

Ajinomoto Group's Initiative for the Food Loss and Waste Problem The monster that bears the sadness of food loss and waste: Foodlosslla

The Ajinomoto Group aims to contribute to the well-being of all human beings, our society, and our planet with "AminoScience." To do this, we will realize two outcomes linked by food systems by 2030: reduce our environmental impact by 50%, and help extend the healthy life expectancy of 1 billion people.

Today, we would like to introduce "Foodlosslla," the Ajinomoto Group's initiative to address the food loss and waste problem. The food waste in Japanese households amounts to about 2.44 million tons* per year, or about enough to fill Tokyo Dome three times. There are various types of food waste generated by households throughout Japan: from excess food when someone inadvertently made too much food, to food that is thought to be inedible and has been thrown away, such as cores and stems of vegetables. The monster that bears this sadness is Foodlosslla.

The only way to defeat Foodlosslla is through our small ingenuity and small seasonings. For example, if we boil cabbage cores, which are often thrown away, they can be used as a crunchy ingredient in soup, and if we reuse excess boiled food, it can be reborn as a nutritious vegetable fritters.

The Ajinomoto Group's corporate slogan is "Eat Well, Live Well." The video, directed by Takashi Yamazaki, is a message from the Ajinomoto Group that a little ingenuity can lead to a solution to the big food loss and waste problem. Please take a look at it.

* Source: Ministry of the Environment, Press Release: MOE Japan discloses the estimated amount of Japan's food loss and waste generated in FY2021.

↓Please click on the image below to move to the video.



Reference

Foodlosslla official site: <https://www.ajinomoto.co.jp/event/foodlosslla/>

Video about the making of the Foodlosslla web video: <https://www.youtube.com/watch?v=dK6ZA1AGQZI>

The Ajinomoto Group will contribute to the well-being of all human beings, our society and our planet with “AminoScience” based on the corporate slogan “Eat Well, Live Well.” The Ajinomoto Group has offices in 36 countries and regions, and sells products in more than 130 countries and regions. In fiscal 2022, sales were 1.3591 trillion yen (10.0 billion U.S. dollars). To learn more, visit www.ajinomoto.com.

For further information, please contact:

Ajinomoto Co., Inc. Investor Relations investor_relations@asv.ajinomoto.com