



Smaller boxes reduce banana waste in convenience stores

COMPANY/
ORGANIZATION



FOOD CHAIN
AREA



ISSUE
ADDRESSED

A high level of banana waste occurs in convenience stores, often as a result of overstocking product.

SOLUTION

Through the guidance of WRAP and IGD, Fyffes and Midland Co-operative identified that current 18kg boxes were too large for convenience stores. Smaller 12kg banana boxes were introduced to better match store demand with supply.



The original 18kg boxes alongside the new 12kg boxes

EXPECTED
BENEFITS

Reduced food waste: According to a study, smaller boxes introduced into 8 convenience stores would reduce waste by 90% and carbon dioxide emissions by 56t each year.

Increased customer satisfaction and sales: More frequent replenishment meant that the fruit was fresher and less marked or bruised, which resulted in high customer satisfaction and additional sales.

CASE LINK

www.fyffes.com

CONTACT
INFORMATION

Fyffes Ltd.

Mail: 29 North Anne Street, Dublin 7, D07 PH36 Ireland

Tel: +353 1 887 2700