



Food and Agriculture
Organization of the
United Nations



Harnessing the power of internet in addressing food loss and waste in aquatic food value chains

Omar Peñarubia, Meghan Grever,
Ansen Ward



Contents

- Introduction
 - MDS Approach
 - FLW COC
- FLW Webpage
- Conclusion





BN4: Reducing food loss and waste	Clear, specific and contextualized roadmaps to prompt and enable all actors in the food supply chain, the food environment and at consumer level to reduce food loss and waste put in place and implemented by governments and intergovernmental organizations	2.1, 2.2, 12.3
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Food loss and waste (FLW)

- FLW is a manifestation of poorly functioning food systems
- Significant levels of FLW occur in the food supply chain from production to consumption



Multi-dimensional Solutions Approach

Solutions to FLW are wide ranging, complex and interlinked



SOCIAL AND GENDER EQUITY



MARKETS



REGULATORY ENVIRONMENT



POLICY



APPLICATION OF APPROPRIATE TECHNOLOGY



SKILLS AND KNOWLEDGE

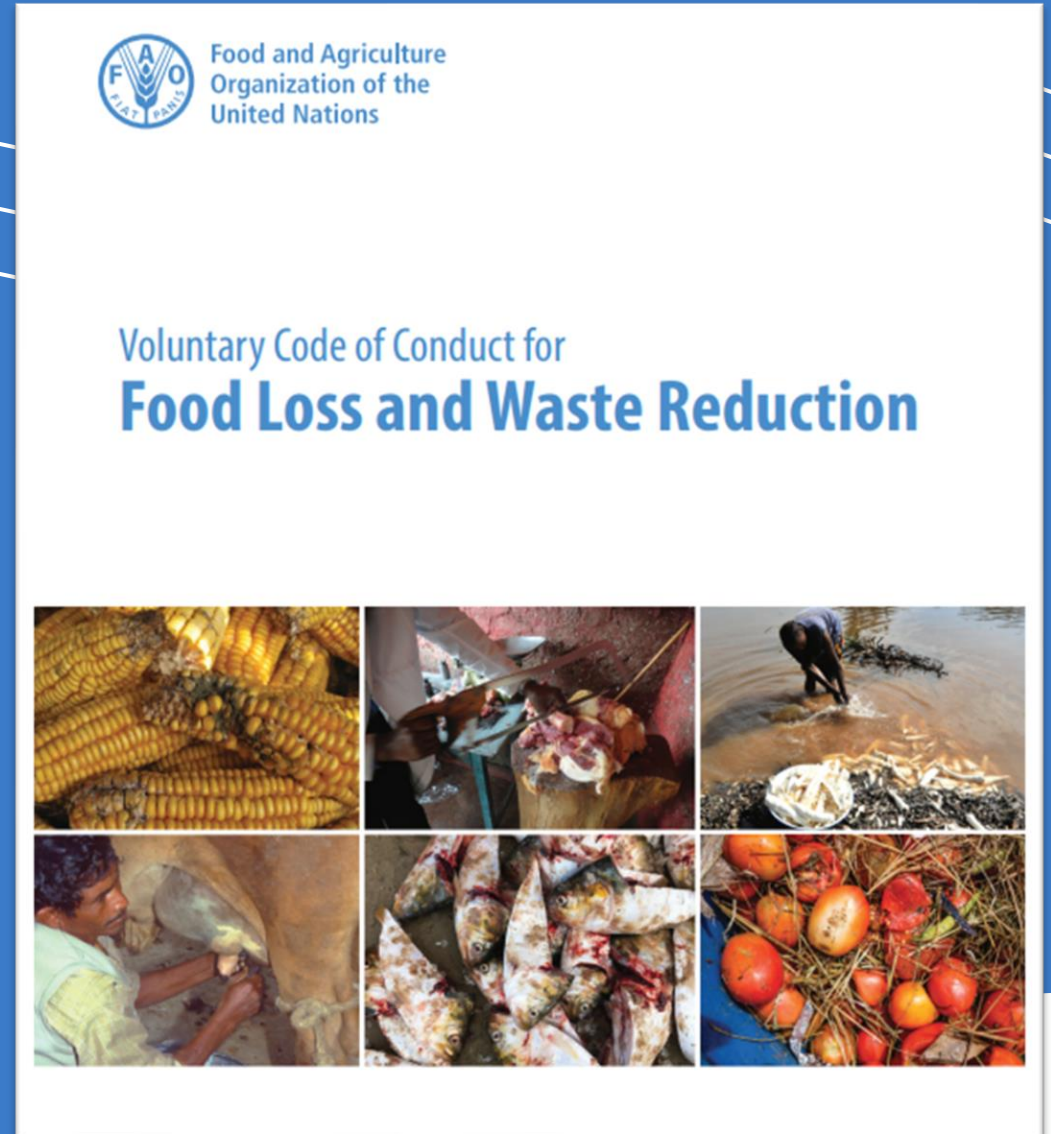


SERVICES AND INFRASTRUCTURE



The FAO Voluntary Code of Conduct for Food Loss and Waste Reduction

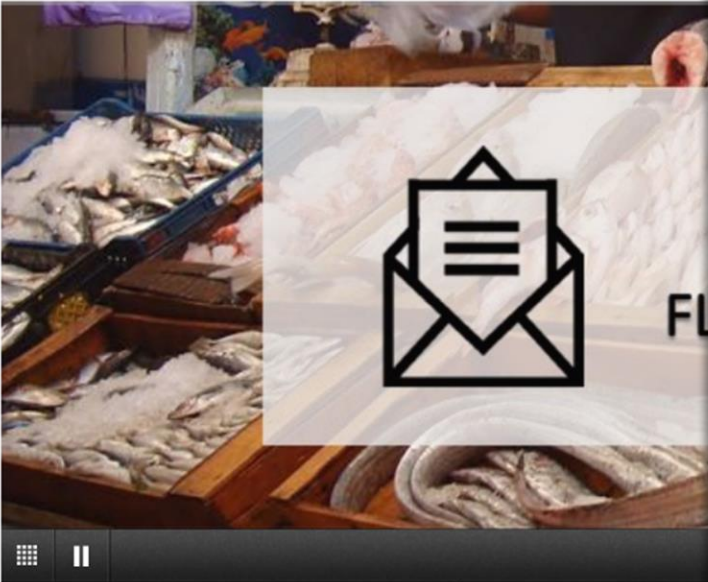
- Generic framework of actions and guiding principles
- **Section 4.10.1.2 :**
 - ✓ Power of different media, ICTs and digital innovations as means to **raise awareness and information** to address food loss and waste



Food Loss and Waste in Fish Value Chains webpage

Food Loss and Waste in Fish Value Chains


🏠 Overview
Value Chain
Loss and Waste Scenarios
Solutions
Projects
Resources
Join Us



Food loss and food waste (FLW) occurs at all levels of activities for many different reasons. It is important to understand what causes...

