

Mark Barthel, Special Advisor The Waste & Resources Action Programme (WRAP)



SUSTAINABILITY IN RETAIL

Retailing in the Green Economy: Getting Serious about Sustainability



A background image of vibrant green leaves on thin branches, slightly out of focus, creating a natural and fresh atmosphere.

Helping customers to waste less

Mark Barthel
Special Adviser
WRAP

Presentation outline

- **The Food We Waste**
- **Consumer insight**
- **Implications for the food industry**
- **Developing solutions and driving loyalty**
 - Communications to support the customer
 - Changes to product / service offer
 - Changes to the retailer environment
- **Top Tips**

The food we waste

A study of the amount, types and nature
of the food we throw away in UK households



The study

- Largest of its kind ever in the UK, and probably the world.
- More than 2,000 consenting households involved.
- Innovative, objective, multi-method approach:
 - Survey;
 - Kitchen diary; and
 - Waste analysis.


A vibrant display of fresh produce including red peppers, lemons, apples, mushrooms, tomatoes, onions, artichokes, and radishes, with a central sign.

*1/3
OF THE FOOD
WE BUY
WE THROW
AWAY!*

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Retail Programme - Food Waste: Final Report

Understanding Consumer Food Management Behaviour



The aim of this project was to increase our understanding of the consumer decision-making process that leads to purchasing, storing, preparing, eating and disposing of food. This project was a quantitative research project that explored the ways the public manage food at home. Through in-home observation techniques, food waste and storage practices and storage methods to determine what food and beverage choices of items, in-store and at home, are most likely to be wasted. The results of this research will be used to inform the design of future householders' waste management solutions.

Project code: 12151
Research dates: 21 October 2015

ISBN: [All references]
Date: 21 May 2016

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Retail Programme - Food Waste: Final Report

We Don't Waste Food! A Householder Survey



A quantitative survey of householders' perceptions and behaviour around food and food waste. This report is one strand in a three strand research project. It examines consumer attitudes and claimed behaviour in relation to food waste, related research involves use of a food waste diary and compositional analysis.

Project code: 12479
Research dates: October 2015

ISBN: [All references]
Date: March 2016

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Retail Programme - Food Waste: Final Report

Food Behaviour Consumer Research: Quantitative Phase



Research was carried out for WRAP to better understand the consumer and what will be the most effective ways to reduce food waste. This report is one strand in a three strand research project. It examines consumer attitudes and claimed behaviour in relation to food waste, related research involves use of a food waste diary and compositional analysis.

Project code: 12480-002
Research dates: November - December 2015

ISBN: [All references]
Date: March 2016

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Food waste / final report

The Weight and Cost of Food Waste Kitchen Diary Results



Project code: 12480-003
Research dates: 7 - 13 February 2016

ISBN: [All references]
Date: February 2016

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Retail Programme - Food Waste: Final Report

Food Storage and Packaging



An investigation of consumer attitudes and behaviour in respect of food storage and packaging.

Project code: 12152-002
Research dates: February 2016

ISBN: [All references]
Date: July 2016

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Retail Programme - Food Waste: Final Report

Research into consumer behaviour in relation to food dates and portion sizes



This project examined two aspects of consumer behaviour in relation to food waste: understanding (and use) of guidance dates on packs; and demand for more varied portion sizes. General and food-type specific insights have been obtained which should allow WRAP and others to develop advice and solutions to help consumers reduce the amount of food they throw away.

Project code: 12484
Research dates: October 2015

ISBN: [All references]
Date: July 2016

The food we waste is ...

Staggering



6.7 million tonnes a year



5.6 million
tonnes a year



0.6 million
tonnes a year

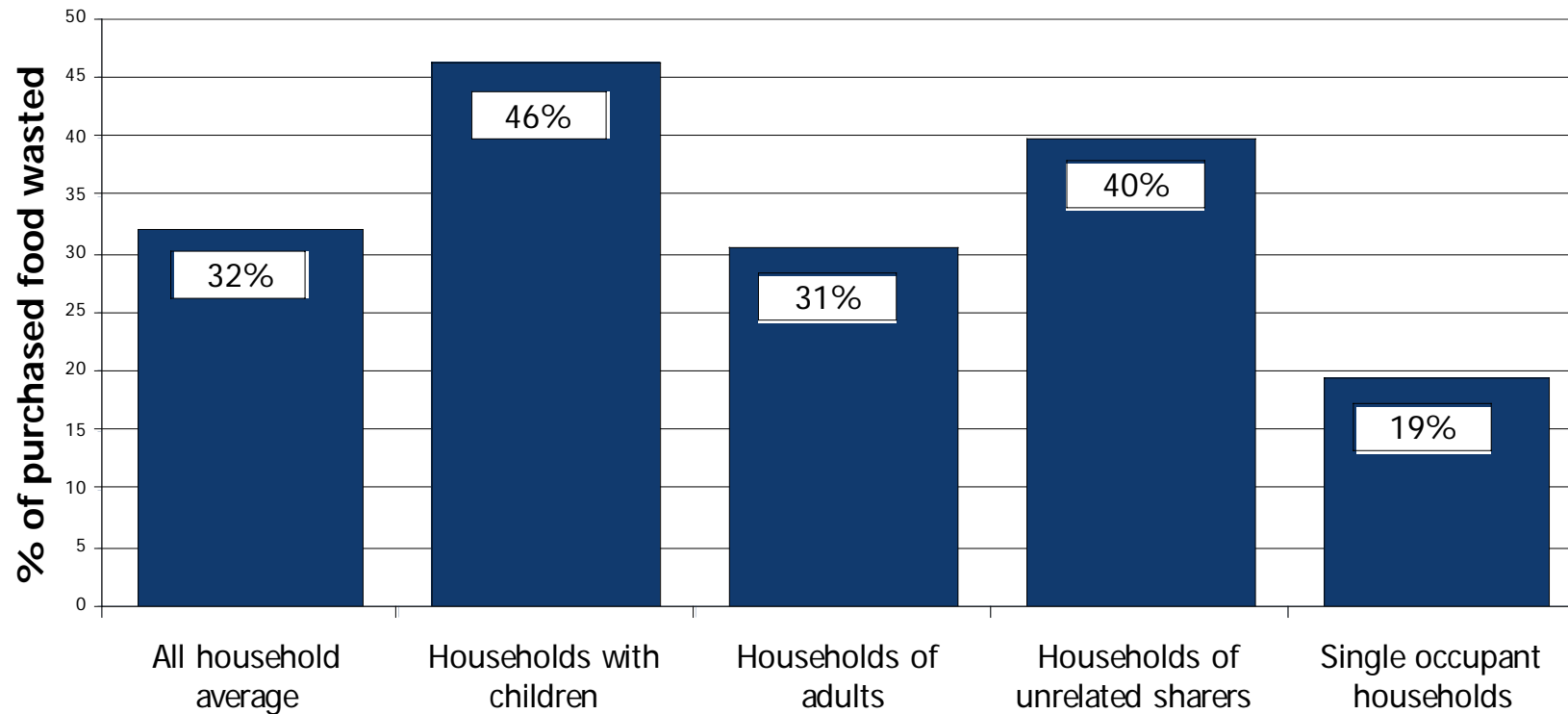
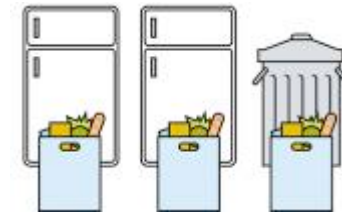


