

Find out the real value of one bottle of ketchup!



Cultivation { Agricultural land • Irrigation water
Seeds • Fertilisers • Pesticides
Working hours • Electricity

Transportation { Freight
Means of transportation
Working hours



Transportation { Freight • Means
of transportation
Working hours

Processing { Washing water
Working hours
Electricity



Trade { Electricity
Working hours

Households



If you throw out
the food,
all the
invested effort
will end up
in the bin.