Food Loss and Waste in Fish Value Chains


🏠 Overview
Value Chain
Loss and Waste Scenarios




Loss Scenarios

Food loss is "the decrease in quantity or quality of food". In terms of fish, it is ultimately not eaten by people or that have incurred a reduction in value or food safety issues. An important part of food loss is "food loss for human consumption - by choice or after the food has been left over".


Capture Fisheries




Discards are the unwanted catch and bycatch that are returned to the sea, either dead or alive. Discarding of fish can be caused by multiple reasons.



storage life without substantially altering the nature of the raw material.




On board handling in large scale fisheries refers to the conditions that fish are subjected to after harvest and through the point of landing, when the fish is transferred on-shore.



On board handling in small-scale fisheries refers to the conditions that fish are subjected to after harvest and through the point of landing, when the fish is transferred on-shore.

Food Loss and Waste in Fish Value Chains

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Supportive Policy Environment

Appropriate Technology

Skills & Knowledge

Services & Infrastructure

Regulatory Environment

Equitable Social & Gender Environment

Markets

Solutions for Reducing Food Loss and Waste (FLW)

Solutions to food loss and food waste (FLW) rely on a combination of the right policy, application of appropriate technology, skills and knowledge, services and infrastructure, regulatory environment, social and gender equity, good linkages to and knowledge of markets. These topics cut across all stages of the value chain. For example, marketing skills and knowledge are applicable to producers, processors, and retailers.