0.3 million
tonnes a year



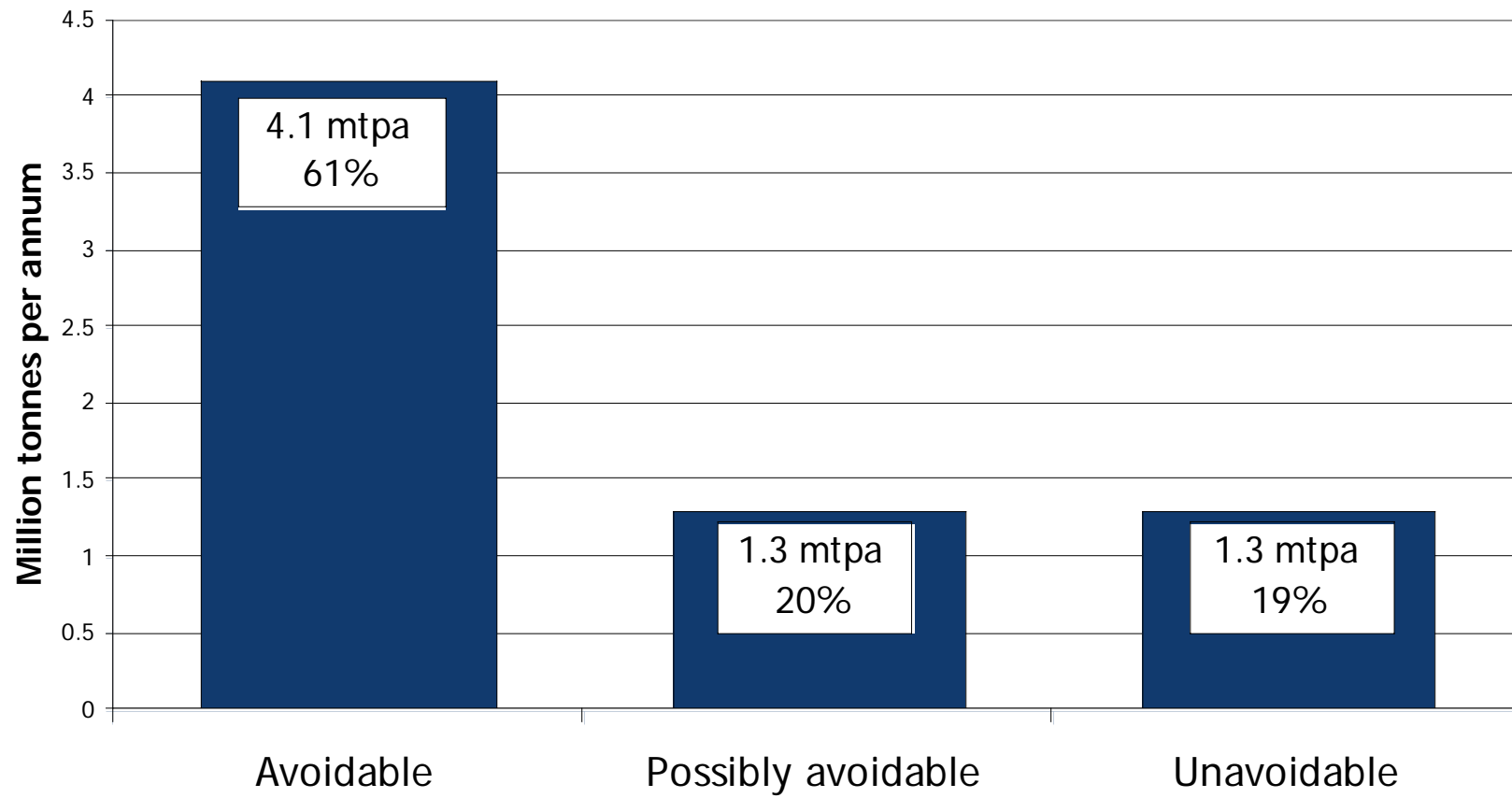
0.2 million
tonnes a year

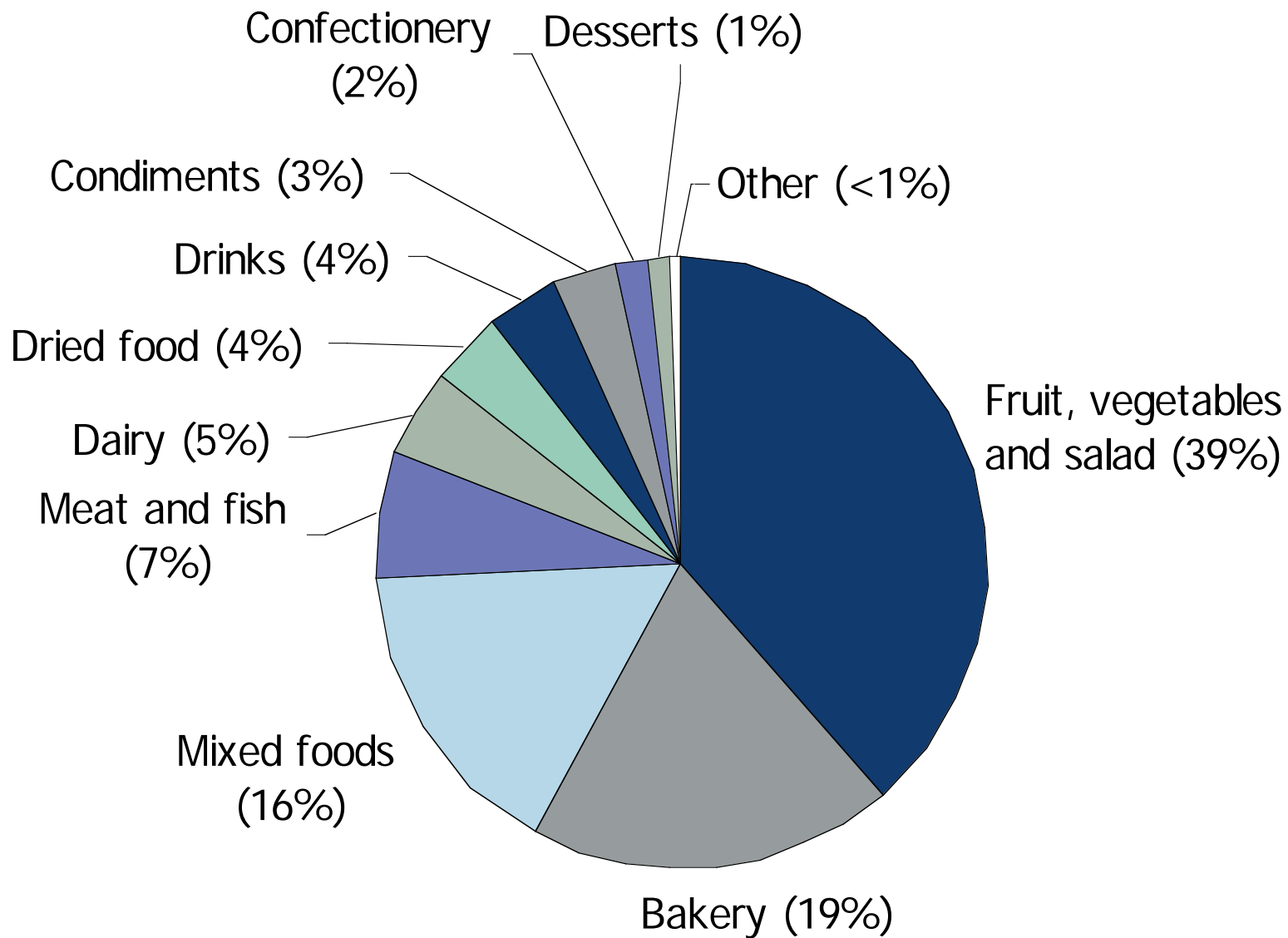
We throw away a third of the food we buy



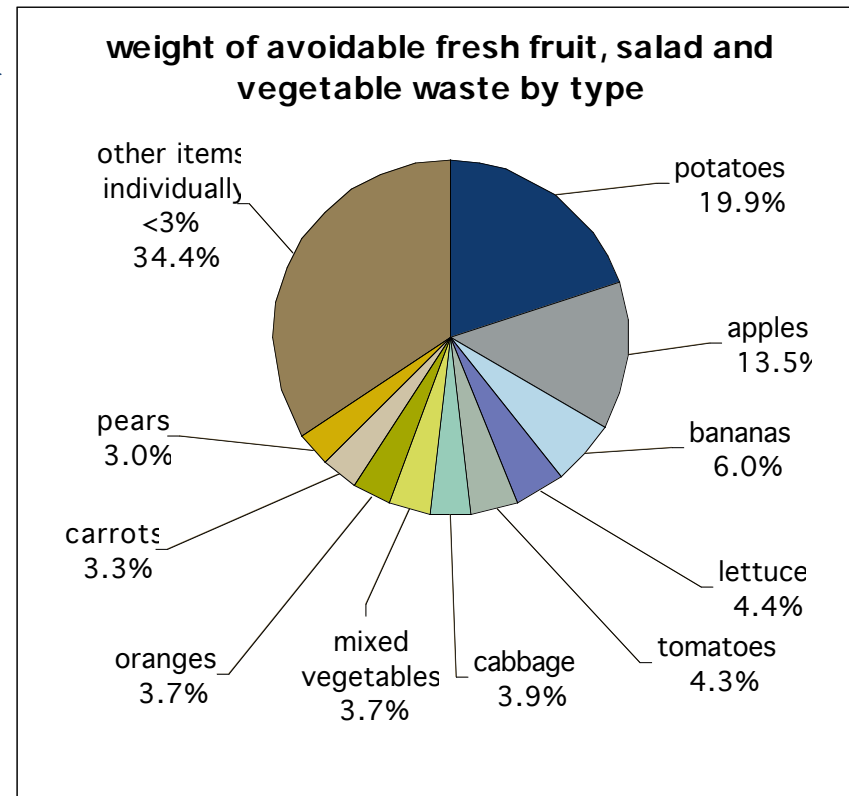
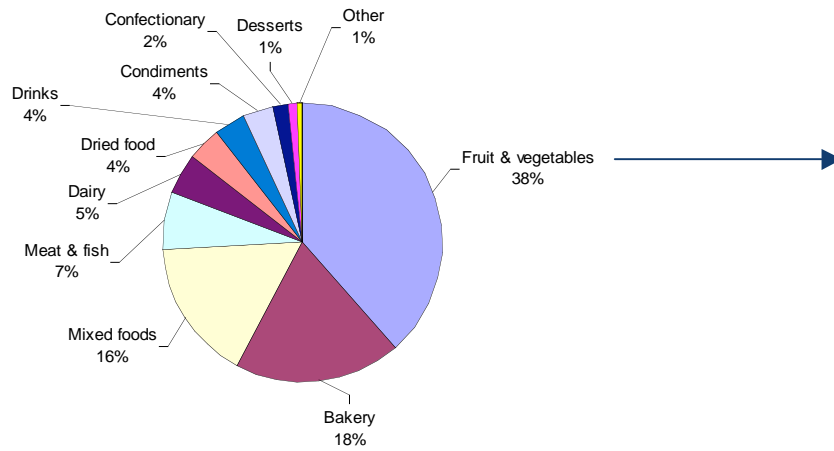
The food we waste is ...

