

# Building Partnerships for more food in Asia Pacific

November 2020



The Global  
FoodBanking  
Network®





## FOOD SOURCING

# AGENDA FOR TODAY

Where is the food?

How to get the food?

Tips for success

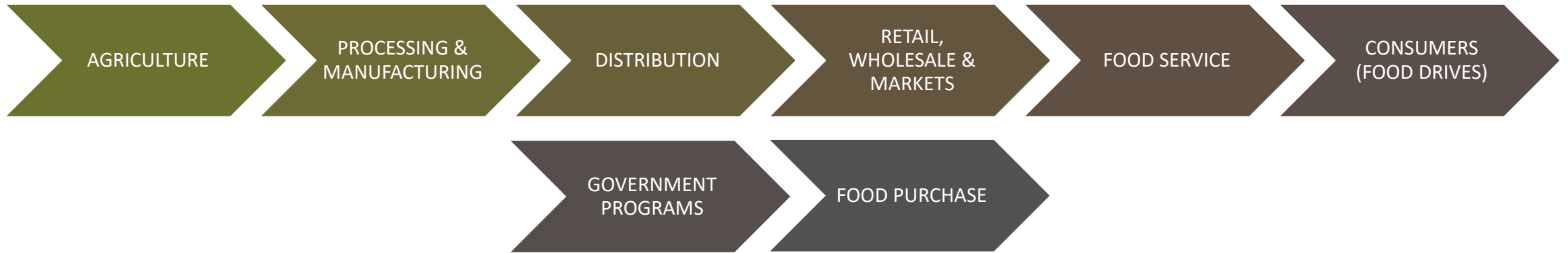
Network examples

Discussion



