

Addressing food waste in the UK

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About WRAP

- WRAP's vision is a world without waste, where resources are used sustainably



The diagram is a circular flow chart. At the center is a dark blue circle with the text "A world without waste". Surrounding this is a light blue ring divided into three segments: "Save money" (top-left), "Save resources" (top-right), and "Cut CO2" (bottom). The outermost ring is divided into three colored segments: a yellow segment at the top labeled "Smarter use & reuse", an orange segment at the bottom-right labeled "Effective recycling & recovery", and a green segment at the bottom-left labeled "Smarter design & build". Arrows indicate a clockwise flow from the outer ring into the inner ring, and from the inner ring into the central circle.

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The Courtauld Commitment

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The Courtauld Commitment

- A voluntary agreement to improve resource efficiency and reduce the carbon impact of the UK grocery retail sector

Packaging	<ul style="list-style-type: none"> Reduce the carbon impact of grocery packaging by 10%
Household food waste	<ul style="list-style-type: none"> Reduce household food and drink waste by 4% (tonnes)
Supply chain waste	<ul style="list-style-type: none"> Reduce traditional grocery product waste in the grocery supply chain by 5% (tonnes)

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Courtauld Commitment Phase 2 Signatories



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Courtauld Commitment 3

Jan 2013 –Dec 2015

Household Food & Drink Waste
5% reduction (9% relative)

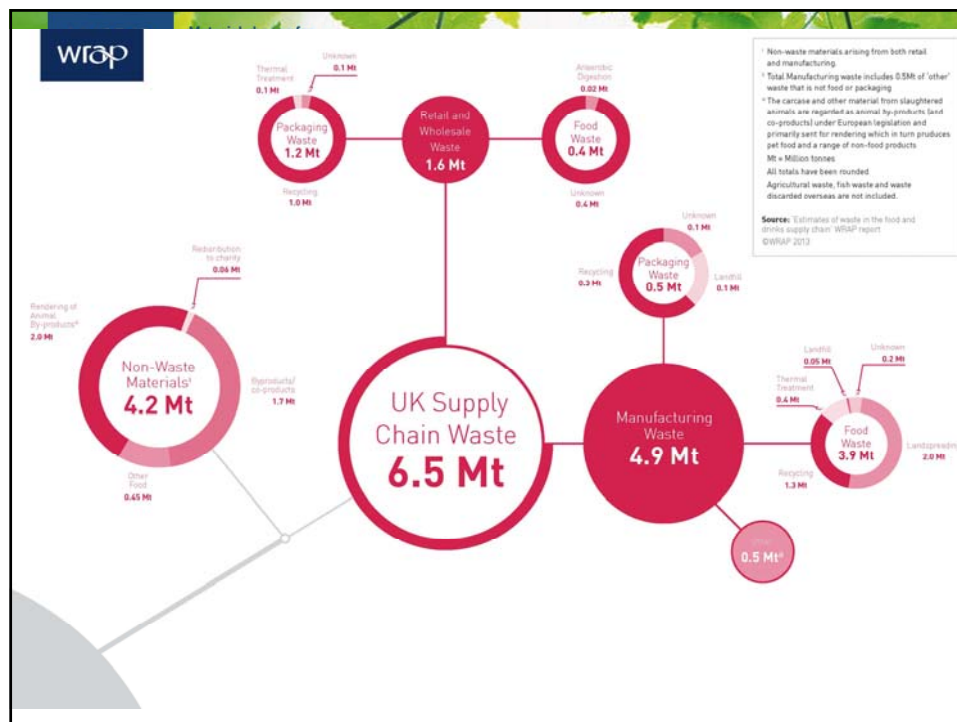
Supply Chain Product Waste
3% reduction (8% relative)

Packaging
Maintain 2012 levels (3% reduction in CO₂e per pack)



