

Towards Zero Food and Packaging Waste to Landfill

Waste Not Want Not

Agri-Food Waste Solutions for a Hungry World

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Outline

- FDF Five-fold Environmental Ambition
- Zero Waste to Landfill
- Extending our influence
- Sustainable sourcing guidance
- Fresher for longer
- Questions

Five-Fold Environmental Ambition

- About making a real difference for the environment
- FDF members have good environmental records individually
- This is a collective and more structured approach focusing on areas where we can make the biggest difference
- Launched in 2007
- Reviewed in 2010

CO2 Emissions

Ambition:

- to achieve a **35%** absolute reduction in CO₂ emissions by 2020 compared to 1990

Achievement:

- a reduction of **27%** up to 2011 compared to 1990

Packaging

Ambition:

- make a significant contribution to WRAP's Courtauld 2 target of reducing the carbon impact of packaging by **10%** by 2012 against a 2009 baseline

Achievement:

- Delivered a **8.2%** reduction in the carbon impact of packaging over first two years of Courtauld 2

Water

Ambition:

- Achieve significant reductions in water use to help reduce stress on the nations supplies and contribute to an industry-wide absolute target in the FISS to reduce water use by **20%** by 2020 compared to 2007

Achievement:

- **14.4%** reduction in water use excluding that used in product under Federation House Commitment

Transport

Ambition:

- to embed environmental standards in our transport practices to achieve fewer and friendlier food transport miles
- to contribute to IGD's Sustainable Distribution Initiative to save **200 million** HGV miles over the period 2007-12

Achievement:

- Food and grocery sector removed **204 million** HGV miles from UK road over period 2007-12

Waste: ambition

- to seek to send **zero** food and packaging waste to landfill by 2015 at the latest;
- to make a significant contribution to WRAP's Courtauld Commitment 2 target to reduce product and packaging waste in the supply chain by **5%** by end of 2012 against a 2009 baseline.

Waste: achievements(1)

- Nearly **halved** food and packaging waste to landfill (**9%** as of 2009)
- **8.8%** decrease in supply chain product & packaging waste in years 1 & 2 Courtauld 2
- Contributed to savings of 1.2M tonnes food and packaging waste under Courtauld 1
- 3% reduction in household food waste in first year Courtauld 2
- Waste prevention reviews at 13 member sites

Waste: achievements(2)

- Helped shape WRAP implementation support under Courtauld 2 and member uptake
- Work with leading UK foodbank and charity groups on ways to increase the amount of food sent for redistribution
- Contributed to development of Government's Anaerobic Digestion Strategy and Action Plan launched in 2011
- Founding supporter to the WRAP HAFS Voluntary Agreement

Waste: looking ahead

- Complete delivery of remaining Courtauld 2 targets
- Work with WRAP on developing Courtauld 3, associated implementation support (including tools and guidance) and define alignment with Five-fold
- Look to run a repeat of FDF waste survey
- Promote actions to increase uptake of food redistribution

Case study: Aunt Bessies

- Achieved zero food and packaging waste to landfill
- Reduced food waste by 25%



Case Study: Bettys and Taylors Group

- Bettys Bakery achieved zero food waste to landfill in 2011
- sending its food waste for composting
- supporting FareShare and donating any bread waste to the charity for distribution

BETTYS & TAYLORS GROUP LTD

AN INDEPENDENT FAMILY BUSINESS

Case study: Mars

- Three of Mars' manufacturing sites achieved zero waste to landfill in 2011 - bringing the total to six sites across the UK.
- Mars Food is on course to stop sending waste to landfill with currently 91% of waste already being diverted.
- All sites continue to work on additional ways to reduce the waste generated and to recycle and reuse as much as possible.



Case Study: Premier Foods

- In 2009 Premier Foods worked with a number of charitable organisations to donate approximately 116,000 cases of food to help people in urgent social need, both in the UK and in the developing world.
- 1,050 tonnes of food waste diverted from landfill.
- Equivalent to about 1.6 million separate meals with a value of £500,000 donated to charity.
- 24 tonnes of saved CO₂e (methane) emissions.



Case Study: Unilever UK & Ireland

- From mid-2011 all UK sites became zero non-hazardous waste to landfill
- In January 2013 all UK and Ireland factories achieved 100% Zero Waste to Landfill whilst annual sales up €11 billion to €51billion
- Unilever has already reached the milestone of 100 per cent of sites sending zero waste to landfill in 18 countries. This is equivalent to removing more than one million household bins of waste every year.
- By end of 2015 252 factories across the world will not send any non-hazardous waste to landfill



Case study: United Biscuits

- Zero waste to landfill target reached across all UK sites in late 2011
- Achieved by a mixture of prevention and recycling
- Saved 9000 tonnes of waste to landfill since 2006



Extending our influence

New broader aims agreed in 2010:

- Core role to supply consumers with safe, nutritious and affordable food and help them make sustainable choices
- Promote more sustainable behaviours across supply chains
- Encourage development of life cycle thinking
- Promote innovation and technology to reduce waste