WHERE IS THE FOOD

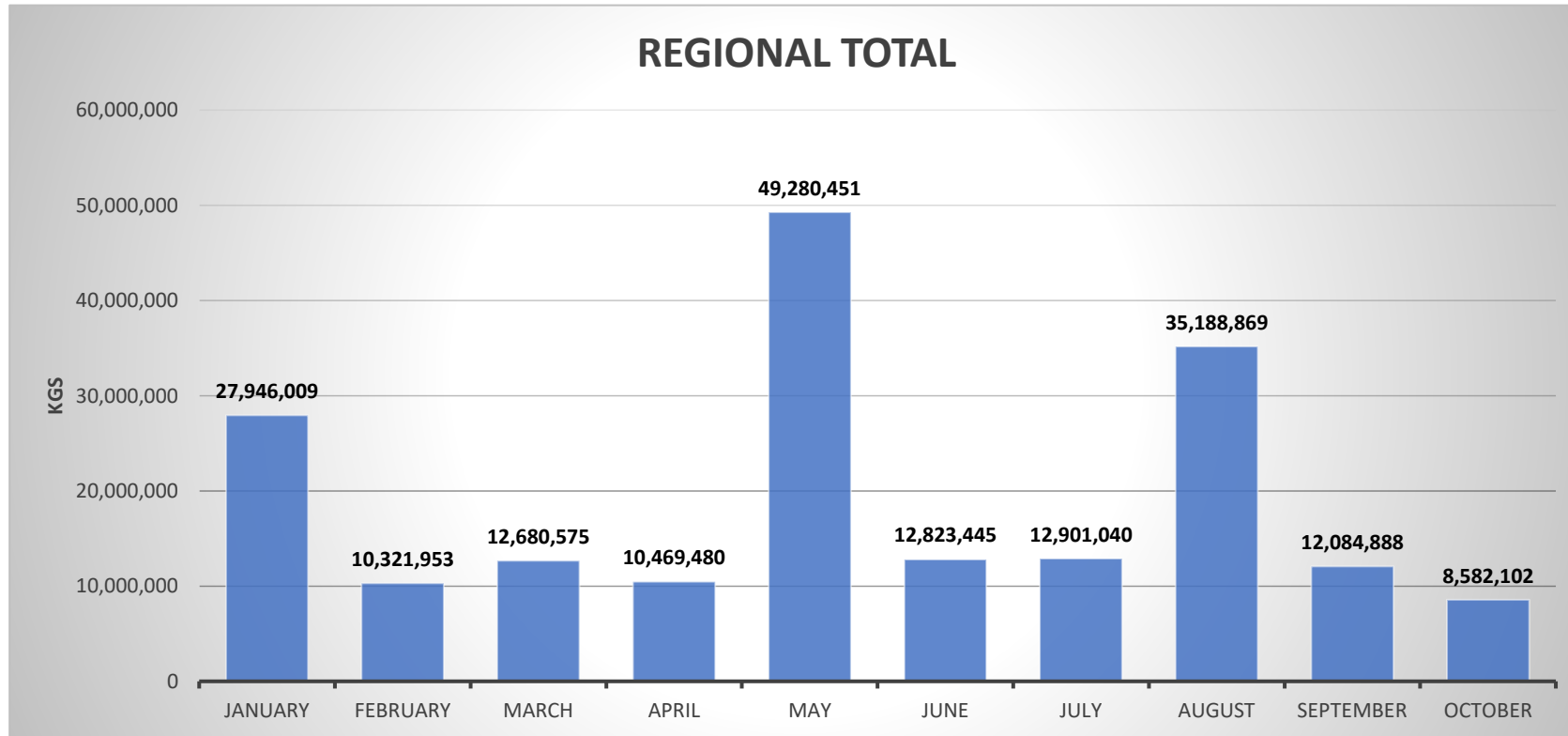
# CONSIDER THE DIFFERENT STAGES OF THE SUPPLY CHAIN



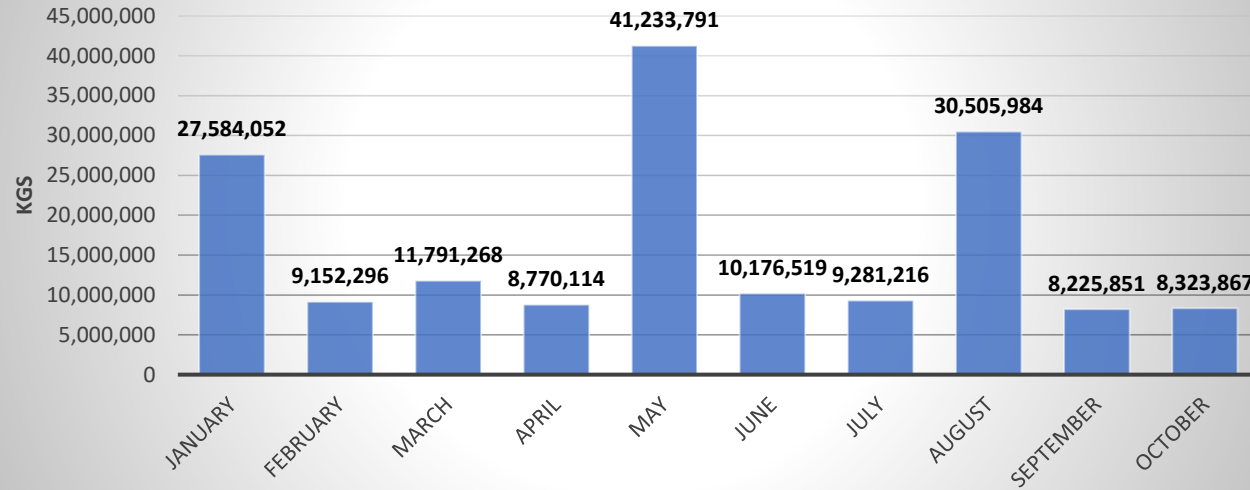
WHERE IS THE FOOD

## BUILDING ON SUCCESS

More than **192 MILLION** kilograms of food sourced across the region since January



