



# Tackling Food Waste

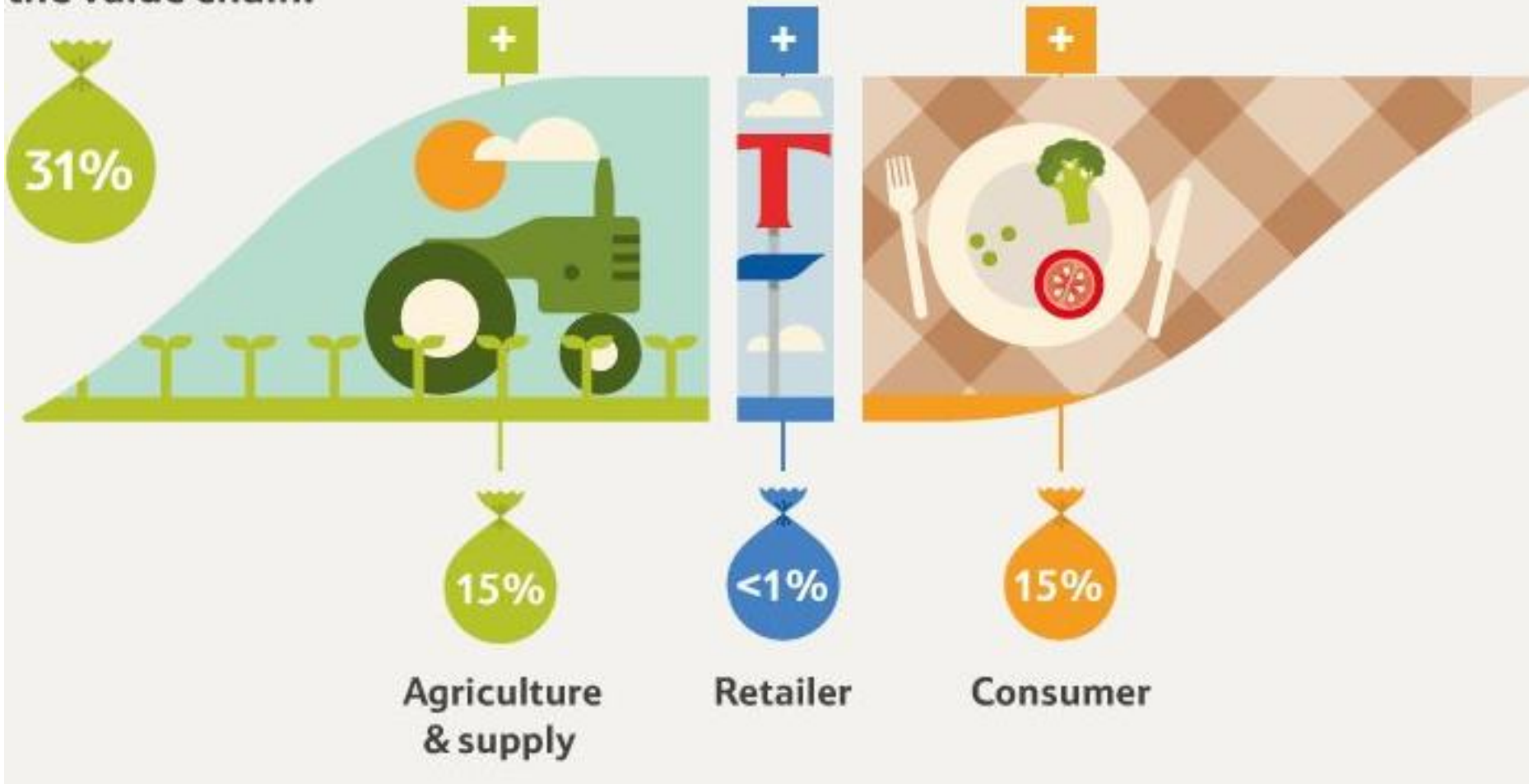
Mark Little

Head of Food Waste Reduction

Tesco

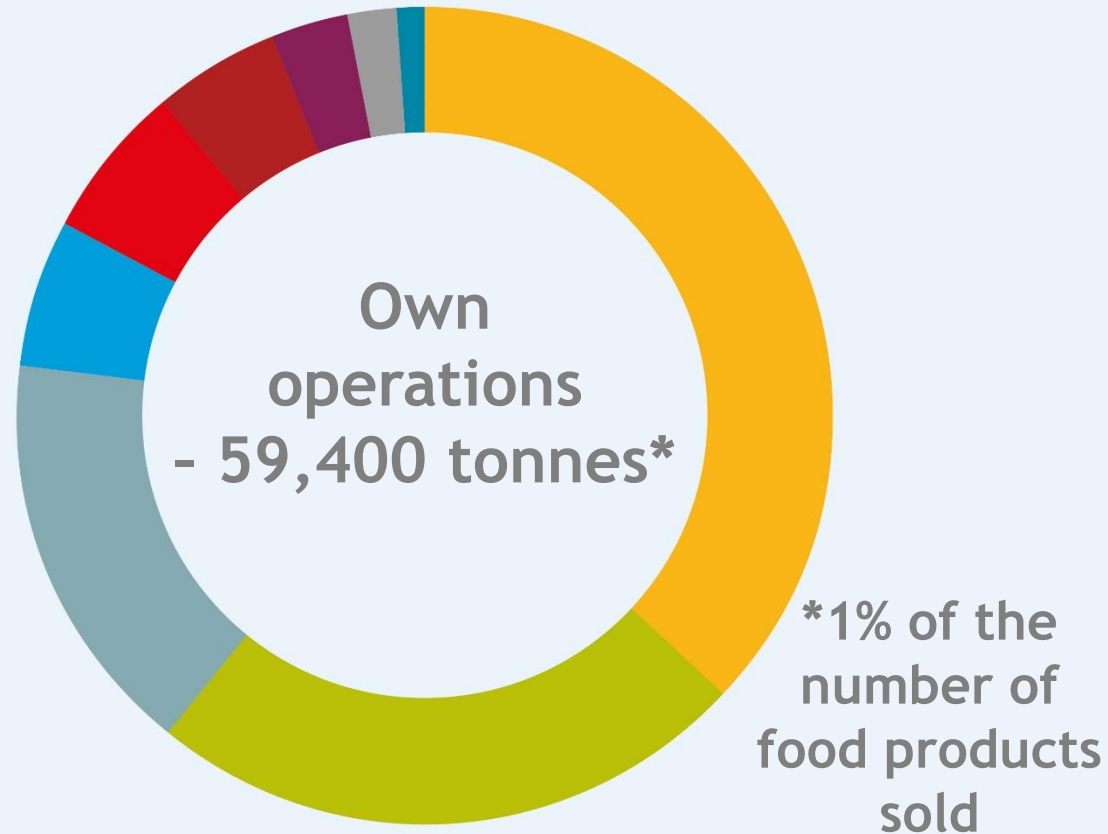
# Shared responsibility

Total waste along the value chain:



# Tesco UK food waste by category breakdown

(% breakdown of total tonnage value)



- Bakery 37%
- Produce 24%
- Chilled 16%
- Impulse 6%
- Grocery 6%

- Meat, Fish, Poultry & Eggs 5%
- Beers, Wines & Spirits 3%
- Frozen 2%
- Other 1%

# Freshly Baked



TESCO



COMMUNITY

FOOD

CONNECTION



FareShare

fighting hunger, tackling food waste



Powered by FoodCloud

# Perfectly Imperfect



TESCO  
PERFECTLY  
IMPERFECT  
POTATOES  
— LESS THAN PERFECT, JUST TASTY —

Best before  
**15 MAR**  
2.5kg e

Perfectly Imperfect

**90p**

30p per kg  
and Clubcard points too.

PERFECTLY  
IMPERFECT  
POTATOES