



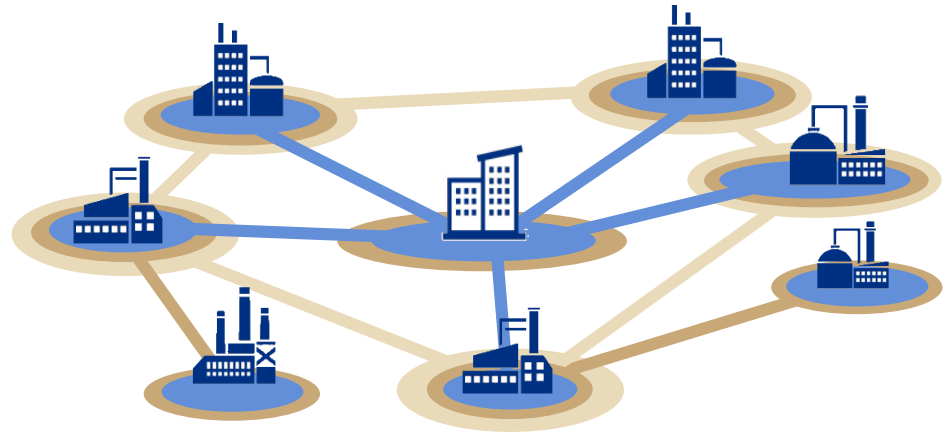
# Fighting Food Waste with Data

Juho Friberg, Head Of Digital Transformation  
Fazer Group



# Key themes for Fazer to fight food waste

- Production Digitalization, internal efficiency and transparency
- Networked co-operation and open ecosystem opportunities
- Supply Chain visibility and data sharing
- Food safety and traceability
- Analytics and insight
- Forecasting and planning



# Contact:



Juho Friberg  
Head of Digital Transformation  
Fazer Group  
juho.friberg@fazer.com  
+358 40 756 7766  
<http://www.fazergroup.com/>  
<https://www.linkedin.com/in/juhofriberg/>



**Food with  
a purpose**