**Mostly
avoidable**

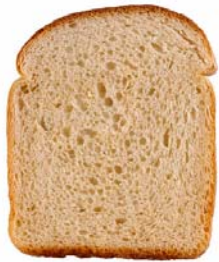




Avoidable food waste (by weight)



Some key foods wasted needlessly



Slices of bread
328,000 tonnes a year



Meat or fish meals
162,000 tonnes a year



Yoghurt & yoghurt drinks
67,000 tonnes a year



Bottled water
27,000 tonnes a year



Chocolate and sweets
31,000 tonnes a year



Eggs
19,000 tonnes a year

Avoidable meat thrown away each year - equivalent whole animals



33 million chickens



3 million pigs



350,000 sheep



100,000 cows

The food we waste is ...

Costly



£10.2 billion a year



£8.5 billion
a year



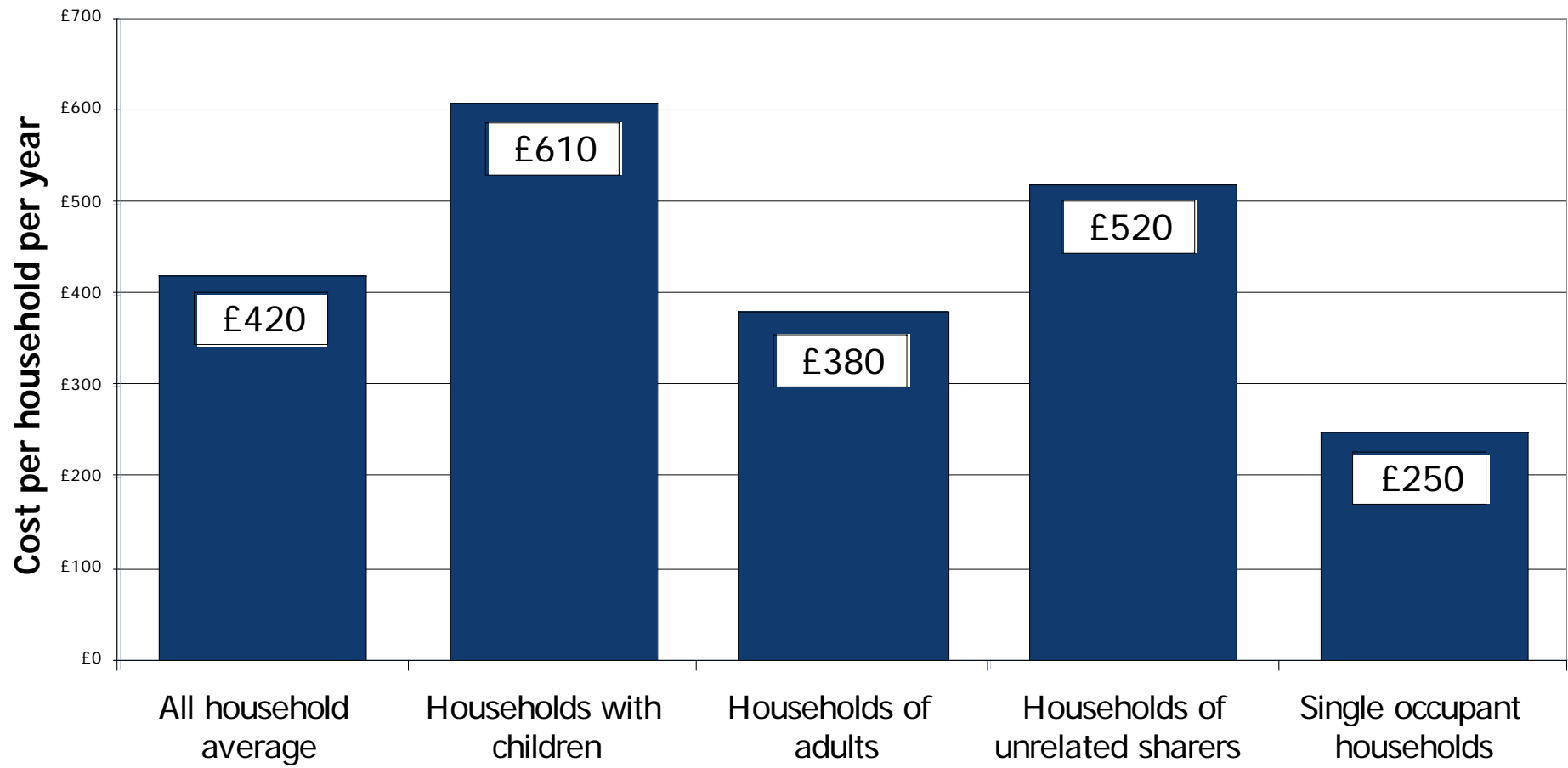
£0.9 billion
a year



£0.5 billion
a year



£0.3 billion
a year



Some key foods wasted needlessly



Meat or fish meals
£602 million a year



World breads
£389 million a year



Apples
£300 million a year



Pizza
£170 million a year



Crisps
£82 million a year

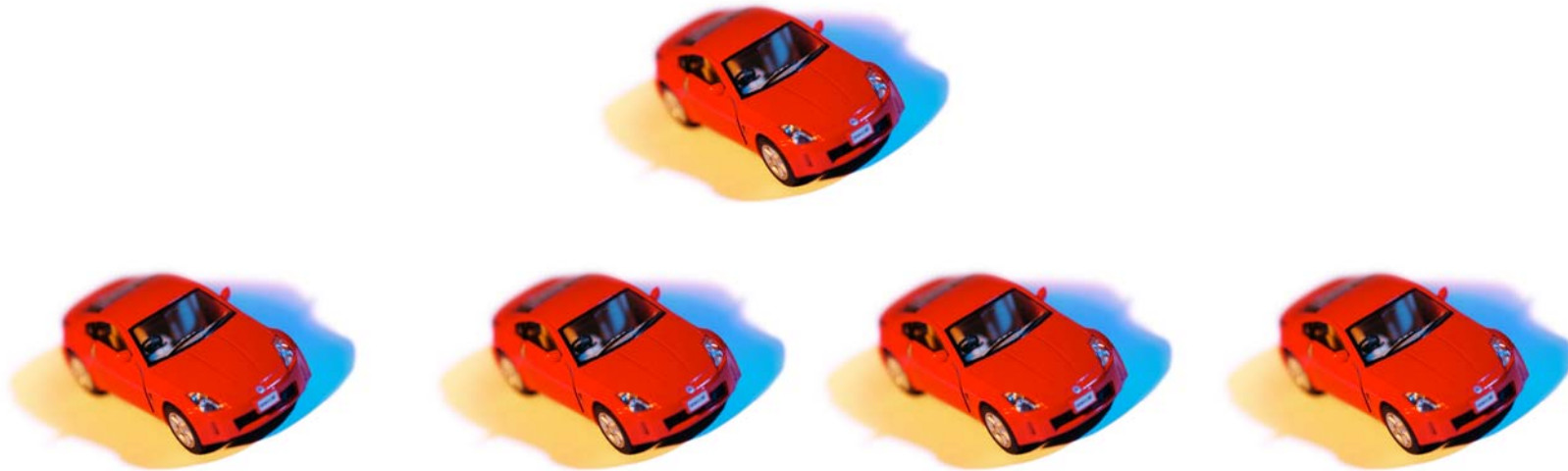


Cakes and gateaux
£36 million a year

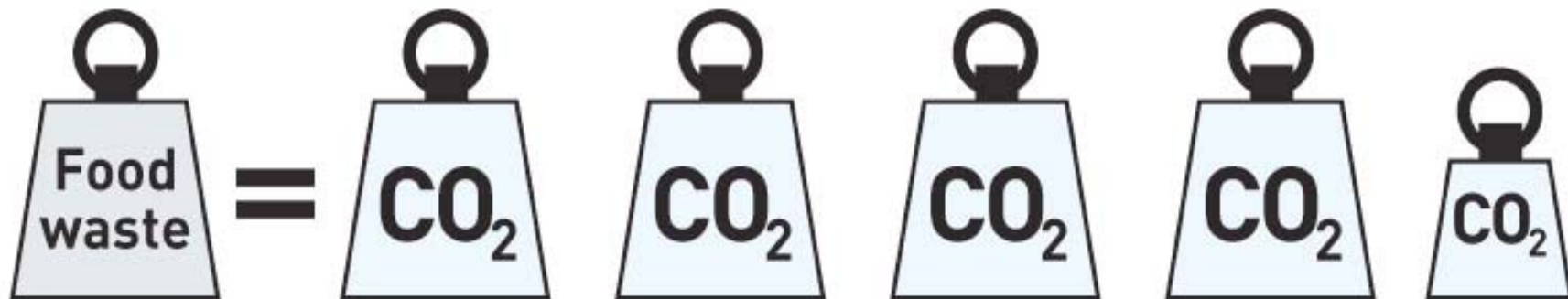
The food we waste is ...

