

Innovating to help consumers **reduce dairy waste**

CHR HANSEN

Improving food & health

Reducing food waste has been identified by the UN as a Global Goal for Sustainable Development. Although consumer awareness of the impact of food waste is growing, a study published in 2016 showed that only 53% of US consumers* were aware that food waste is a problem – even though they throw away approximately 36 billion kilos of food every year. Much of the waste is related to shelf-life, so how can food manufacturers meet the clean label consumer trend, whilst also keeping food products fresh for longer? Global bioscience company, Chr. Hansen, recently launched a new generation of natural dairy cultures to help dairy manufacturers – and consumers – tackle the food waste dilemma.



By **Debbie Spilane**
Communication
Partner, Corporate
Communication

With nearly 70% of the study respondents believing that food should be thrown away when reaching the sell-by date to avoid foodborne illness, extending shelf-life can help avoid vast quantities of food ending up in the trash. The R&D teams at Chr. Hansen developed a new generation of cultures to protect dairy products from yeast and mold. Known as bioprotection, this natural solution can help dairy products stay fresh for longer and embrace the clean label trend.

Dairy products stay fresh for longer

- We recently launched an entire new generation of bioprotective cultures within our FreshQ® range. Our innovation focused on finding food cultures with even higher performance while also optimizing the fit to more dairy products and conditions around the world, says Peter Thoeyesen, Director for Dairy Bioprotection at Chr. Hansen.

- In addition to yogurt and sour

cream, other dairy products including white cheese, pasta filata, kefir and other fermented milk products can stay fresh for longer. Now many more dairy consumers all over the world can enjoy longer lasting fresh and natural products, he says.

FreshQ® inhibits or postpones the growth of yeast and mold, which are the most common types of spoilage in fermented dairy products. The cultures protect quality throughout the supply chain, which is particularly beneficial in regions where optimal refrigeration is difficult to secure.

Reducing yogurt waste by 30%

In Europe, food waste reduction is high on the political agenda. An impact study, conducted for Chr. Hansen by a third party consulting company, found that 17% of all European yogurt production goes to waste. 80% of the waste is related to the sell-by date – to products that expire in the supply chain or in the consumer's fridge. The impact study demonstrated that shelf-life extension by only 7 days – a very conservative estimate of the potential with FreshQ® – can reduce yogurt waste by as much as 30% in Europe.

Consumer-driven innovation

- Consumer awareness of food waste is



on the rise – and no one likes to throw away unopened products. Our goal with the new FreshQ® cultures is to help dairy producers around the world to offer longer lasting and great tasting products to their consumers – without compromising their product label, says Thoeyesen.

- Now even more consumers can enjoy longer-lasting fresh dairy that is free from unwanted artificial preservatives, he says.

Chr. Hansen offers bioprotective cultures that keep food fresh and safe for dairy, meat, smoked salmon and ready-to-eat salad. ■

***Household Food Waste: Multivariate Regression and Principal Components Analyses of Awareness and Attitudes among U.S. Consumers - PLOS research article - Published: July 21, 2016**

Keep your brand strong

Keep it great! with FreshQ®



Your customers love the quality of your products. They also approve the list of ingredients that they read on the label. So if you choose to further extend shelf life, they will greatly appreciate it if you do so by natural means. Keep your customers happy and your brand strong with FreshQ® bioprotective solutions.

Learn more at chr-hansen.com

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Chr. Hansen A/S, 10-12 Boege Alle, DK-2970 Hoersholm, Denmark,
+45 45 74 74 74, info@chr-hansen.com