



# ACTION FOR THE FUTURE

## CO-CREATION ECOSYSTEM

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## Diverse Options for the Future of Food

Food is indispensable to our daily lives, and globalization and technological progress are making food more abundant and convenient. In Japan, people are now able to purchase their favorite types of food whenever they like. Moreover, they can choose consumption styles for these foods based on their needs at a given time, including making meals by hand, using kits for home preparation, eating in restaurants, or buying pre-prepared food. However, this convenience is also contributing to food loss as well as emissions of greenhouse gases that damage the global environment.



### Ability to Purchase Quality Foods Matched to One's Body in the Appropriate Portions

In the past, ingredients and food were prepared in a manner that was designed to accommodate large families and preparation at home. However, nuclear families, two-income households, and people living alone have become commonplace in Japan, resulting in a rise in instances of people eating alone. At the same time, younger generations, for whom fast food has been a familiar option since a young age, are coming to embrace organic goods out of a desire to eat foods that are better for their health. These trends are generating anticipation for food products that can be customized and personalized so that every customer can purchase quality foods matched to their bodies in appropriate portions. The emergence of such options will give rise to a new circular food economy that makes mealtime more enjoyable while reducing food loss. MARUI GROUP recognizes that there are immediate actions we can take to help realize such an economy.



## Logical Conclusion of Pursuit of Abundance and Convenience of Food

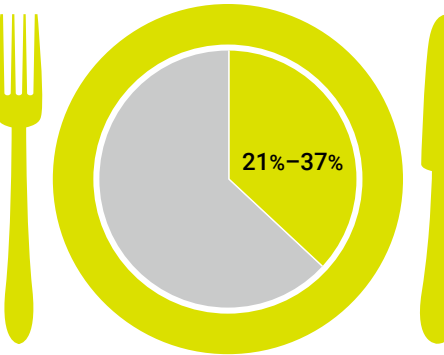
The foods we purchase and eat as a matter of habit are provided to us through a supply chain encompassing production, import or export, processing preparation, consumption, and disposal. In fact, 1.3 billion tons of food waste are produced around the world each year, meaning that roughly one-third of all of the food produced for human consumption is thrown away.\*1 This amount refers to the excess food and ingredients that are produced and disposed of before they pass into consumer hands and the food that we throw away after purchase. This waste is referred to as food loss and is becoming a serious social issue. Everyone, whether a producer, seller, or consumer, needs to be cognizant of the food issues to which they contribute.

\*1 Source: *Global Food Losses and Food Waste*, Food and Agriculture Organization of the United Nations, 2011

### Sustainable Food Options for Shaping the Future

It is estimated that between 21% and 37% of the total amount of greenhouse gases emitted by society is attributable to the production and distribution of food. A large portion of these gases come from livestock. Cows, for example, emit methane gas, which is 28 times more effective than CO<sub>2</sub> at trapping heat in the atmosphere, while also consuming massive amounts of water and grains. Accordingly, such livestock threatens to damage the global environment. This reality has directed attention toward vegan foods, which do not use animal-derived ingredients, instead replacing them with soy and other alternatives. This type of meat substitute is also gaining attention in Japan. Eating is an essential part of living. Accordingly, if everyone were to replace just one meal a week with a vegan alternative, it could have a significant benefit toward limiting global warming. We are now pressed with the need to reassess our daily meals and the amount of food we waste to consider the possibility of sustainable food options in our actions.

### Portion of Global Greenhouse Gas Emissions Attributable to Food Production and Distribution\*2



\*2 Represents greenhouse gas emissions associated with human activities  
Source: *Special Report on Climate Change and Land*,  
Intergovernmental Panel on Climate Change, 2019