Harmful
to the environment

Food waste is responsible for
the equivalent of **18 million
tonnes** of carbon dioxide



Each **tonne** of avoidable food waste is responsible for the equivalent of **4.5 tonnes** of carbon dioxide equivalent



The food we waste is ...

**Often
untouched**

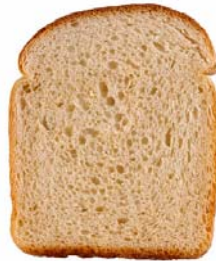
Nearly a **quarter** of avoidable food waste is thrown away **whole, unopened** or **untouched** – nearly **1 million tonnes** and **£2.3 billion** a year



Key foods thrown away whole and untouched



Potatoes
5.1 million a day



Slices of bread
7 million a day



Unused teabags
520,000 a day



Sausages
1.2 million a day



Yoghurt & yoghurt drinks
1.3 million a day



Packets of crisps
300,000 a day

The food we waste is ...

**Left on our
plates**

We leave **1.2 million tonnes**
a year **on our plates**



Meal leftovers
582,900 tonnes
worth £1.7 billion



Potato
150,000 tonnes
worth £150 million



Bread
93,900 tonnes
worth £230 million

The food we waste is ...

**Sometimes
in date**

At least **340,000 tonnes** a year is
thrown away still **in date**

Worth nearly **£1 billion**

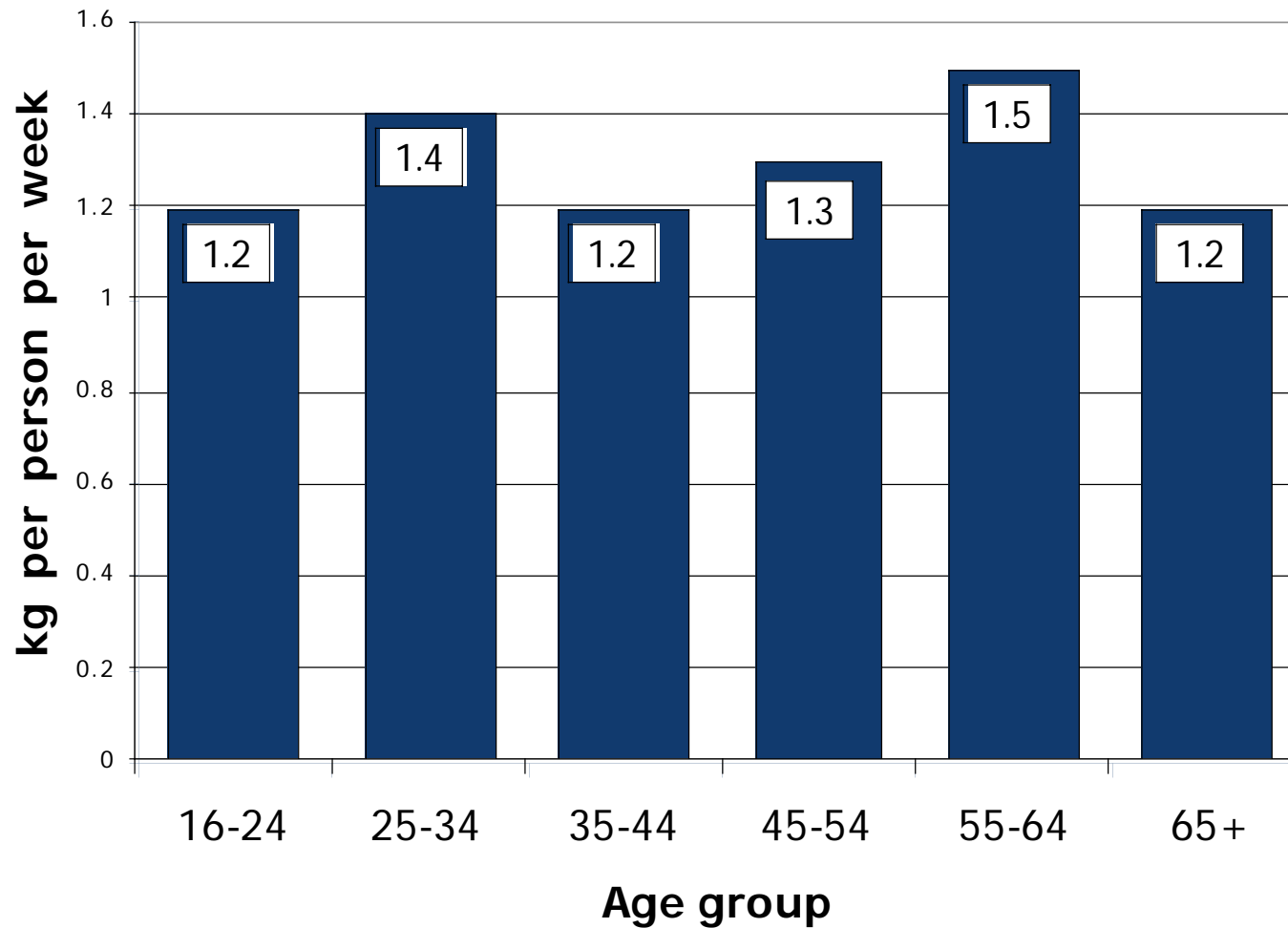
Nearly **20%** of that
hasn't even been **opened**



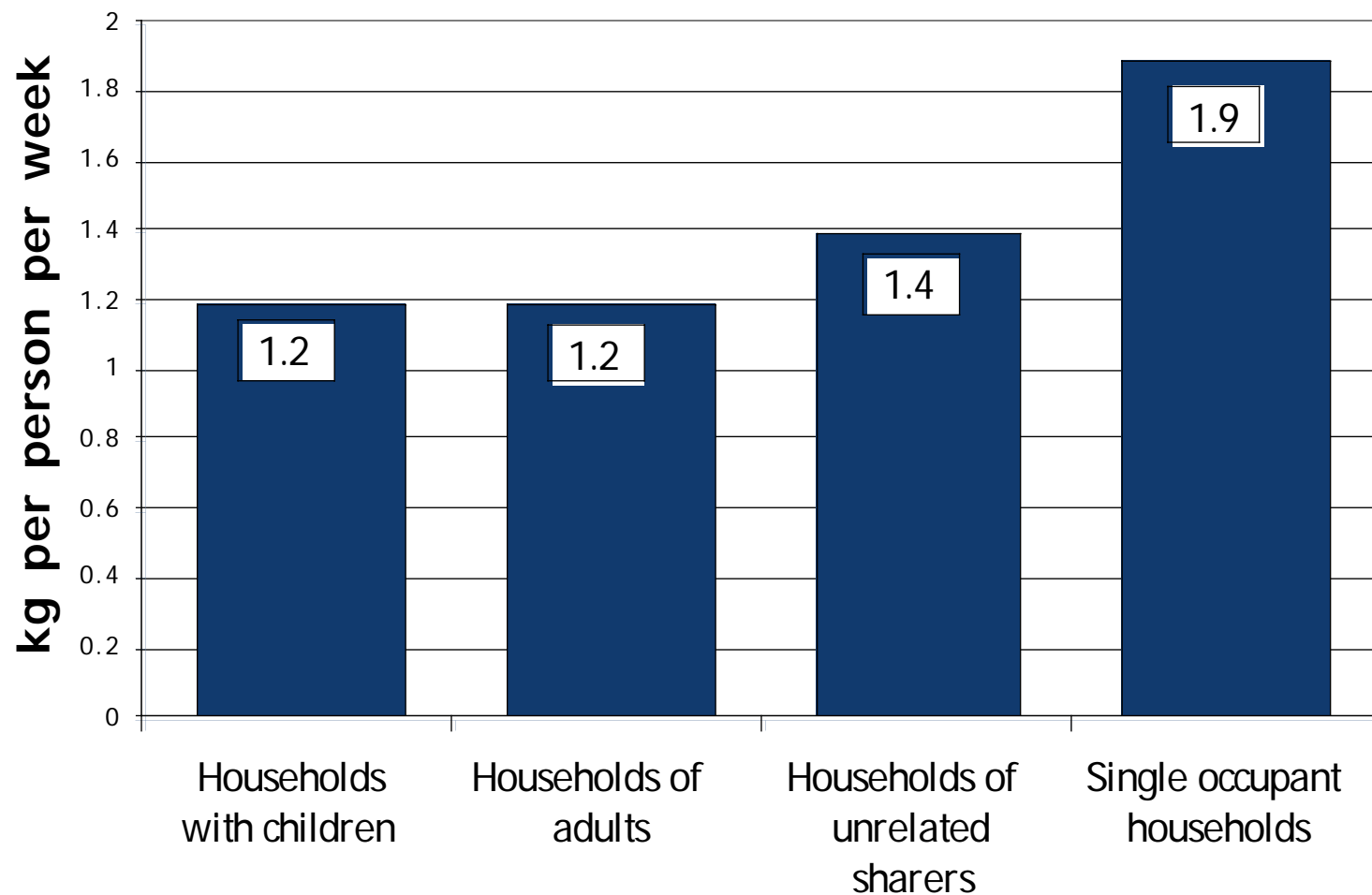
The food we waste is ...