## NON-INCUBATOR



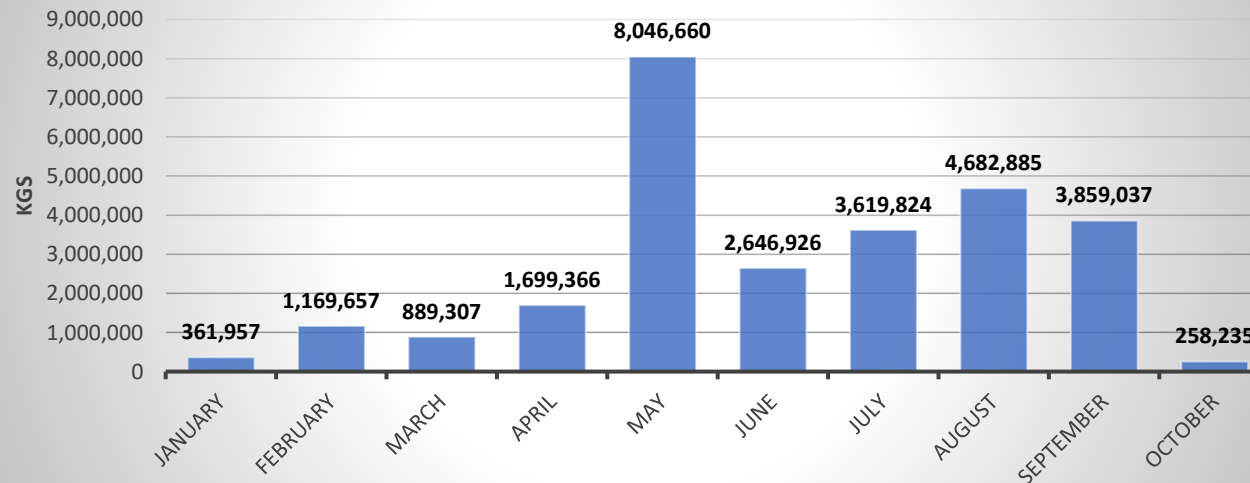
WHERE IS THE FOOD

## BUILDING ON SUCCESS

### Non-Incubator countries

- Large spikes in Jan, May and Aug
- Leveling off in Sept, Oct

## INCUBATOR



### Incubator countries

- Significant spike in May
- Continual growth throughout COVID
- Oct – partial reporting?

# BALANCING SOURCING ACROSS THE SUPPLY CHAIN

Increases overall volume, variety of food/product, opportunity for additional resources and community awareness/engagement

	Agriculture/ Farms/ Ranches	Produce Packer/ Wholesale Market/ Distributor	Food Manufacturer/ Processor	Wholesale Distributor/ Distribution Centers	Retailer/ Grocery/ Market	Food Service/ Restaurant/ Hotel & Tourism	Purchased
China	0%	5%	20%	30%	40%	5%	12,000
India -No Food Waste	3%	3%	5%	2%	5%	80%	
India - Feeding India				10%	20%	70%	
India - Bangalore Food Bank			50%		40%	10%	0
Malaysia		10%	5%	20%	60%	5%	0
New Zealand	2%	7%	8%		80%		0
Singapore	0	23%	23%	23%	8%	23%	150,000
Thailand	5%	0%	5%	0%	30%	70%	0
Vietnam	30%		30%	10%	10%	20%	10,000

*Mirror your community for availability; prioritize balance*

*Assess the market, set goals, create a plan, leverage connections, track progress*



## HOW TO GET THE FOOD – IT'S DIFFICULT!

### CHALLENGES

- Foodbanking is a new concept.
- Trusting food banks and distribution partners to handle food safely is difficult
- Lots of charities asking for food.
- Other charities in the past have been unreliable
- Possibly previous donations have shown up on the black/gray market
- Corporate liability should someone claim to be sick from donated food is a concern
- Companies say they do not have any waste.
- Others?

### GETTING TO YES

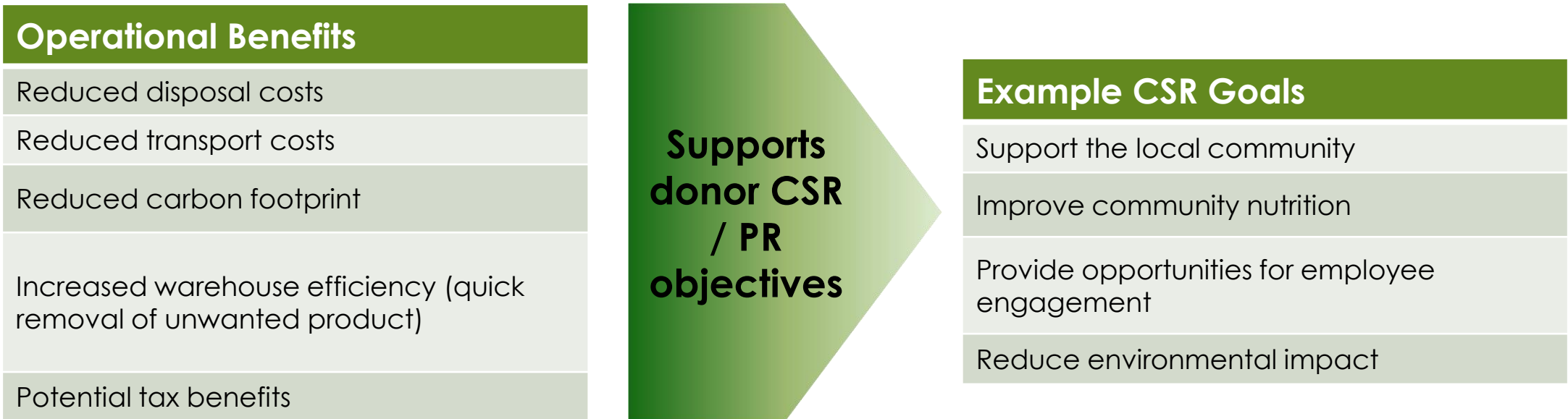
- **Invite donors to your food bank**
- **Emphasize the unique position of food banking as business partner**
- **Rephrase 'waste'**
  - **Cost reduction**
  - **Excess production, bi-products**
  - **Walk the facility**
- **Engage current donors as advocates**
- **Invite donors to a food distribution**
- **Engage Business AND CSR**



