

## Press Information

### **Philips introduces two lighting solutions to cut supermarket food waste by extending the shelf life of meat products**

- Philips' latest LED Lighting solution for food retail increases the shelf life of processed meats by up to 30% compared to conventional lighting
- Of the 263 million tonnes of meat produced globally, over 20% is lost or wasted – the equivalent of 75 million cows<sup>i</sup>

The discoloration of processed meat is proving to be a major concern for supermarkets and food retailers, as consumers grow ever more demanding in regards to the appearance of their food. Poor lighting used in food counters is a significant contributory factor in the discoloration process. Although this lighting-induced discoloration presents no hygiene or health problems, this can have the impact of making products appear less attractive for purchase and can lead to food wastage.

Research conducted by experts at Philips using artificial light has revealed that certain parts of the visible light spectrum can lead to stronger levels of discoloration in processed meat.. The most effective way to slow down lighting-induced discoloration is to control and optimize the level of light being used; a process made possible by LED technology.

Philips' new LED solution for food retail, the Philips LED Rose, enables the light spectrum to be optimized so that the discoloration process is slowed down. When tested in laboratory settings, this solution extended the shelf life of processed meat by up to 30% when compared to conventional White SON lamps.

Simone Poort, researcher at Philips commented: "The light induced discoloration of processed meat is contributing to the amount of meat we discard during the retail part of the supply chain. By switching to Philips LED Rose on food counters, supermarket and food retailers can significantly reduce the amount of processed meat they have to throw away as a result of customers being put off by lighting-induced discoloration."

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**About Royal Philips:**

*Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2013 sales of EUR 23.3 billion and employs approximately 115,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).*

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<sup>i</sup> Food and Agriculture Organization of the United Nations