**Produced by
all of us**

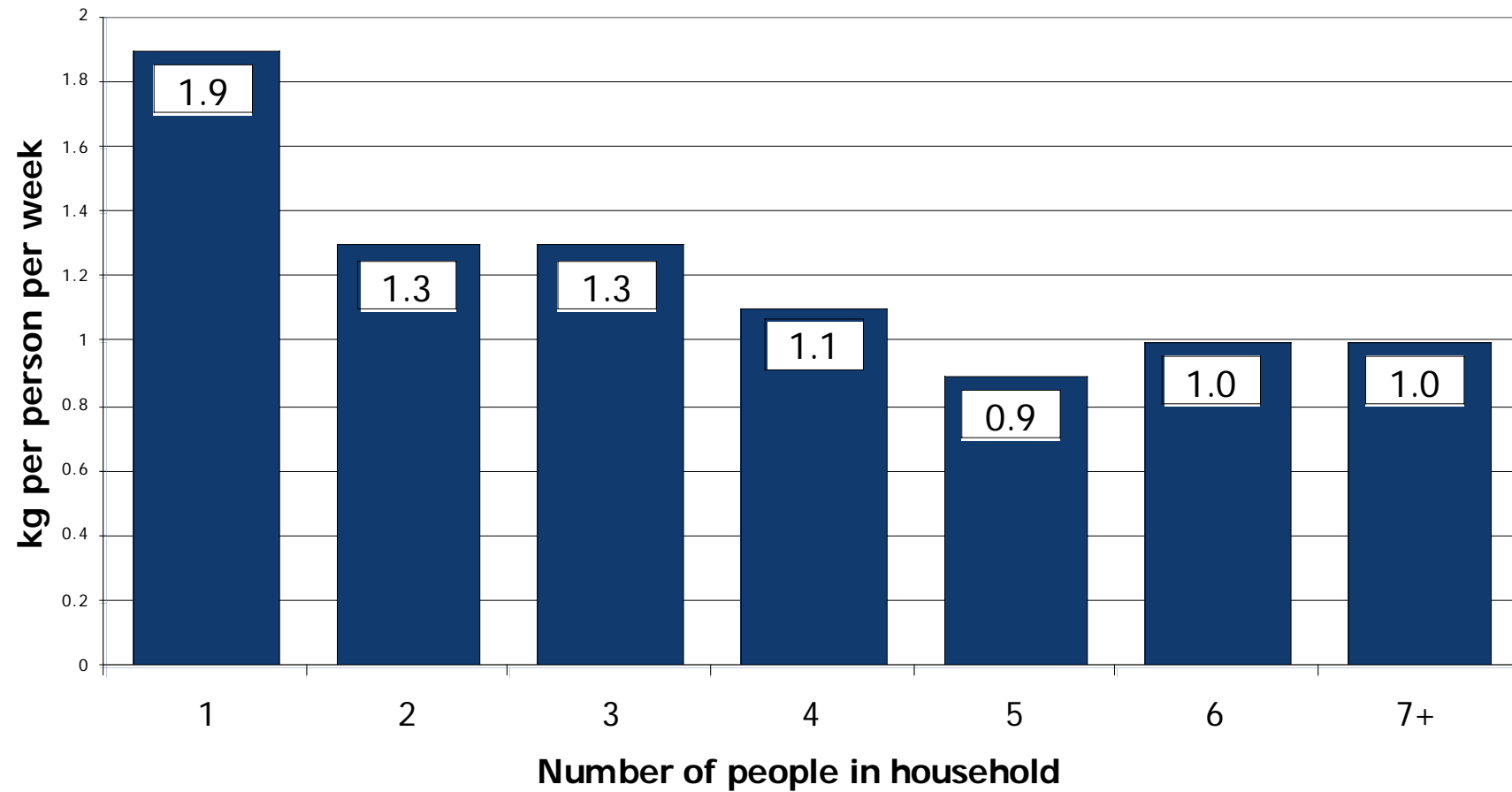
Different age groups



Different household composition



Different household sizes



The food we waste is ...

