Circular Food Innovation Lab

Food Journey Mapping

Staff Learning and Engagement Workbook

This process will support learning opportunities and build capacity amongst your team. We will discuss challenges and share knowledge as they relate to food waste prevention.

Session 1: Food Journey Mapping
Surface what you know and notice about the way you work together.

Session 2: Staff Collaboration
Prototype refinements to the ways you collaborate in service of preventing wasted food.

Food Journey Mapping

As a group, **choose one food product** that moves through your operations. It should be something common, and if possible, something that multiple people interact with.

We’re going to map the journey this food takes from the moment it arrives here until the moment it leaves.

Food Journey Mapping

Imagine there’s a go-pro camera strapped to the food. What does it see and hear as it arrives? What kind of container is it in? How does it get recorded or counted?

Who moves the food around? Where does it get stored? What gets said about it?

As we move along the way, add any specific notes or details to what this food encounters, right from the moment it arrives until the moment it leaves.

Food Journey Mapping

What are the points along the way where food gets lost or wasted? What is happening precisely in those times and places?

How does the vocabulary used to describe food change as it moves through this journey?

Are there any other thoughts or reflections on the journey that food is taking?

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