Solutions to FLW will provide economic benefits, have a positive impact on food and nutrition security, improve natural resource use efficiency, and reduce environmental impacts and waste streams. Solutions however will require action by either the public and/or private sectors. Actors in the value chain will require an incentive to change, such as cost effectiveness or increased profit, a secured environment for business where there is sustained support towards promoting effective loss reduction and enforcement of the rules to deter irresponsible practices. Policy makers and the public sector require solutions to be not only economically beneficial but also to generate benefits for society.

- + Targeting and Designing Solutions
- + Solution Entry Points



Food Loss and Waste in Fish Value Chains webpage

Total Traffic – All Time *6 May 2019 – 30 June 2023*

Users ?	Sessions ?	Avg. Session Duration ?	Bounce Rate ?
141,757 % of Total: 100.00% (141,757)	179,771 % of Total: 100.00% (179,771)	00:01:58 Avg for View: 00:01:58 (0.00%)	75.75% Avg for View: 75.75% (0.00%)



Users from **224 countries and territories** have been reached

Food Loss and Waste in Fish Value Chains webpage

Total Traffic – All Time 6 May 2019 – 30 June 2023

Users from **224 countries and territories** have been reached

User Type ?	Users ?
1. New Visitor	139,750 (85.69%)
2. Returning Visitor	23,338 (14.31%)

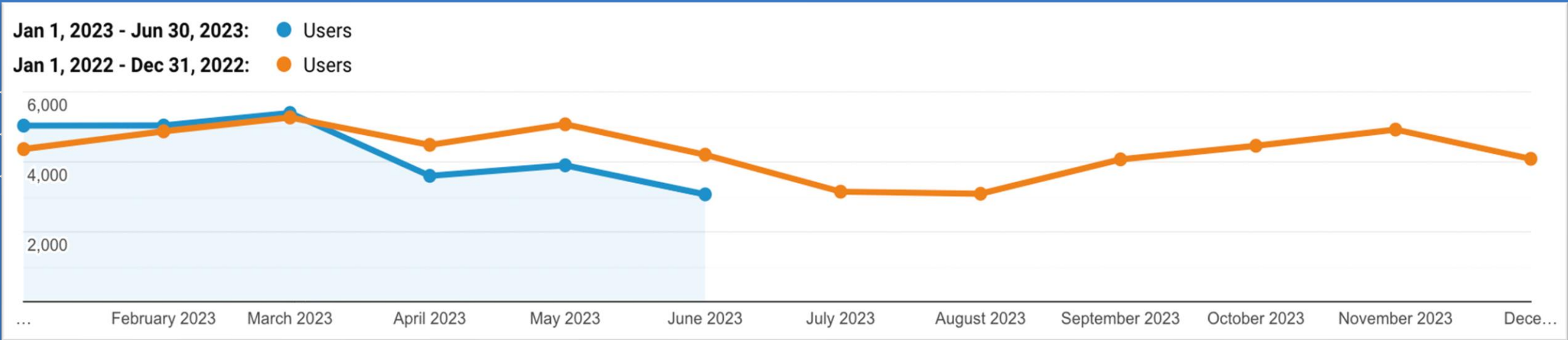
Country ?	Users ?	↓
1.  Philippines	40,584 (28.73%)	
2.  India	17,430 (12.34%)	
3.  United States	7,790 (5.51%)	
4.  Nigeria	6,634 (4.70%)	
5.  Spain	5,219 (3.69%)	
6.  Ukraine	4,053 (2.87%)	
7.  Malaysia	3,271 (2.32%)	
8.  United Kingdom	2,895 (2.05%)	
9.  Sri Lanka	2,235 (1.58%)	
10.  Bangladesh	2,199 (1.56%)	

Default Channel Grouping	Users ?	↓
1. Organic Search	111,124 (78.42%)	
2. Direct	27,861 (19.66%)	
3. Social	1,407 (0.99%)	
4. Referral	1,308 (0.92%)	
5. Email	6 (0.00%)	
6. (Other)	4 (0.00%)	



Food Loss and Waste in Fish Value Chains webpage

Overview of Website Traffic



	Users	Sessions	Bounce Rate	Session Duration
Total Traffic 1 Jan - 30 June 2023	25,035	31,688	75.82%	1m 54s
YoY Comparison - Total 2022 Traffic	49,687	63,675	75.97%	1m 56s



***Bounce Rate:** This represents the percentage of visitors who enter the site and then leave rather than continuing to view other pages within the same site. **40-60%** is average for content websites such as this.