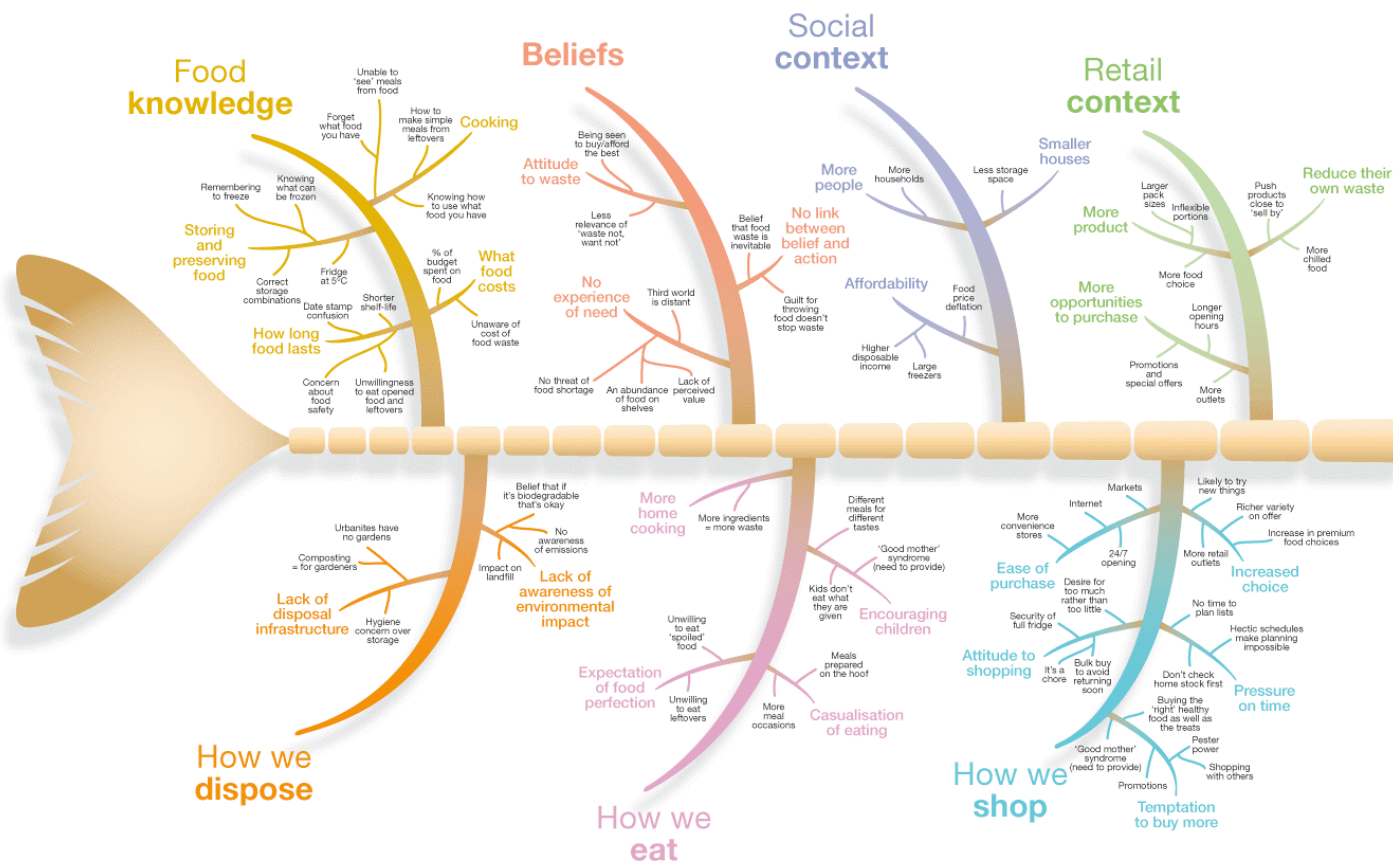
**Invisible to
most of us**



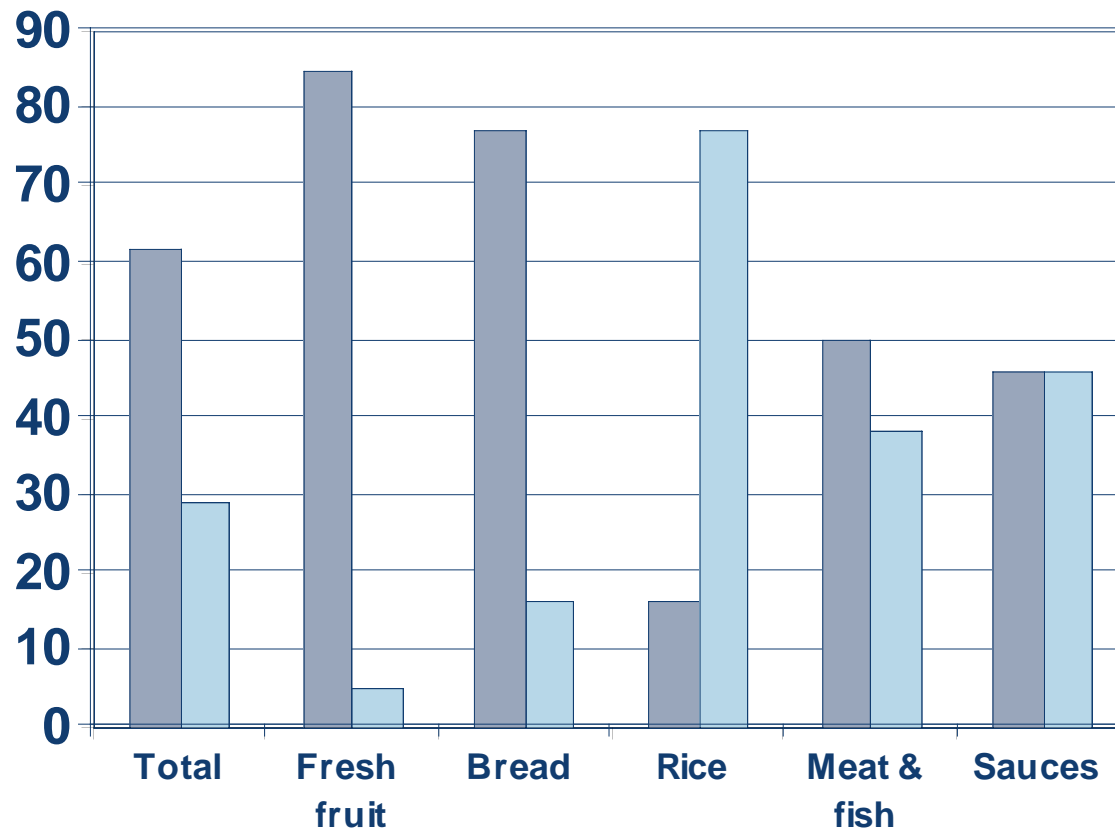
Even households that are **adamant** they waste **no food** at all throw away nearly **90kg a year** of avoidable food waste

The food we waste is ...

**... a result of
habits and
behaviours**



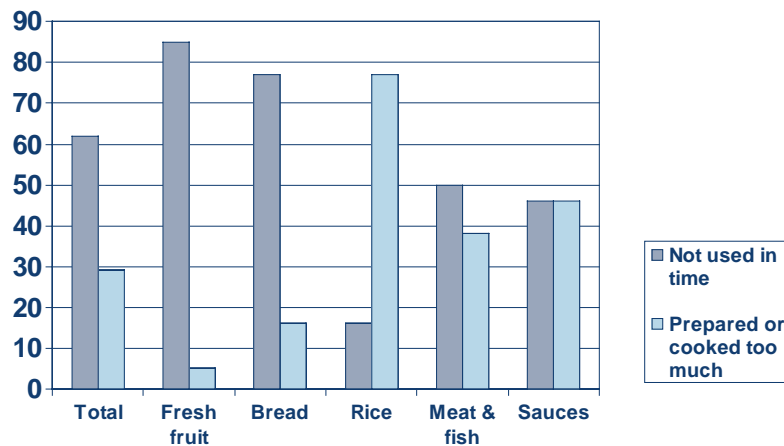
Why is Food That Could Have Been Eaten Thrown Away?



(WasteWorks 2006)

- Not used in time
- Prepared or cooked too much

Why is Food That Could Have Been Eaten Thrown Away?



- Not planning meals
- Not checking stocks
- Not taking a list
- Tempted in store
- Unclear about dates
- Unsure about storage
- Poor portion control
- Lack of confidence wrt "leftovers"
- Changing plans
- Food rejection
- etc

Why is food that could have been eaten thrown away - examples



- Only 58% use a list, and half don't stick to it
- 61% tempted by special offers (BOGOF, etc.)



- Almost half don't understand food dates
- 36% treat "best before" as "use-by"
- 53% would never eat fruit & veg past the BB date



- Many don't store food as recommended
 - 11% keep bread / 6% bananas in the fridge
 - 13% store sliced meats "naked" in the fridge
 - Average fridge temperature 6.6°C v's 1-5°C
 - 50% shelf-life for deli meats / 25% for milk

The food we waste is ...

**A massive
opportunity**

THE INDEPENDENT

Saturday Edition
 Saturday 23 June 2007
 www.independent.ie

Ireland, €1.80 / £1.40

WIN PLASMA TVs

IN OUR 'FAREWELL TO BLAIR' COMPETITION, SEE PAGES 12 & 13 SAMSUNG

The fight for the world's food

Population is growing. Supply is falling. Prices are rising. What will be the cost to the planet's poorest?




MILK UP
60%



BUTTER UP
40%



EGGS UP
16%




PORK UP
20%



WHEAT UP
17%



CHICKEN UP
10%



CORN UP
100%

By David Huxford

Most people in Britain will not have noticed. On the supermarket shelves the signs are still outside. But the heave of a major change will be hitting in food if many people like increasing in their breakfast bowl. The general cost in this country has jumped by 32 per cent in the past year. And in Europe, the cost of butter has leapt by 42 per cent. In short, we may be reaching the end of cheap food.

For those of us who have grown up in post-war Britain, food prices have gone only one way, and that is down. Sixty years ago, an average British family spent more than a third of its income on food. Today, that figure has dropped to one tenth. But for the first time in generations, agricultural productivity is slowing down, and what analysts warn will be unpredictable consequences.


Like any other well-spring, food like we have has its own rising price. The world's fiercest-warring piece of justice - the coalition of nations have used to force - for two states drivers that suggest that cheap food is about to become a thing of the past. Agriculture, to those that believe that

CHRISTOPHER WATSON


50

BEST BATHROOM LUXURIES

IN THE INFORMATION



JON BON JOVI



AND PAUL SMITH

IN THE MAGAZINE

Plus: Poise magazine

WITH DARCY RUSSELL, SIEMMA MILLER, AND HUSSEIN CHALAVAN

wrap

Material change for
a better environment



comment

SATURDAY ESSAY
LUCY NEVILLE-ROLFE



How Tesco is addressing the issue of food waste

Supermarkets came under fire this week for not doing enough to cut down on waste. Nothing could be further from the truth.

Last Monday, the Cabinet Office published its Food Strategy Report, which highlighted the cost of food waste to British consumers every year or three away a million tonnes of food that could have been eaten, costing each household an average of £20.

Evidently, this is not good news for our wallets. Moreover, decomposing food in landfill is a serious consequence for global warming. At Tesco, we have been working hard to help our customers to cut down on what they throw away, so it is frustrating to hear critics suggest this week that retailers are to blame for the problem and that government ought to be tougher with us. It is hard to see how government intervention might help. This is not a situation that calls for regulation – it is one that demands innovation.

Some people have queried whether promotions such as buy-one-get-one-free encourage people to buy more than they need. Our customers, including students and the elderly, tell us that they use these offers to get more and therefore are particularly surplus with friends and family.

It is important to remember how much our customers appreciate being offered a range of price incentives – particularly low-income households and the elderly. At Tesco, we take a common sense approach to choosing the right promotional tool. Our products where food waste can be a particular problem – such as produce – we have introduced more long-term promotions, such as our fruit and veg/edges at any time you will find five different fruit and vegetable products in our stores being offered at half price.

Good packaging is the key to cutting down on food waste by getting products into customers' homes in their condition and then helping to keep



“Good packaging is the key to cutting down on food waste by getting products into homes in mint condition”

important role, whether that means improving durability with our customers, combatting over-extended product shelf life, or reducing top end use. For example, we recently launched a campaign on Tesco.com to show people which products to keep in the fridge.

Offering the right portion size can have a big impact too. A popular example is our single loaf of bread which is perfect for small or single person households who cannot use a whole loaf in a time.

Similarly, education can play an

important role, whether that means improving durability with our customers, combatting over-extended product shelf life, or reducing top end use. For example, we recently launched a campaign on Tesco.com to show people which products to keep in the fridge.

Offering the right portion size can have a big impact too. A popular example is our single loaf of bread which is perfect for small or single person households who cannot use a whole loaf in a time.

Similarly, education can play an

Ocado sets up unique waste reduction drive

Chloe Smith

Ocado has launched a groundbreaking new initiative it claims will help consumers dramatically reduce their food waste.

From September, the online retailer will display product use-by dates online and on receipts. “It means the food we sell will be fresher on average than any supermarket,” said CFO Jason Gissing, unveiling the initiative the same week PM Gordon Brown called on consumers to make reducing food waste as important as saving energy.

“It will make a huge difference to the business because we won’t be wrongly accused of sending out products close to the end of their shelf life.”

It would also help families



people will stick the receipt up on the fridge,” said Gissing. “I know this from my own family. If you have children, if you are able to stick it up on the fridge, customers and their families can plan their consumption and minimise food waste.”

Customers will trust us and buy more from us because there is no more

guesswork. “Will that steak be okay at the weekend? Not sure so better not buy it.”

The new feature had been under development for six months, he said. “This is a huge project and we are running trials at the moment. It impacts every part of our business from suppliers to warehouse processes to the website design, to the amount of stock we hold as a business, to the receipts and customer proposition.”

“No-one has ever done this before in food retail around the world and the reason for that is complex. We have had to change and upgrade every process over six months.”

“We have got about 14,000 different types of product, so we have to be meticulous about the dates and water-tight on processes.”