*Personal care and household essentials are also valuable to families in need to supplement food*

## PARTNERSHIP BENEFITS

Find the **decision makers**, know your audience



**Business partnership** provides sustainable access to food and deeper engagement as they are invested in your organization as a cost reduction solution

**CSR partnership** involves employees across the company also providing visibility of their impact on their communities



## FINANCIAL BENEFITS CALCULATED

	DONATE	DISPOSE	
Transport	\$0	\$1	BUSINESS DRIVERS
Disposal Cost	\$0	\$1	
Tax	\$0	\$0	
Labor	\$1	\$1	
COGS	\$1	\$1	
<b>TOTAL:</b>	<b>\$2</b>	<b>\$4</b>	
Meals / People	Many	0	CSR / PR
CO2 reduction (from landfill)	+ve	-ve	

Often the real decision-makers are driven by operational KPIs. Help them see the business case of donating their surplus product.

HOW TO GET THE FOOD

## FROM THE DONOR'S PERSPECTIVE

### Savings and Impacts

- Globally, Costco was able to keep 74.5 million pounds out of the landfill
- Costco US saved 2.7million USD on trash hauls by donating
- Globally, we were able to provide 62 million meals for food insecure individuals and families where we operate
- Education and consistency drive success in our donation program



HOW TO GET THE FOOD

## TIPS FOR SUCCESS

### ASK

- Close every donor meeting with a direct ask for what you want/need.
- Allow them to reduce company (and department) expenses
- Provide individuals the opportunity to make a difference in their community

### BUILD THE PARTNERSHIP

- Involve contacts as partners; share impact stories, ask advice
- Leverage relationships for customer and vendor introductions

### STRENGTHEN YOUR STORY

- Ensure beneficiary agency agreements cover areas of risk
- Arrange for 3<sup>rd</sup> party warehouse inspection and share results

### CELEBRATE EVERY WIN!



# Network Examples:

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**FIGHTING HUNGER  
IN AUSTRALIA**

COLLABORATIVE SUPPLY PROGRAM

HOW TO GUIDE



## FOOD INSECURITY

“ individuals and households having limited or uncertain availability of physical, social & economic access to **sufficient, safe, nutritious** and **culturally relevant food** ”

UNFAO





**5 MILLION**

(1 in 5) Australians  
experienced food insecurity  
at some point in 2019.

- men, women, children and the elderly
- individuals and families
- unemployed, underemployed and retired
- people living with disabilities
- people from culturally and linguistically diverse backgrounds, including refugees
- people from Aboriginal & Torres Strait Islander backgrounds



47%  
increase in the demand for food relief since the COVID-19 pandemic

## PANDEMIC RESPONSE

Increase in demand is overwhelmingly the newly unemployed, including young people and casual workers.







IS AUSTRALIA'S  
**LARGEST**  
HUNGER RELIEF  
ORGANISATION



3.25 MILLION  
AUSTRALIANS EVERY YEAR



206,000  
MEALS PER DAY



42.8  
MILLION KG / YEAR



2,400  
CHARITIES



40%  
REGIONAL & REMOTE



2,500  
SCHOOLS

## The Why?

- Surprise Chain
- Certainty of Supply
- Sustainable — Spreading the load

## The Ask?

- Annual Production Commitment
- Collaborating with your suppliers
- Help raise awareness of program and issue

# COLLABORATIVE SUPPLY PROGRAM



IMPACTFUL | SCALABLE | SUSTAINABLE

\* In most instances, the lead partner is also the manufacturer, but this does not always have to be the case.

