

# PRESERVING FOOD VALUE

*A Framework for Transforming Global Food Systems*



Preserving Food Value



Food Impact Economy



Amber Economy



Global Coalition



Digital Infrastructure

Food is not only a commodity  
It is a strategic asset whose value must to be preserved

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# PRESERVING FOOD VALUE

## *A Framework for Transforming Global Food Systems*

Humanity produces enough food to feed every person on the planet. Yet millions continue to experience food insecurity while enormous volumes of edible food are lost or wasted each year.

This contradiction reveals a structural challenge within global food systems. Food systems are still largely designed around production and trade rather than around the preservation of the value embedded in food.

Food is not only a commodity. It is a strategic asset that carries nutritional, economic, social, territorial, and environmental value. When food is lost or wasted, these forms of value are simultaneously destroyed.

Addressing hunger and food waste therefore requires a shift in perspective: from managing waste toward preserving food value across the entire system.



## • FOOD IMPACT ECONOMY



### **FOOD IMPACT ECONOMY**

The Food Impact Economy proposes a new way of evaluating food systems.

Rather than assessing food systems exclusively through production, trade, or profitability, this framework evaluates them according to the impact they generate for people, communities, and the planet.

Within this perspective, the transformation of food systems focuses on their ability to preserve and generate value while strengthening food security, resilience, and sustainability.

The Food Impact Economy therefore represents a horizon for systemic transformation in which food systems are designed to maximize their positive impact rather than simply optimize production flows.

## • AMBER ECONOMY



### AMBER ECONOMY

The Amber Economy provides the applied economic framework that supports this transformation.

It proposes that food should be understood not merely as a tradable commodity but as a strategic asset generating multidimensional value.

Within this framework, food carries value across five interconnected dimensions:

- Nutritional value
- Economic value
- Social value
- Territorial value
- Environmental value



From this perspective, food loss and waste represent not only inefficiencies but also the avoidable destruction of multidimensional value embedded within food systems.

The Amber Economy therefore focuses on preserving, redistributing, recovering, and maximizing the integral value of food across the system.



## • GLOBAL COALITION FOR THE PRESERVATION OF FOOD VALUE

To translate this vision into coordinated action, the Global Coalition for the Preservation of Food Value and the Transformation of Food Systems has been proposed as a multi-stakeholder governance platform.

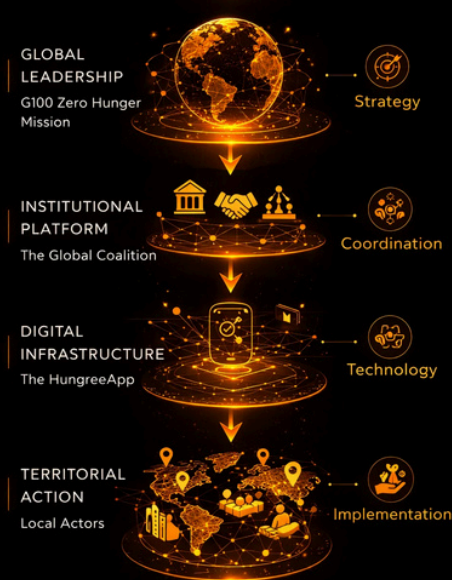
The coalition brings together governments, companies, multilateral organizations, academia, civil society, and territorial actors around a shared objective:

**Preserve food value before it is destroyed.**

Rather than functioning as a donation network or an awareness campaign, the coalition operates as an architecture for governing food value, enabling coordination, traceability, measurement, and collaboration across food systems.

### HOW THE COALITION WORKS

A Multi-Level Model



## • DIGITAL INFRASTRUCTURE FOR COORDINATION AND MEASUREMENT

Transforming food systems also requires operational infrastructure capable of coordinating actors and generating reliable data. Digital coordination platforms can support the registration of surplus food, connect supply and demand, enable geolocation of recovery operations, validate exchanges, and generate real-time data on food recovery and redistribution.

Within this architecture, The HungreeApp functions as an enabling digital infrastructure that supports the operational coordination of food recovery networks. Through digital tools that allow the registration of surplus food, coordination of redistribution, traceability of exchanges, and the generation of real-time data, the platform helps transform collaboration into structured operational processes.

Through this type of infrastructure, collaboration can be translated into operations, operations into data, and data into measurable impact, enabling food recovery initiatives to move beyond isolated actions toward coordinated systems capable of generating reliable evidence and scalable solutions.



## • EXAMPLES OF AMBER ECONOMY PRINCIPLES IN PRACTICE

Several international experiences demonstrate how the preservation of food value can be operationalized through public policy, governance models and coordinated action across institutions.

- **France** – National legislation requires large retailers to redirect edible surplus food toward donation rather than destruction, prioritizing human consumption and reinforcing food recovery systems (French Food Waste Law, 2016).
- **United Kingdom** – The Courtauld Commitment demonstrates how voluntary agreements among businesses, government and civil society can reduce food loss and waste through shared targets, measurement and collective accountability (WRAP).
- **South Korea** – A nationwide system combining infrastructure, data monitoring and behavioral incentives has significantly transformed food waste management practices and improved resource recovery at scale.
- **Brazil** – Public procurement programs linking institutional food demand with local farmers have strengthened food access, supported rural incomes and enhanced territorial resilience (FAO).