Public warms to frozen food

The frozen food sector has come in from the cold as consumers have recognised its intrinsic health – and waste reduction – benefits, writes Jeff Clark-Meads

After years of little or no growth, the frozen food sector is enjoying strong growth again in the new millennium, as sales jumped 10% in 2008, according to the latest data from IFA.

“The category is clearly on the rise, which is exciting, given our own demand for healthy food at an affordable price. The growth in this category is a testament to the health and environmental benefits of frozen food,” says Gillingham.

“The average price per kilo paid for frozen food has risen from 20% per year to 10% in 2008,” says Young, citing IFA data. “That’s down from the 20% growth in the category and the 10% growth in September.”

“This uptake is not just because of manufacturers’ commitment but because of the commitment of retailers, too”

“This has been rewarded by generous financial backing, effectively recognising the sector and product being able to compete

with fresh produce. It is a testament to the health and environmental benefits of frozen food, which is a testament to the health and environmental benefits of frozen food.”

focus on...



Waste not, want not

Research done by the Waste & Resources Action Programme (WRAP) for its recently launched Love Food Hate Waste campaign revealed that in the UK alone, there's a staggering one third of the food we buy, TV chef, Amely Harrod (above), is supporting the campaign along with several other chefs and celebrities. He says, "You don't have to be a chef to know how to cut down on food waste, you just need to care about your food and your pocket and the rest will follow."

Did you know? Much wasted food ends up in landfill where it produces methane, a potent greenhouse gas. It's said that so much food is being wasted worldwide, says Dr Lu Goodwin, WRAP Chief Executive. He's a cost of 23bn pence. It's a serious cost. But not only impacts the environment but our pockets, too. Add in the energy needed to package, transport and deliver food to our homes and it all adds up. The equivalent of at least 15 million tonnes of carbon dioxide every year. Preventing this would be the same as taking one in five cars off UK roads, explains Dr Goodwin.

TOPTIPS to prevent food waste:

- Make a shopping list and stick to it.
- Check your produce carefully, only cook what you need, eg pasta and rice.
- Use up leftovers in soups and salads.

For more information on cutting down on food waste, 'tips with leftovers' plus ideas on preparation, storage, portioning and recipes, visit www.lovefoodhatewaste.com.



Food

Food recipes

Food nutritionist

Food and articles

Food news and policies

Food shopping

Food recycling

Food bank and agricultural

Food sourcing

Food British farmers

Food news

Food food

Food Waste

Food for thought

Each year, we throw away 6.7 million tonnes of food in the UK. This costs each British household between £250 and £400 a year*. Recent research by the Waste Resources and Action Programme (WRAP) has shown that around a half of this food could have been eaten. The main reasons for this wastage appear to be we either cook or prepare too much, or we forget food and let it go off.

The majority of our food waste, like other household waste, ends up in landfill sites. But, with space expected to run out within the next 10 years, something has to be done now to reduce the waste we dispose of in this way. This waste also impacts our climate - as rubbish decays in landfill sites it produces methane, a greenhouse gas judged to have 20 times more impact on climate change than CO2.

As a signatory to the Courtauld Commitment, Waitrose is committed to reducing the amount of packaging and food waste that is thrown away by UK households. As part of this commitment, we are actively supporting WRAP's latest consumer campaign 'Love Food, Hate Waste' www.lovefoodhatewaste.com by helping to raise awareness of the issue of food waste and providing practical information in store and online to help our Partners and customers reduce the amount of food they waste.



★ ★ Retailers supporting the campaign - Love Food Hate Waste

LOVE FOOD hate waste

Retailers supporting the campaign

People across Britain are adding their voices to the Love Food Hate Waste campaign. Add your voice

EVERYONE RETAILERS LOCAL AUTHORITIES

ASDA

aubergine

Delia.co.uk

Yahoo MyWeb

Google

Facebook

StumbleUpon

TESCO Greener Living

tesco.com

Welcome to Tesco Greener Living

What we are doing

At Home Your Garden At Work Getting Around

Home » At Home » Articles » Cutting back on food waste

Are you wasting more food than you realise?

If you're looking for easy ways to reduce your food waste, a new campaign supported by Tesco can help.

It's rather sobering to think that a third of all the food we buy in the UK is thrown away. That's 6.7 million tonnes, and most of it could've been eaten. This waste goes off to landfill sites around the country - and it takes a lot of lorry fuel to transport that volume.

Once in the landfill the food releases methane as it rots, which is a serious climate warming.

But it's not just that - the energy and resources that go into producing the food, all of which have an impact on the environment, are wasted. So what can we do?

Well as ever, it's about making a joint effort. If everybody changes their behaviour, it adds up to a big difference.

At Tesco, we're looking at ways to minimise food waste from our stores and the reviewing opportunities to divert all of it away from landfill.

But the real opportunities are in people's homes up and down the country. Most people are being a bit more thoughtful about their food waste.

The Love Food, Hate Waste campaign

The average family throws away over £600 of food every year.

Frozen food stays fresher for longer.

WASTE LESS WITH

Birds Eye

Good Mood Food

LOVE FOOD

WRAP

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Sainsbury's quick links

Sainsbury's

Home | Store locator | Sainsbury's FAQs

Great offers | Instore now | Food ideas | Drinks guide | Nectar | About us | Online community | What's new | Active Kids | Family

Did you know

- Apples, potatoes, bananas, tomatoes and oranges are the top fruits thrown out whole and without even a nibble on them.
- You'll start to find helpful storage tips in-store, on all pre-packed fruit & veg, as well as on shelf information, and we'll be making our storage advice currently on our packaging larger and easier to read on a variety of packaging to help you keep your fruit and veg fresher for longer and get best value for money.
- Nearly all fruit and veg (except bananas and pineapples) will keep fresher for longer when refrigerated in a plastic or paper bag, and potatoes keep fresher for longer when stored in a cool dark place. If you've put loose fruit and veg in one of those little plastic bags available around the fruit and salads area in-store, or those pre-packed products try keeping them in the packaging when you get home and use our quick guide for best storage option.

Quick guide - Keeping it fresher for longer

Here's some storage advice to help you reduce food waste and keep your loose fruit and veg fresher for longer.



Apples
Refrigerate in bag



Banana
Store in their bags in a cool place (avoid refrigerating)



Berries
Raspberries, blueberries, blackberries, blackcurrants & gooseberries - keep in the original packaging & refrigerate



Broccoli
Refrigerate in bag



Carrots
Refrigerate in bag



Cucumbers
Keep in the original packaging & refrigerate in the crisper draw



Grapes
Keep in the original packaging & refrigerate



Herbs - fresh cut:
Basil - store at room temp
All other herbs - refrigerate in original packaging



Kiwi fruit



If you would like to find out more about WRAP visit lovefoodhatewaste.com

Sainsbury's scottish carrots loose

At home, refrigerate for freshness
894-1232882-0-00-17



62^p per kg
28p per lb



Home > Our Products > How to Store Bread

Our Products

- Bread
- Balls
- Bakery Snacks
- What's New??
- Allergy Advice
- Product Nutrition & Storage
- How to Store Bread

How to Store Bread

The Golden Rules

To enjoy our bread at its very best, you need to store it in the best possible way. While all our products are carefully baked and packaged, here are a few handy tips to make sure you get the most from your loaf.

- Never keep bread in the fridge
It encourages the bread to go stale faster.



- Keep the crust as the top slice
This helps to retain softness and moistness in the rest of the loaf.

- Keep the wrapper air tight
This helps to prevent your bread drying out.



- Use a cool, dry, dark place
Bread bins are ideal.

- Freeze it
For longer storage, bread can be frozen on the day of purchase. Our products can be frozen for up to three months.



Every year in the UK we throw away one third of all the food we buy - most of which could be eaten. Love Food Hate Waste is a campaign from WRAP (Waste & Resources Action Programme) that provides tasty recipes and top tips that helps us cut back on wasting food.

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Fresher for longer

Here's a tip...if you store your onions and potatoes in a cool, dark place, (other than the fridge!), they'll stay fresh and delicious for longer.

Plan A.

Proud to support
**LOVE
FOOD**
hate waste

YOUR **M&S**
marksandspencer.com/PlanA

PLAN A 00001102



Fresher for longer

Here's a tip...if you store your apples and pears in the fridge (in their packaging or a loosely tied plastic bag), they'll stay fresh and delicious for longer. That's why we keep them in the fridge too.

Plan A.

Proud to support
**LOVE
FOOD**
hate waste



Fresher for longer

Here's a tip...if you store your oranges and lemons in the fridge, (in their packaging or a loosely tied plastic bag), they'll stay fresh and delicious for longer. That's why we keep them in the fridge too.

Plan A.