***Session Duration:** Average session duration is **2-3 minutes**. Higher numbers suggest more engaged website visitors.

Food Loss and Waste in Fish Value Chains webpage

Overview of Website Traffic

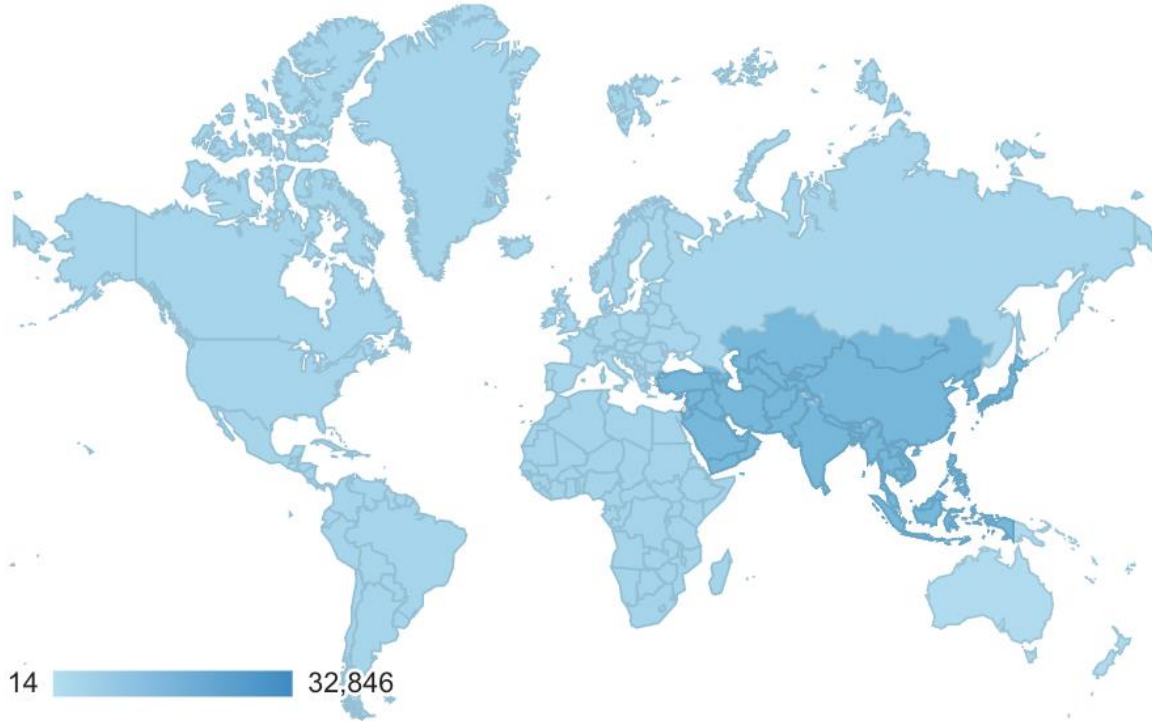
Continent ?	Users ? ↓
	25,035 % of Total: 100.00% (25,035)
1. Asia	14,762 (58.48%)
2. Africa	3,658 (14.49%)
3. Americas	3,226 (12.78%)
4. Europe	2,867 (11.36%)
5. Oceania	713 (2.82%)
6. (not set)	15 (0.06%)

Country ?	Users ? ↓
	25,035 % of Total: 100.00% (25,035)
1.  Philippines	6,323 (24.99%)
2.  India	3,772 (14.90%)
3.  United States	2,109 (8.33%)
4.  Nigeria	1,471 (5.81%)
5.  Malaysia	906 (3.58%)
6.  United Kingdom	737 (2.91%)
7.  Indonesia	532 (2.10%)
8.  Australia	521 (2.06%)
9.  Sri Lanka	491 (1.94%)
10.  Canada	478 (1.89%)

