Supply chain Life of a Strawberry
Watch, Observe and Think

You will need

To watch and listen to a 2-minute video on Vimeo called 'The Extraordinary Life and Times of a Strawberry' https://vimeo.com/175920034

It is also available on YouTube but has different music https://www.youtube.com/watch?v=uTaFYF1nA4c

The film shows the journey of a strawberry from the farm to your refrigerator. There is no dialogue or narration. The music helps to tell the story.

Instructions

Watch the video. While you are watching look out for answers to 3 questions. The questions have many answers. You may spot different answers to each other. Which ones will you notice?

The three questions are:

- What things can you see that created carbon emissions? (hint: many machines still use fossil fuels) How many do you notice?
- Why does the story end the way that it does? What do the customers do, or not do, that make it end that way?
- What do you think the end of the story should be? Why? What could the customers do differently to change the ending of this story?

Notes for educators - Supply chain life of a strawberry

These notes accompany the 'Watch, observe and think. Supply chain life of a strawberry' activity sheet. You may wish to watch the video again with your class, on Vimeo or on Youtube. **It is important to pose the questions before the pupils watch the video.**

The opening screen looks like this.  Or this. 

Q: *What things can you see that created carbon emissions? (hint: many machines and materials still use fossil fuels) How many do you notice?*

A: Your list could include:

- Plastic punnet
- Tractor in field
- Road vehicle
- Forklift truck
- Chilling fans
- Conveyor belts
- Lighting in factory
- Plastic cling wrap
- Aeroplane transport (transporting food by 'plane is expensive, so it is only used for food such as soft fruits that have a short shelf life (they decay quickly)
- Light and heat in retail shop
- Plastic bag
- Electronic till
- Private car
- Refrigerator at home
- Plastic bin liner

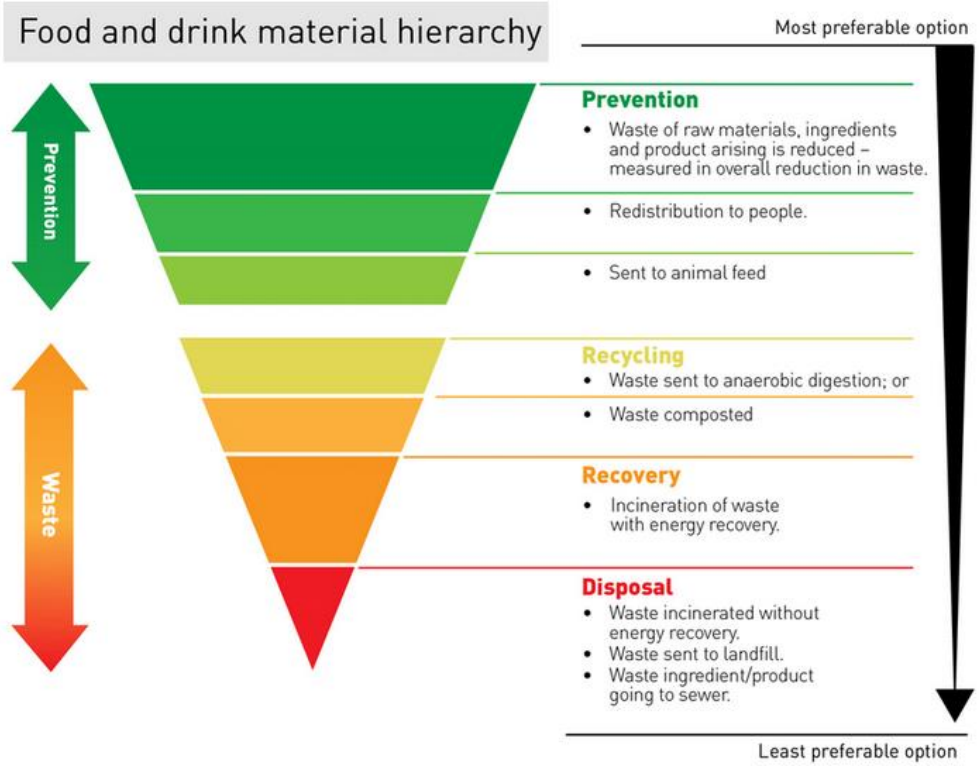
Q: *What did the people do, or not do, that made it end like that?*

A: You might have thought of:

- They were an impulse purchase. They weren't part of the shopping list, so they didn't know when they were going to eat them. Soft fruits have a very short shelf life so should be eaten soon after you have bought them.
- They washed the whole tub of fruit and put it back in the fridge. You should wash fruit just before eating it. Adding moisture increases the rate of decay.
- The strawberries were put at the back of the fridge, so they were less visible.

Q: *What do you think the end of the story should be? Why? What could the customers do differently to change the ending of this story?*

A: As an open question, all answers are acceptable. You can guide the discussion towards the avoidance of waste, in which case, food produced for human consumption should be eaten by humans. You can use answers to the previous question to help guide discussion on behaviour change to avoid food waste. Here is a food waste hierarchy you can use to support discussion. (Credit: WRAP June 2021)

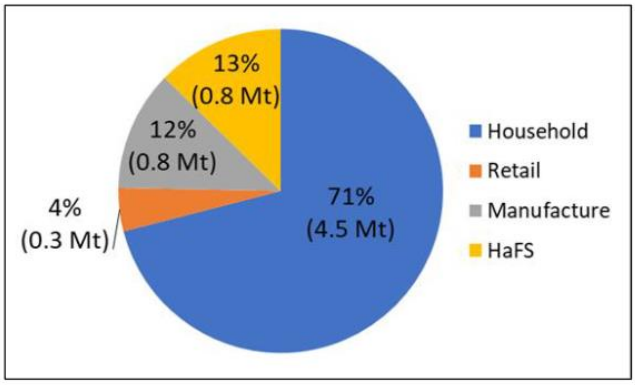


The food waste figures in the video are for America. Here is some information about food waste in the UK.

More and more people are reducing food waste and data suggests that the UK is on a trajectory to achieve its food waste prevention targets.[1] To achieve this, we must continue to reduce food waste at the same rate. Everyone can help. There is still a lot of food waste.

In 2018, the food that could have been eaten (6.4 Mt) would make the equivalent of over 15 billion meals – enough to feed the entire UK population 3 meals a day for 11 weeks.
The GHGs associated with the total 9.5 Mt of food waste in the UK in 2018 is around 25 million tons CO_2e – which is equivalent to c.5% of UK territorial emissions and the same as 10 million cars (or 1 in 3 cars on UK roads[2]

Who is wasting this food?[3]



Amounts of food (excluding inedible parts) wasted in the UK, 2018 by sector (total post-farm-gate = c. 6.4Mt)

HaFS = hospitality and food service

Refs:
1) WRAP UK progress against Courtauld 2025 targets and UN Sustainable Development Goal 12.3 (Jan 2020) https://wrap.org.uk/sites/default/files/2020-09/UK-progress-against-Courtauld-2025-targets-and-UN-SDG-123.pdf
2) WRAP, Action on Food Waste https://wrap.org.uk/taking-action/food-drink/actions/action-on-food-waste
3) WRAP Food surplus and waste in the UK – key facts (updated June 2021) https://wrap.org.uk/sites/default/files/2021-06/Food%20Surplus%20and%20Waste%20in%20the%20UK%20Key%20Facts%20June%202021.pdf