# STEP BY STEP GUIDE

1. Together with the Lead partner/manufacturer\* we propose the product(s) which are in demand and also our manufacturing partners have capacity to produce.
2. Once product(s) are confirmed we agree total volume, on production frequency (i.e. quarterly), volume per production run and transport.
3. Manufacturer details the components and the volume required of each component for the total collaboration, along with details of their existing supplier and value (\$, units or KG's) and the value of production.
4. Lead partner commits value of their support (e.g. cost of manufacturing) and Foodbank budgets to cover all the remaining costs.
5. Together, we establish engagement plan to secure support from your suppliers (e.g. letter, video, phone calls, meetings etc.).
6. We then jointly seek support from each of your suppliers as per the engagement plan.
7. Suppliers willing to support the program issue a full or partial credit for their component to you (the manufacturer).
8. Foodbank provides Tax Donation Receipts for the value of support to each supplier.
9. Manufacturer produces agreed products and they are transported to Foodbank warehouses.
10. The program is launched with relevant content and activities in line with your timelines. Foodbank can support you with co-ordinating an event at your office or production site, media outreach and social media campaign.
11. Foodbank distributes the products through our national network of 2,400 charities and 2,500 schools to people in need across Australia.
12. Manufacturer invoices Foodbank for any remaining component costs not covered by donated support from your suppliers.

\* In most instances, the manufacturer is the lead partner, but this does not always have to be the case.





# THANK YOU

FOR JOINING US IN THE FIGHT TO END HUNGER



@FoodbankAus



@FoodbankAus



@FoodbankAus



Foodbank Australia | Michael Davidson

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#ZeroFoodWaste #ZeroHunger #BetterIndonesia



## About FoodCycle Hub

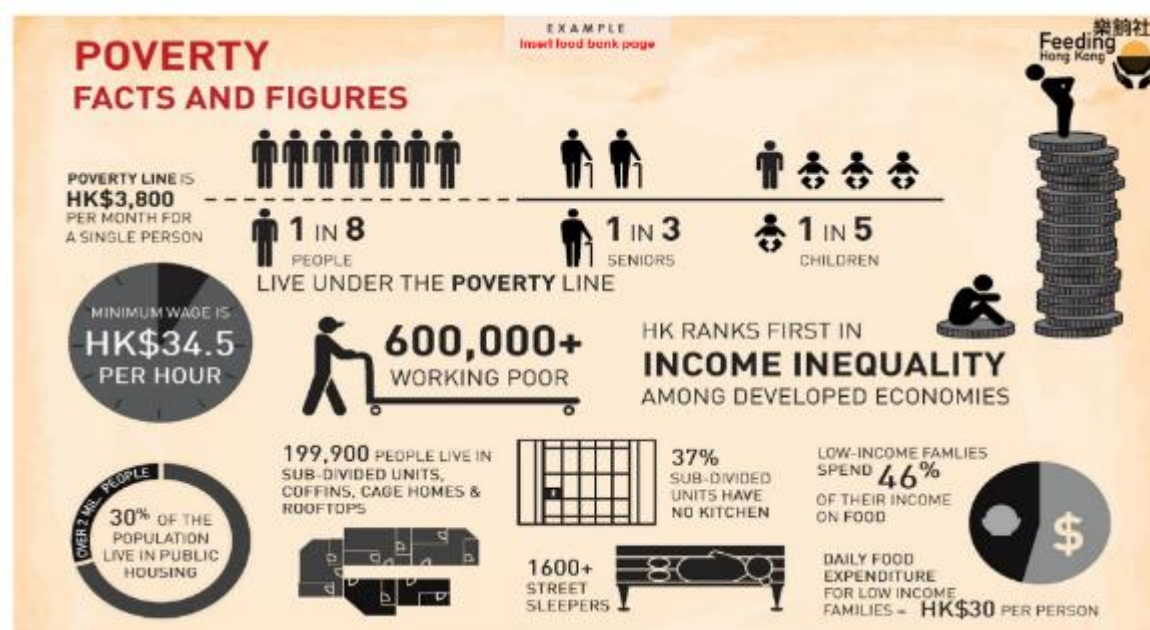
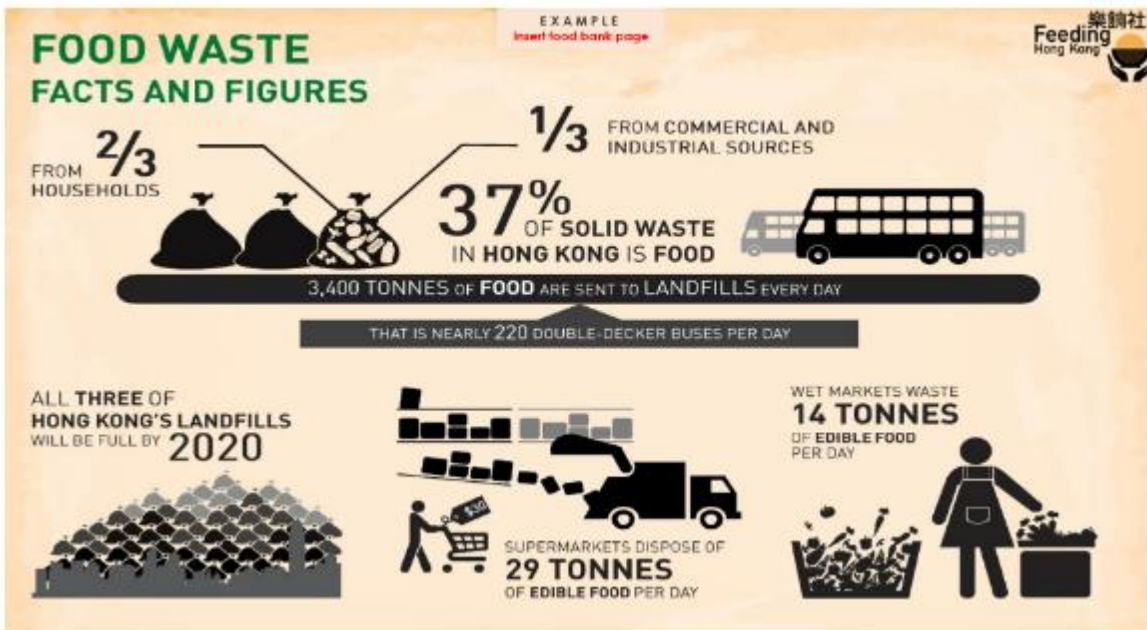
- FoodCycle Hub is a foodbank facility that was created in 2019 with the support of Global Foodbanking Network.
- FoodCycle receives donation from supermarkets and food manufacturer / FMCG companies
- Distributing the products to our 30+ partner Front Line Organisation (FLO) such as orphanages, elderly housing, street kids shelter and refugee communities.
- FoodCycle have SOP in place to ensure products that are donated are safe for consumption, within expiry date and will not be re-sold or misused by any party.