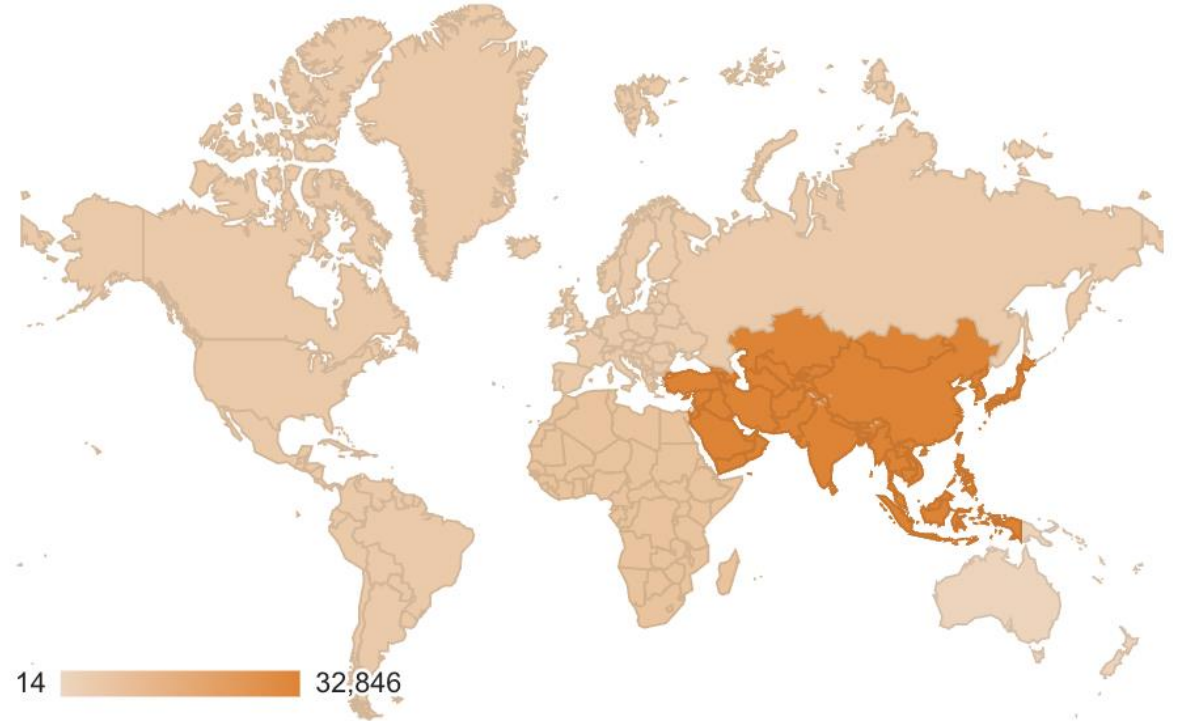


Food Loss and Waste in Fish Value Chains webpage Overview of Website Traffic

Jan 1, 2023 - Jun 30, 2023

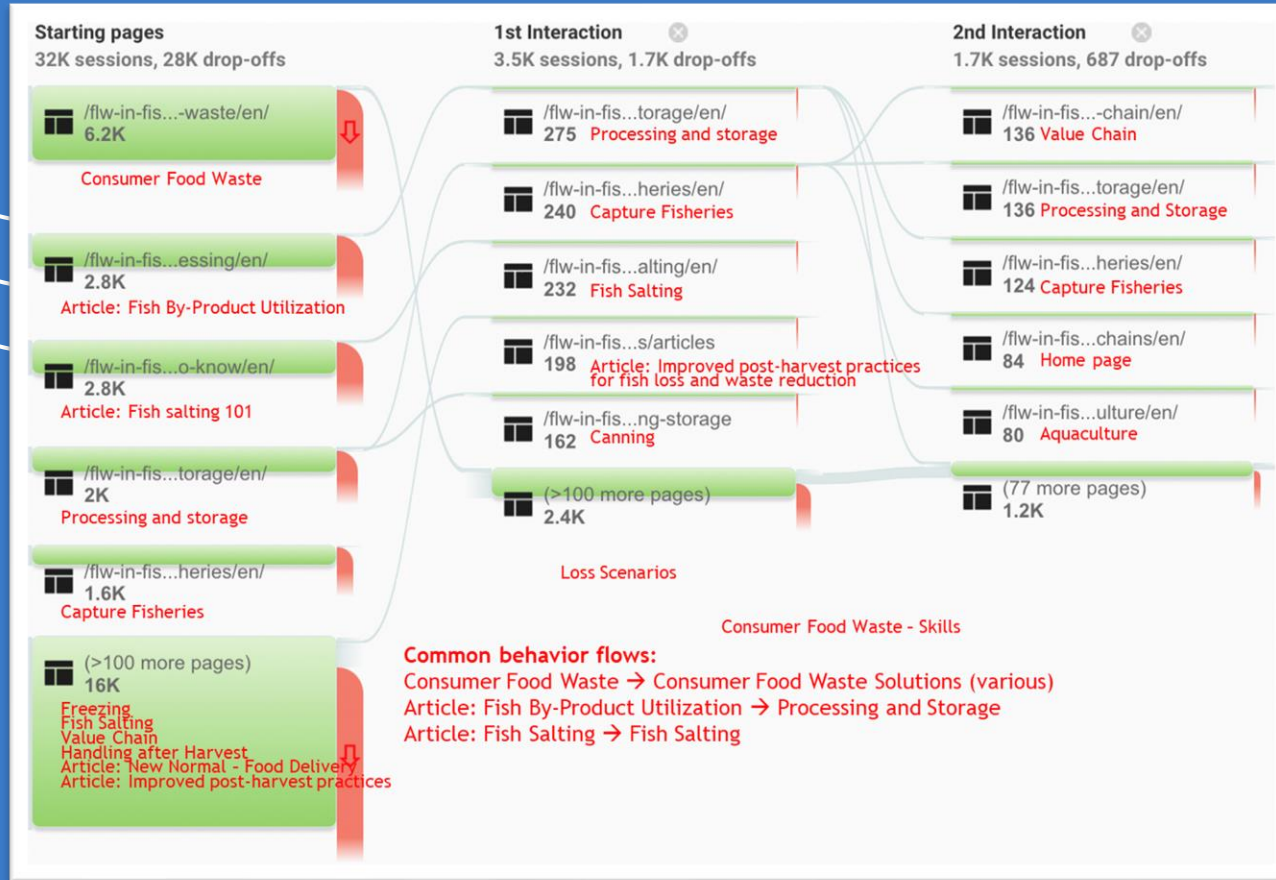


Jan 1, 2022 - Dec 31, 2022



Food Loss and Waste in Fish Value Chains webpage

Common User Flow



Most Common Search Terms

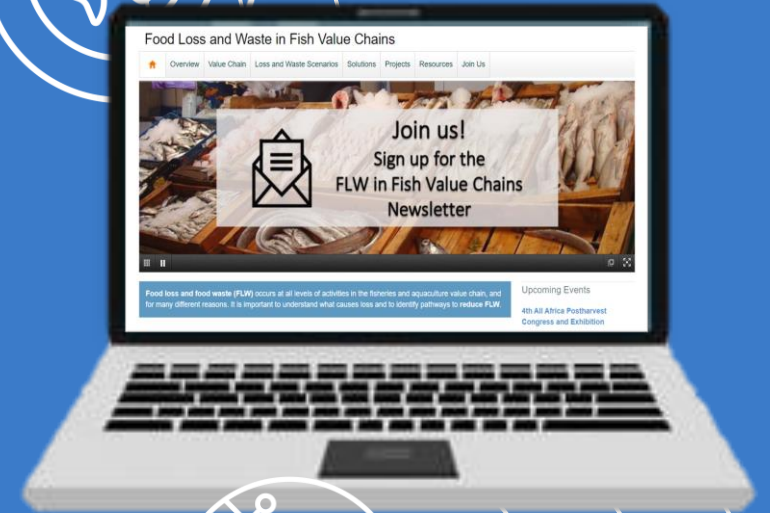
Top queries	Clicks
causes of food waste	337
food waste	270
capture fisheries	191
fish processing	172
food waste causes	116
salting fish	109
reasons for food waste in households	91
what causes food waste	84
cause of food waste	84
salting of fish	81



Conclusion

Reducing food loss and waste

- Requires **multidimensional solutions** and **multi-stakeholders approach**
- Importance of an **information repository**
- Harnessing the power of different media, ICTs and digital innovations to **raise awareness**



29 September
**International Day of
Awareness of
Food Loss
and Waste**



Food and Agriculture Organization
of the United Nations





Sign up for the
FLW in Fisheries
Value Chain
Newsletter



Join us and
Contribute
resources

Thank you very much



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