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Story 1: WeFood

A new store, called *WeFood* has just been opened in Denmark. The new supermarket sells only food that has passed its “sell-by” or “best before” date. These dated items are thrown out by mainstream, or big name supermarkets.

The new store, which is a huge success in Denmark, also sells many other goods with minor defects, such as damaged packaging, at greatly reduced prices. Sometimes the prices are discounted by 30 to 50 percent.

Most stores will not sell products which have passed the “sell-by” date. This results in a great deal of wasted food.

The new Danish supermarket has discovered that many customers would rather buy a product at a greatly reduced price but which is a few days over the “best-before” date. These customers prefer to do so rather than spend almost double for the same product elsewhere.

Much of the merchandise for sale at *WeFood* can be purchased at other stores for much more money just because the box or packaging is undamaged.

Story 2: More news from *WeFood*

Danish customers are lining up daily to shop at the first ever “surplus” supermarket.

Denmark’s problems with food waste led to this idea. “About 790million people worldwide go to bed hungry because they live in such deep poverty. Meanwhile, in Denmark, 700,000 metric tons of food are thrown out and destroyed every year”, says *WeFood* spokesperson, Jutta Weinkoff.

WeFood is stocked with products, including fresh produce, that mainstream supermarkets do not want. A team of volunteers collects food items from retailers every day and *WeFood* sells whatever it gets.”

Many of the items are donated because there are faults in the labeling or because the packaging is damaged or because the producers have more merchandise than

they can sell. There is also one shelf devoted to items which have passed the “best before” date.

The food waste crisis has been sending shockwaves around the world recently. This is especially so since a new law has been passed in France. The law bans supermarkets from throwing out food. Instead, they must donate to food to charities such as food banks.

What a brilliant idea! Canada, let’s take a page out of France and Denmark’s notebook.....