Apeel avocados and oranges available at more than 11,000 EDEKA and Netto stores throughout Germany**
- **More sustainable supply chain: rollout of the Apeel process significantly contributes to combating food waste**

**Hamburg, Germany, and California, USA (August 18, 2020) - The EDEKA Group and its U.S. partner company Apeel are further extending their joint commitment against food waste. The outcome of an extensive pilot test in around 2,900 selected EDEKA and Netto Marken-Discount stores now proves just how successful they are. Evidently the quantity of avocados that were no longer saleable has been significantly reduced by around 50 per cent thanks to the use of the plant-based Apeel protective coating. At the same time, sales of these products were boosted - so customer interest increased noticeably. Following the successful test, the group of companies now offers Apeel's longer-lasting products in more than 11,000 EDEKA and Netto stores throughout Germany. In addition, EDEKA and Apeel are planning to introduce further Apeel product categories in the future, similar to those in the U.S. – subject to approval by the EU authorities.**

“With the nationwide launch of Apeel in our stores, we are reaching a new milestone in our goal of reducing food waste and the use of plastic packaging step by step,” says Markus Mosa, CEO of Hamburg-based EDEKA AG, adding: “We also support our shoppers to make an active contribution themselves to preventing valuable food in the household from ending up in the garbage bin”.



James Rogers, CEO of Apeel adds: "When we use nature's solutions to solve food waste, everyone benefits: food retailers, shoppers, and the environment too. Apeel's food waste reduction results at EDEKA suggest that we're entering an age of sustainability where there's alignment between businesses and doing the right thing for the planet. Solving food waste goes beyond a better bottom line: it's now understood to be the number one contributor to climate change."

## **Convincing results with avocados**

The pilot test with Apeel included around 2,900 EDEKA and Netto Marken-Discount stores. In the first half of 2020, avocados from Chile and Peru treated with Apeel were offered here. Over a period of twelve weeks, relevant figures such as the write-off rate and sales and turnover values were collected and then compared with the figures of a comparable control group without Apeel products. The results are absolutely convincing:

- In those fruit and vegetable departments that used Apeel, a total of 50 percent fewer avocados had to be written off.
- Apeel helped the stores to achieve 20 per cent growth in avocado sales, which was partly due to lower write-offs and partly to increased customer demand.
- Avocados treated with Apeel have proven to be superior in quality thanks to the process technology (avocados lose less water and less oxygen penetrates the skin - both factors ensure a longer freshness in the natural ripening process), ripening time and longer overall shelf life.

## **Fruit and vegetables often end up in the garbage bin**

In Germany, some twelve million tonnes of food are disposed of each year – which corresponds to about 75 kilograms per person<sup>1</sup>. Studies show that more than half of food losses occur in private households<sup>2</sup>. Fruit and vegetables are discarded most of all, accounting for 34 per cent. The innovative Apeel process helps retailers and

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<sup>1</sup> BMEL Nutrition Report (2020) and Thünen Institute: "Food waste in Germany – Baseline 2015" (2019)

<sup>2</sup> GfK: "Systematic collection of data on food waste of private households in Germany" (2017)



consumers to make a simple but effective contribution toward combating food waste. Avocados as well as oranges and clementines under the WWF project are currently the first Apeel categories to be offered at EDEKA and Netto Marken-Discount stores. The EDEKA Group plans to introduce further Apeel product categories in the future in cooperation with its innovative suppliers.

### **About Apeel Produce**

From strawberries to peppers, every fruit and vegetable has a protective peel or skin that nature uses to keep it fresh. Made from materials found in fruit, Apeel adds a little extra “peel” to the surface of fresh produce to slow water loss and oxidation (two factors that cause spoilage). Apeel produce stays fresh for much longer, so you have more time to enjoy it at its most delicious — and much less food and money is wasted. For suppliers and retailers, Apeel’s technology creates an optimal microclimate inside every fruit or vegetable, maintaining quality, extending shelf life, and transportability—with reduced reliance on refrigeration and controlled atmosphere. For more information, see the Apeel FAQ.

### **About Apeel**

Apeel is a company that is fighting the global food waste crisis by utilizing nature's tools to prevent waste in the first place — a sustainable approach to the world's growing food demands. The company's plant-derived technology helps fresh food growers, suppliers, and retailers maintain produce quality and extend shelf life, which minimizes food waste from the farm to the retail shelf to the kitchen table. Apeel was founded in 2012 with a grant from the Bill & Melinda Gates Foundation to help reduce postharvest food loss in developing countries that lack access to refrigeration. Today, Apeel formulations have been proven effective at reducing the rate of spoilage for dozens of USDA Organic Certified and conventional produce categories, and the company works with partners ranging from smallholder farmers and local organic growers to the world's largest food brands and retailers.

### **EDEKA – Germany’s most successful initiative of entrepreneurs**

The profile of the EDEKA Group with a clearly SME cooperative orientation and structure is based on successful interaction at three separate tiers: some 3,700 independent retailers throughout Germany are the public face of EDEKA. At the retail level, they assume the role of the local supplier, who vouches for first-class quality and enjoyment of groceries. They are supported by seven regional wholesale operations that supply fresh produce to the EDEKA stores on a daily basis and also provide support with distribution and expansion plans as needed. Coordination of the EDEKA strategy takes place at the Hamburg-based EDEKA Zentrale. It steers and controls the national merchandise business as well as the successful “We just ♥ food” campaign, providing substantial and diverse impetus for realising overarching objectives within the EDEKA Group. In addition, together with its subsidiary Netto Marken-Discount, it sets successful standards in the discount segment. With about 11,200 stores and 381,000 employees, EDEKA generated 55.7 billion euros in turnover in 2019. EDEKA is one of the leading providers of vocational training in Germany, with about 18,300 trainees and apprentices currently in service.

### **EDEKA Zentrale AG & Co. KG**

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