

# Good Will Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Abby Van Vooren	Sophomore	Marketing
Caitlin Lawlor	Sophomore	Accounting
Gustavo Lucca Padilla	Junior	Computer Science
Eoan Henes	Sophomore	Accounting

**Advisor(s):** Therese James, J.D.

**Topic Title:** Beyond the Barcode: Smart Systems for Less Waste

**Audience:** Kroger's Executive Committee

## Sustainable Development Goals

SDGs #12: Ensure sustainable consumption and production patterns.

SDGs #2: End hunger, achieve food security, and improved nutrition, and promote sustainable agriculture.

## Executive Summary

Kroger is one of the largest grocery retailers in the United States, yet food waste remains a significant issue within its supply chain. Each year, an estimated 92 billion pounds of food are discarded nationwide, while 8.4% of U.S. households continue to experience food insecurity. As part of Kroger's commitment to its "Zero Hunger | Zero Waste" initiative, the company has aimed to eliminate food waste by 2025. However, with the current year already here, urgent and strategic action is necessary to achieve this target. To bridge the gap between surplus food and those in need, Kroger must refine its food recovery and redistribution processes to ensure that excess food is utilized effectively rather than wasted.

While Kroger has progressed in addressing food waste, adopting a more structured and efficient approach will help the company achieve its goal within the limited timeframe. A circulatory food recovery strategy supported by artificial intelligence would allow for more precise inventory management by predicting consumer purchasing patterns and stocking trends, reducing overstocking and unnecessary waste. Additionally, developing a more efficient donation system with real-time tracking and streamlined logistics would ensure surplus food is quickly redistributed to food banks and community organizations before it becomes unusable. While optimizing these processes may involve initial financial investment, the long-term benefits far outweigh the expenses, including cost savings, enhanced brand reputation, and strengthened community impact.