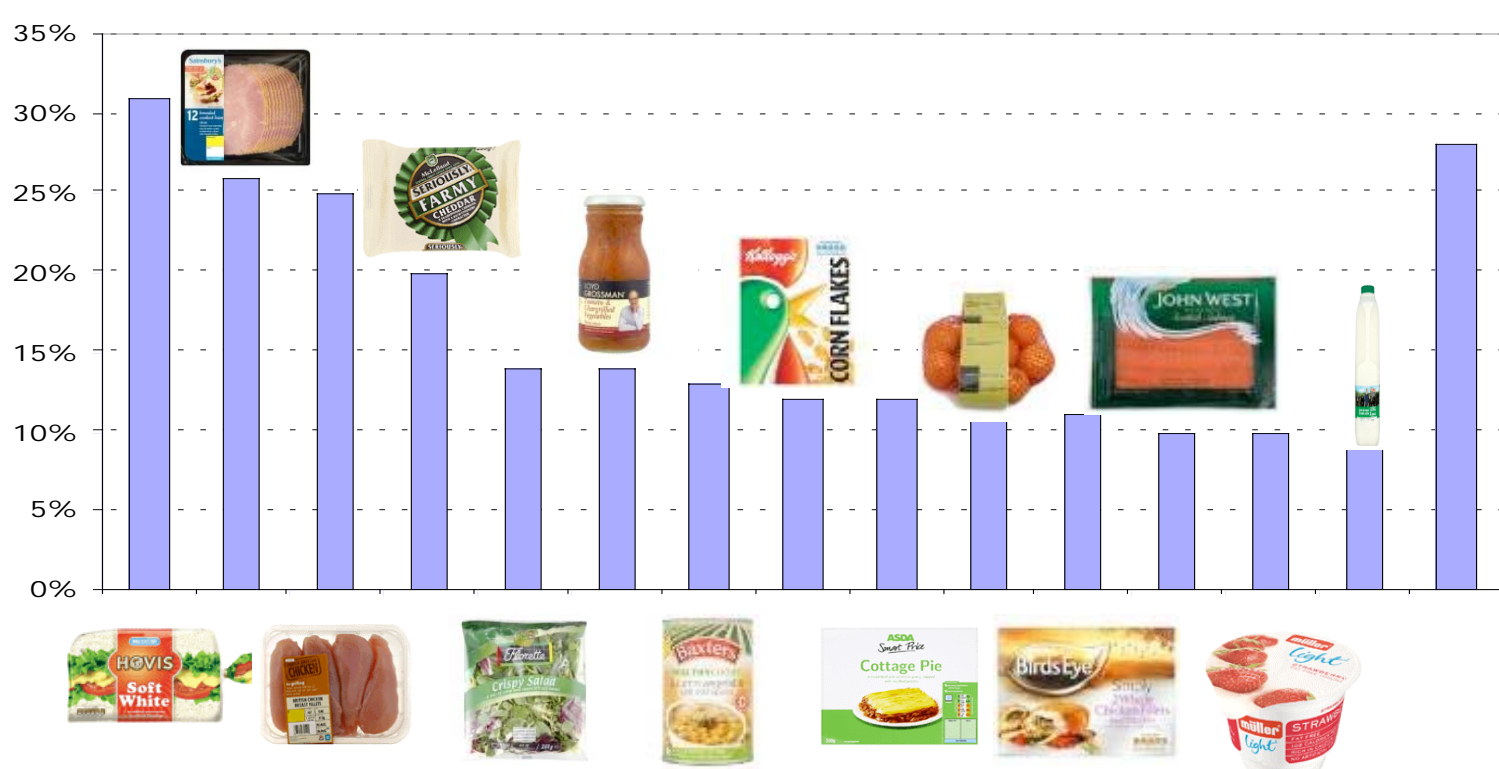
Proud to support
**LOVE
FOOD**
hate waste

YOUR **M&S**
marksandspencer.com/PlanA

PLAN A 00001102



Which products do consumers struggle to find in the “right” portion size?



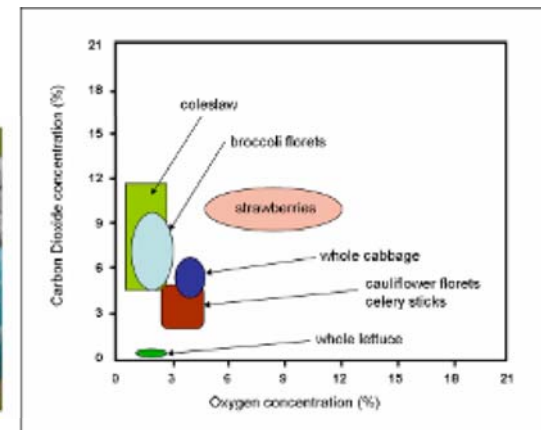
Helping consumers to buy what they need

- Over 30% of households are now single occupancy
- Portioning, formats, etc.



Give consumers time to use the food they buy

- Shelf-life, packaging functionality and technology



FreshSAFE

Application
Fresh fruit and vegetables (whole, cut/processed).

Description
Fruits and vegetables continue their natural respiration after they have been harvested, creating multiple challenges in designing their packaging.

With Multivac's FreshSAFE packaging, the product is surrounded by an atmosphere optimized for its individual requirements. The product can continue its natural respiration as a result, so it remains fresh longer without any preservatives.



Help consumers get the most from their food

- Clear storage instructions
- Date labels and indicators
- Packaging design

RED LEICESTER

NUTRITION
 Typical Values Per 100 g: Energy 1653 kJ/399 kcal - Protein 23.8 g - Carbohydrate 0.1 g, of which sugars 0.1 g - Fat 33.7 g, of which saturates 21.1 g - Fibre Nil - Sodium 0.63 g - Equivalent as Salt 1.6g.

CONTAINS
 Cows Milk.

ADDED INGREDIENTS
 Colour E160b.

STORAGE
 Keep Refrigerated 0°C to +5°C. Eat within 7 days of opening.

SUITABLE FOR VEGETARIANS

Packaged in a protective atmosphere for freshness.

| | | | | | |
|----------------------|-----------|-------|------------------------------|------------|-------|
| | Freezable | £/kg | 2.58 | kg | 0.460 |
| Use by | 9 MAR | 14:14 | 672719 | Pack price | £1.18 |
| Barcode: <006712719> | | | Trace Code: UK 2053 EC POB10 | | |

POB10

Keeping your Branston fresh & full of taste

- Simply tear off this card & stick on the lid.
- Press hard on the plastic strip the first time you open the jar.
- Bring out the Branston!
- Over 8 weeks the red wax will move slowly across, reminding you to use up your Branston as soon as possible.

BRANSTON registered trademark of Premier Ambient Products (UK) Ltd.



5 a-day Bananas help sustain your energy levels and each provides one portion of your 5 a-day.

bananas keep best at room temperature
 grown in **DOMINICAN REPUBLIC** supplier code **M0249**

The food we waste ...

Top Tips!

- **Pre-shop:**

- Know what you need: a couple of minutes a month saves time and money
- Shop for meals not ingredients



- **In-store:**

- Stop “sleep shopping”: correct your mistakes
- Use promotions to your advantage: don't feel cheated
- Make food dates work for you
- Food storage starts in-store



- **At home:**

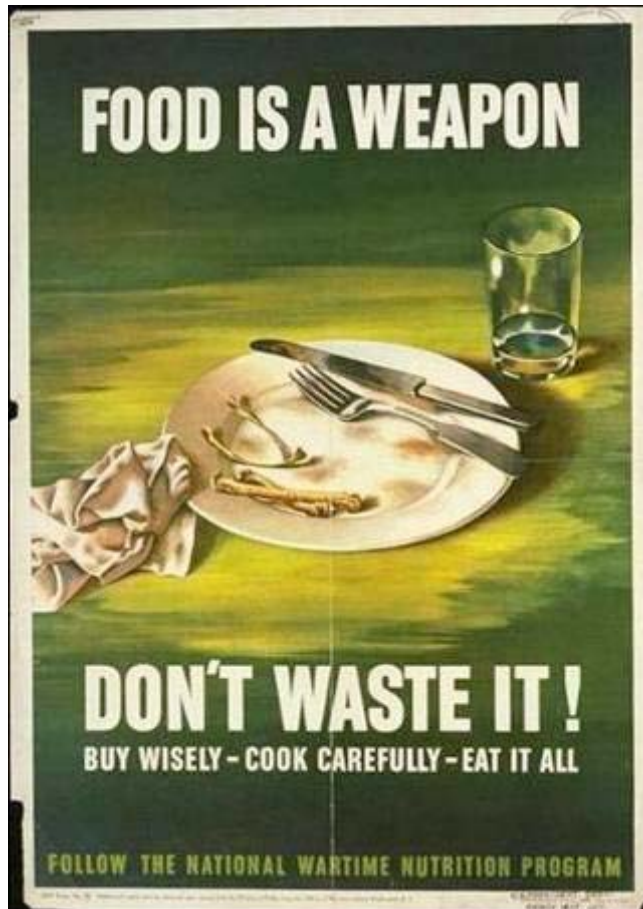
- Buy a fridge thermometer and use it
- Date watchers: manage your food
- The freezer is your friend
- Give yourself a chance: kitchen cupboard staples



- **Food preparation and cooking:**

- Count your carb's: how many are coming to dinner?
- Love your leftovers: today's dinner, tomorrow's lunch?





The enemy is now climate change...

ANOTHER MADCAP BID FOR POPULARITY:

**SAVE POONDS
EAT UP ALL
YOUR FOOD**

**SAVE
DAYLIGHT
OBSERVE
NATIONAL
BEDTIME**





wrap

Material change for
a better environment

Thank you

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