



BY BOB HOLT

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Continued population growth is going to call for an increased food supply around the world, but a recent report has found that nearly half of the food produced around the globe ends up in the garbage.

The Institution of Mechanical Engineers estimates that there may be another 3 billion mouths to feed by 2075, and habits must change to meet the demand.

Imech.org [says](#) that 30 to 50%, or 1.2–2 billion tons of the food produced never gets to be eaten. The Institution blames the numbers on poor harvesting, storage and transportation, along with waste by markets and consumers. Also, problems arise when retailers often reject food due to standards about its overall appearance, and suggested sell-by dates are too strict.

The report says that 60-100% more food can be produced by eliminating the waste while also freeing up land, energy and water resources. [According](#) to The Guardian, Tim Fox, head of energy and environment at the Institution, said: "The amount of food wasted could be used to feed the world's growing population – as well as those in hunger today."

As much as the country appreciates a good sale, they really don't help matters. [According](#) to Newser, extra perishables bought by consumers in sales usually land in the trash. And as much as 550 billion cubic meters of water is used on crops that eventually wind up as waste.

The British Retail Consortium said its members were working to battle against food waste. The organization said, [according](#) to myfinances.co.uk, "They've also adopted a range of approaches to help people make the best use of the food they buy, including giving clear storage advice and recipe ideas, and offering a wider range of portion sizes."

The BRC added that "buy one get one free" sales were becoming rarer.