## Proposal for



- We are proposing to P&G Indonesia as the nation's leading FMCG company to also support this campaign
- By donating products such as personal care (soap, shampoo, detergent, etc). Even though this is not food, this will also help the needy as personal care are also basic needs.
- By donating funds to support the food donation campaign.
- By helping us to connect with other FMCG companies or food manufacturers who may be interested to support this campaign.







EXAMPLE  
Insert food bank page



## WHO WE ARE FEEDING HONG KONG

### Our Mission

Our mission is to fight hunger and reduce the amount of quality food going to the landfills in Hong Kong. We do this by collecting surplus stock from food companies, sort and store it, then redistribute it to charities who feed those in need. We also raise awareness about food waste, hunger and food banking.



#### We rescue food

We rescue surplus stock from companies – food that is still good and safe to eat, but would otherwise go to waste.



#### We feed those in need

We redistribute food to charities running food assistance programs. Our partners include senior centers, crisis shelters, central kitchens, after school programs and community food banks.



#### We educate

We educate around food banking and healthy, nutritious eating

EXAMPLE  
Insert food bank page



## WHAT WE DO FEEDING HONG KONG

### WHAT WE OFFER



We offer a safe and professional solution to companies with surplus stock.



We provide food sourcing and logistics services to charities.



We offer volunteering opportunities to individuals and groups.



We build community partnerships to maximize impact.

### HOW WE WORK



We collect nutritious surplus food from companies.



We inspect, sort and store food.



We redistribute food to multiple charities.



Our charity partners provide food to those in need.

### OUR IMPACT



Rescued **1,300+** tonnes of food



Connected with **200+** food companies



Redistributed food to **70+** charities



Supported **3,200,000** meals



The Global  
FoodBanking  
Network





# Discussion

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# THANK YOU

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