Extending our influence

- Biodiversity workshop (July 2011)
- Every last drop leaflet launch(Dec 2011)
- Secure and sustainable food conference(May 2012)
- Sustainable sourcing: wheat workshop (Oct 2011)
- Sustainable sourcing: guidance (Dec 2012)
- Research/campaign on consumer attitudes to food waste and packaging (Mar 2013)
- Defra Green Food project
- EU Resource Efficiency Roadmap (ongoing)
- WRAP Product Sustainability Forum (ongoing)

Sustainable Sourcing

Five Steps to Managing Supply Chain Risk



Food and Drink
Federation



Delivering Sustainable Growth

Why sustainable sourcing matters

The global food system is coming under increasing pressure from the impacts of:

- Climate change
- Population increase
- Growing demand for limited resources
- Changing diets

Consumers are also increasingly expecting businesses to act sustainably

The business case for sustainability

- Mitigates risk of limited resources
- Increases resilience to future environmental, social and economic impacts
- Simplifies compliance
- Delivers bottom line benefits from improved resource efficiency
- Improves business reputation
- Builds trust around your products
- Increases competitive advantage
- Stimulates innovation

Five Steps to Managing Supply Chain Risk



REMEMBER

A close-up photograph of a pair of weathered, brown-skinned hands cupping a small, vibrant green seedling with four leaves. The seedling is growing out of a mound of dark, rich soil. The background is a blurred, dark surface, likely more soil. The overall tone is earthy and focused on the theme of growth and sustainability.

This is a cyclical process that needs to be repeated on a periodical basis

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Delivering Sustainable Growth

Sustainable sourcing – on line resources

Developing extensive web-based resources including:

- Quick start guide for SMEs
- Case studies
- Literature review
- Expanded business case information
- Risk assessment tool
- Procurement guidance

For further information please visit:

www.fdf.org.uk/sustainable-sourcing

Or contact Peter Andrews (peter.andrews@fdf.org.uk)



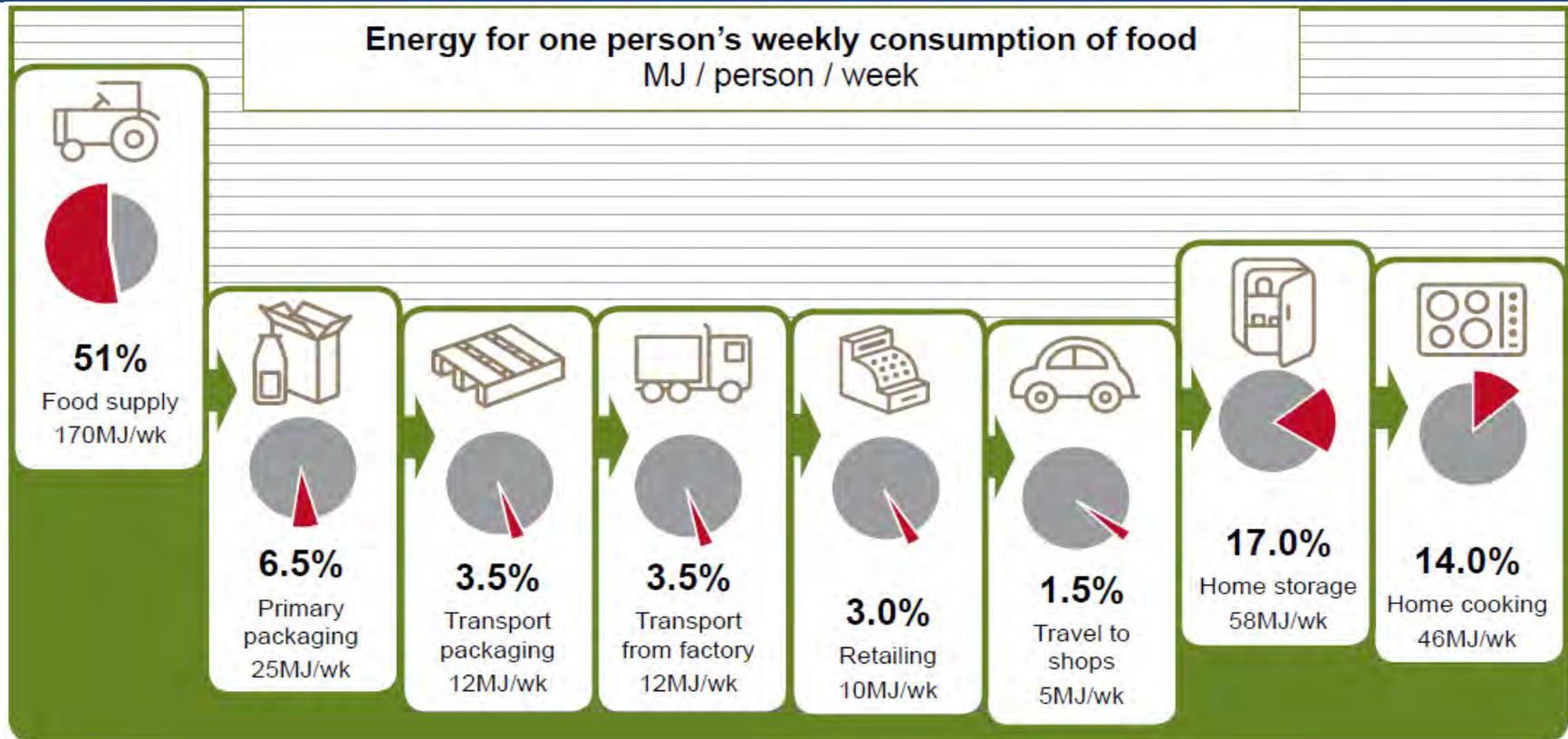
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Delivering Sustainable Growth

The Food and Drink Federation is the voice of the UK food and drink industry, the largest manufacturing sector in the country.

