

Spécialité Négociation et Relation Clients

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**Supermarket chain to sell food up to a month past its best-before date
in attempt to slash waste**

A supermarket chain is to start selling food that is up to a month beyond its 'best-before' date in an attempt to slash waste.

From today, shoppers at the Co-op's 125 East of England stores will be able to buy a range of out of date products for just 10p.

5 It will include a large range of items including tinned goods, such as fruit and beans, dried food such as pasta and rice and packet goods including crisps, confectionery and cereal.

The scheme does not include any products with a 'Use By' date, including meat, fish and dairy.

10 It is the first time a major UK food retailer has begun selling food outside its best before date and it is thought others might follow.

It is also hoped the scheme might help educate consumers as to the different definitions of the confusing food safety labels.

15 Food waste has become a major issue with the government estimating that around £16 billion worth of produce - equivalent to £700 for every UK household - is thrown away each year.

While a large amount of waste includes perishable items that are no longer safe for human consumption, it is thought the confusing labelling system means a huge amount of perfectly edible food goes in the bin.

20 The Food Standards Agency advises that products past their best before date are safe to consume but may not be of the optimum quality.

Unfortunately the current rules mean charities are not allowed to accept food after its best before date has expired and so much of it had to be thrown away.

East of England Co-op has estimated that the initiative could save around two million tonnes of food from being wasted at its stores each year.

25 The company decided to launch the initiative following a successful three-month trial in 14 of its branches, where 10p items were sold out very quickly, thus reducing food waste.

Joint chief executive Roger Grosvenor said: "This is not a money-making exercise, but a sensible move to reduce food waste and keep edible food in the food chain.

Martin Evans
(348 mots)