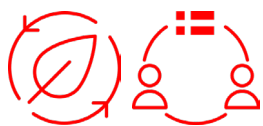


# Surplus Food Supermarket Reduces Food Waste in Denmark



Based on close collaboration between volunteers and many large supermarket chains in Denmark, the Danish charity DanChurchAid is running a supermarket chain made out only surplus food that would have otherwise been tossed to the bin.

Food waste is one of the largest food challenges of the 21st century. According to the United Nations, roughly one third of all human food made for consumption is lost at some point during the production chain. All the while, several million people go hungry every single day.

## Wefood sells surplus food

The Danish supermarket chain, Wefood, opened its doors in 2016 and now has three stores spread across Denmark. The supermarket is operated entirely by volunteers and sells products that other chains would otherwise discard due to examples such as incorrect labels, 'best before' dates or damaged packaging. Ordinary Danish supermarket chains reject to sell such products, but Wefood does.

In addition, Wefood has made partnerships with several of the largest supermarket chains in Denmark where they receive their close-to-expire food. Often, the prices are 30-50% below the prices of regular supermarket chains, so Danish consumers are not only helping reduce food waste in Denmark, they also reap financial benefit. Two years after the opening, Wefood has sold more than 250 tonnes of surplus food that otherwise would have been discarded.

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## Expanding a sustainable business

Since the first Wefood store opened in Copenhagen in 2016, two more stores have been added. The Wefood store is just the latest development in the Danish food cluster's efforts to cut down its food waste which is one of the UN Sustainable Development Goals.