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Supply chain waste data



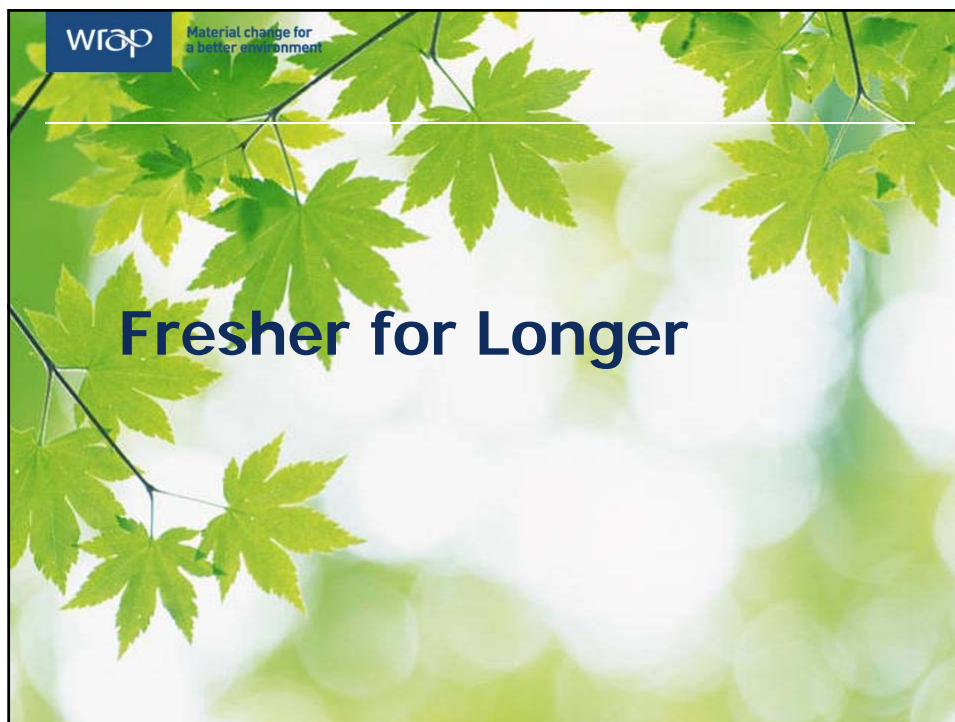
West London food waste prevention trials

- **Target area:** West London Waste Authority 601,000 households
- **Dates:** October 2012 to March 2013
- **Project partners:** WRAP, London Waste and Recycling Board, Recycle for London, West London Waste Authority and Greater London Volunteering
- **Delivery:** Based on WRAP knowledge, insights and LFHW



Project impact

- **The amount of avoidable food waste (food that could once have been eaten) decreased by 14%.** Total food waste decreased from 2.6 kg per household per week pre-campaign to 2.2 kg post-campaign
- **For every £1 invested West London Boroughs saved up to £8**
- Those households who had **seen something about food waste and claimed to be doing something different reduced their avoidable food waste by 43%** (a 35% reduction in total food waste)
- **Reduction in the amount of avoidable food waste is equivalent to 5,250 tonnes pa** for households in West London.
- **West Londoners would have saved £14million by not wasting this good food and drink** and 20,000 tonnes of greenhouse gases would have been prevented



New research

- Attitudes to food and packaging explored together in a broad range of contexts

- Qualitative (accompanied shops and home visits) and quantitative (survey of 4,000 consumers)

Final Report

Consumer Attitudes to Food Waste and Food Packaging

A qualitative and quantitative investigation into consumer attitudes to, and behaviour around, food waste and food packaging, which will inform action to help further reduce household food waste. In partnership with:

Project code: CFP104-000

Research date: April – August 2012

Date: March 2013

Consumers and food packaging

- Behaviours around food packaging (including labels) could be contributing to food waste
 - removing food from packaging after purchase but before storage
 - not making use of packaging functionality
 - not looking at or following guidance on pack
- In addition, attitudes towards packaging might be a barrier to further reducing the amount of food thrown away
- However, there was a lack of robust evidence to inform actions to address consumer concerns, and enable them to take steps to prevent food going to waste

Summary

- Throwing away food “**not used in time**” is costing consumers **£6.7 billion a year** (£270 for the average household)
- How long food stays fresh for is a **priority for consumers**
- Many are not making best **use of the information on pack, or the packaging itself** to achieve this
- **Clear and consistent labelling** (e.g. date labels, storage and freezing guidance), **improved packaging functionality** (e.g. re-closability, materials to enhance life) and **communicating the benefits** of using this will all make a difference
- **Small changes in behaviour around packaging** could deliver the benefits consumers are looking for – keeping food fresher for longer, saving money and reducing the impact of food on the environment



Coming soon

- Updated household food waste data
- Hospitality and Food Service sector waste data
- Courtauld 2 outturn

Thank you

www.wrap.org.uk