Together, these experiences demonstrate that preserving food value requires not only production capacity but also governance, coordination, incentives and information infrastructure.

## • EARLY IMPLEMENTATION EXAMPLE

**Avalon, California** offers an early illustration of how community collaboration supported by digital coordination tools can help preserve food value at the local level.



During the first 60 days of pilot implementation using The HungreeApp, a community food-sharing initiative enabled the recovery of more than 1,600 pounds of edible food that would otherwise have been discarded. (Avalon Implementation Report, 2026)

Beyond food recovery itself, the pilot demonstrates the importance of measurement infrastructure in transforming food systems. Digital coordination platforms allow surplus food to be registered, exchanges to be documented, traceability to be maintained and real-time data on food recovery to be generated.

Based on internationally recognized estimates of the climate impact of food waste, the recovery of 1,600 pounds (726 kg) of food represents approximately 1.8 metric tons of CO<sub>2</sub> emissions avoided, in addition to the preservation of nutritional and economic value that would otherwise have been lost.

Within the framework of the Amber Economy, this pilot illustrates the concept of Food Value Preservation. Each recovered food item retains multiple dimensions of value – nutritional, economic, social, territorial and environmental – that would otherwise be destroyed when food becomes waste.

The initiative also demonstrates the social value of food recovery, as community members, local businesses and organizations participate in a shared network that strengthens access to food and fosters collaboration.

At the territorial level, the pilot shows how surplus food can remain within the local community instead of leaving the system as waste, contributing to stronger local coordination and greater food system resilience.

This early experience demonstrates how local collaboration, supported by digital coordination and measurement tools, can transform surplus food into measurable social, environmental and territorial impact.

## • FOUNDING LEADERSHIP



The conceptual framework behind **Preserving Food Value**, the **Food Impact Economy**, and the **Amber Economy** has been developed through the collaboration between Dr. Karen Lorena Brugés Solórzano and PhD. Mónica Colín de Velázquez.



**Dr. Karen Lorena Brugés Solórzano** is a global leader in social impact and multi-stakeholder ecosystem building and currently serves as Global Chair of the G100 Zero Hunger Mission, where she works to mobilize international alliances aimed at advancing global food security.

**PhD. Mónica Colín de Velázquez** is an economist focused on economic systems, sustainability, and value frameworks applied to food systems transformation. and currently serves as Colombia Country Chair of the G100 Zero Hunger Mission works to mobilize alliances aimed at advancing food security.



Together, their work integrates economic analysis, governance architecture, and operational coordination to advance the principle of Preserving Food Value as a pathway for transforming global food systems.

# • JOIN THE GLOBAL COALITION

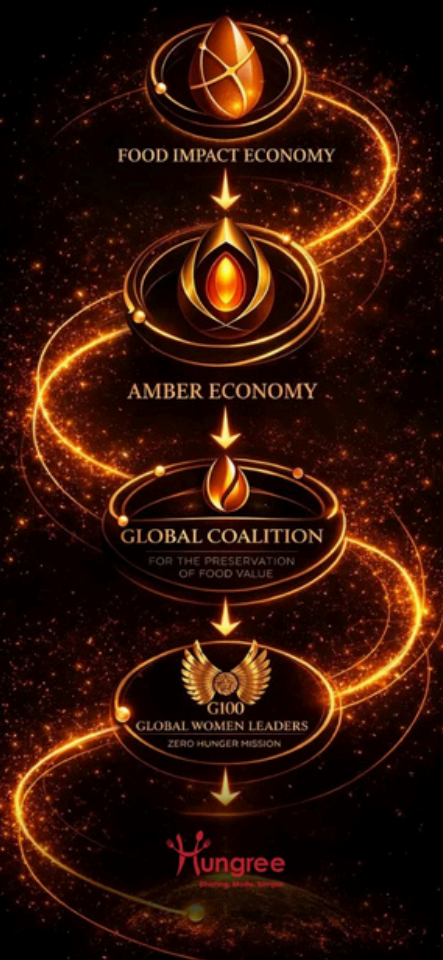
Governments, companies, international organizations, research institutions, and civil society leaders are invited to support and participate in the Global Coalition for the Preservation of Food Value and the Transformation of Food Systems.

By working together, we can move from fragmented responses toward coordinated solutions capable of preserving food value, strengthening food security, and building more resilient food systems worldwide.



**PARTNER WITH US**





Food must no longer be treated as a disposable commodity but recognized as a strategic asset whose value must be preserved.

Advancing toward a **Food Impact Economy** and an **Amber Economy** means placing the preservation of food value at the center of governance, technology and collaboration, transforming surplus into measurable wellbeing for people, territories and the planet.

**Preserving food value** is not only an operational challenge — it is the foundation of a new economic logic for governing food systems in the 21st century.

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