Food waste along the supply chain



Source: *Table for one, the energy cost to feed one person*, incpen, July 2009

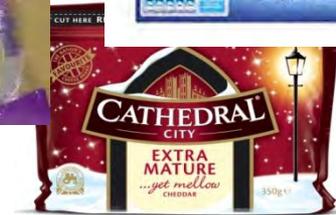
How good packaging can help consumers reduce food waste?

- By buying the right amount of food e.g. pack size, split packs planning/ordering tools
- By keeping what they buy at its best e.g. functionality, labelling and freezing guidance
- By helping them use more effectively what they buy e.g. dispensing, portioning, shelf life and tips
- By providing essential information about the product e.g. date marks, storage and portioning guidance

Examples of action

STORAGE

-  For Use By, see front of pack. Keep refrigerated 0°C to +5°C. Freeze by date mark shown.



New research: Consumer attitudes to food waste and food packaging

- FDF review of Five-fold 2010
- Attitudes to packaging acting as a barrier to reducing food waste
- Collective desire amongst industry to address negative press
- WRAP LFHW calendar slot scheduled for Feb/Mar 2013



Negative press

DAILY MAIL 16/1/06

What a waste



Waste not, want not: Writer Hilary Freeman with one week's worth of food for a family, left, and its packaging, right

by Hilary Freeman

As we're urged to leave packaging at the checkout, we examined how much rubbish is involved in just one shopping trip

Now, I've never claimed to be a domestic goddess, but even I would admit that today my kitchen looks like a landfill site. The floor is littered with packaging. I'm knee-deep in cardboard boxes, plastic cartons, paper bags, polystyrene inserts and Christmas wrapping. By the time I've gathered it all up and put it in the bin (so very little can be recycled, it's so full-burking that I have to leave it to the main drablin outside. So, what has caused this domestic detritus? Has a classroom of children opened their Christmas presents early? Have I been the victim of vandals? In fact, I've just done an average family's weekly shop at my local Sainsbury's. And this week – as ever – I'm horrified by the amount of packaging I've had to throw out. And I'm not alone. Earlier this week, Environment Minister Ben Bradshaw, called on retailers and producers to do more to cut the volume of food packaging that ends up in household bins. He said shoppers were being 'burdened' by unnecessary food wrappings and he urged consumers to report excessive, wasteful product packaging to their local Trading Standards officers for investigation. He also suggested disgruntled shoppers remove the excess packaging from their purchases and discard it at the check-out. Reporting wasteful product

like pick and mix sweets. But there is no need for my baking potatoes to be sold in flour, or wrapped plastic trays. And why are oranges and lemons sold in bags when nature has provided them with their own stylish and practical jackets? Most packaging is designed not for our benefit, but for that of the supermarkets. Take breakfast cereals. Inside each box is a sealed bag containing the cereal. Wouldn't it just be easier if it would for me, but not for the supermarkets because bags of cereals don't stack well.

LAST year, the UK's 13 largest grocery retailers pledged to cut packaging waste. According to the Waste and Resources Action Programme (WRAP), they have done so by 35,000 tonnes. But WRAP's reduction target is 100,000 tonnes by 2008, rising to 340,000 tonnes by 2010. In September, Sainsbury's announced that it would be the first retailer to remove 100 million plastic trays and bags from ready-made and organic food. These will be replaced by compostable packaging, saving 340 tonnes of plastic, with nothing going to landfill. Sainsbury's says it already sells more loose fruit and vegetables than any other supermarket. Friends Of The Earth says this is a good start but it also wants stores to cut out their total waste annually with the percentage recycled and composted, and set targets for improvements. It says all packaging should be reused, ideally recycled or composted, and recommends paper rather than plastic bags. It also urges supermarkets to reintroduce the sort of schemes I remember from my childhood

(Ireland, €1) 70p
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Today .media
16-page supplement inside

THE INDEPENDENT

NEWSPAPER OF THE YEAR

INSIDE FREE POSTCARDS BIRDS OF BRITAIN First in a series of six GARDEN BIRDS



This is a swede, on sale in a leading supermarket. It is shrink-wrapped in plastic, despite nature providing it with protective wrapping of its own. It is a symbol of the absurd and excessive packaging in our shops – and of the urgent need for...



THE CAMPAIGN AGAINST WASTE

FULL REPORTS PAGES 2 & 3; LEADING ARTICLE PAGE 28

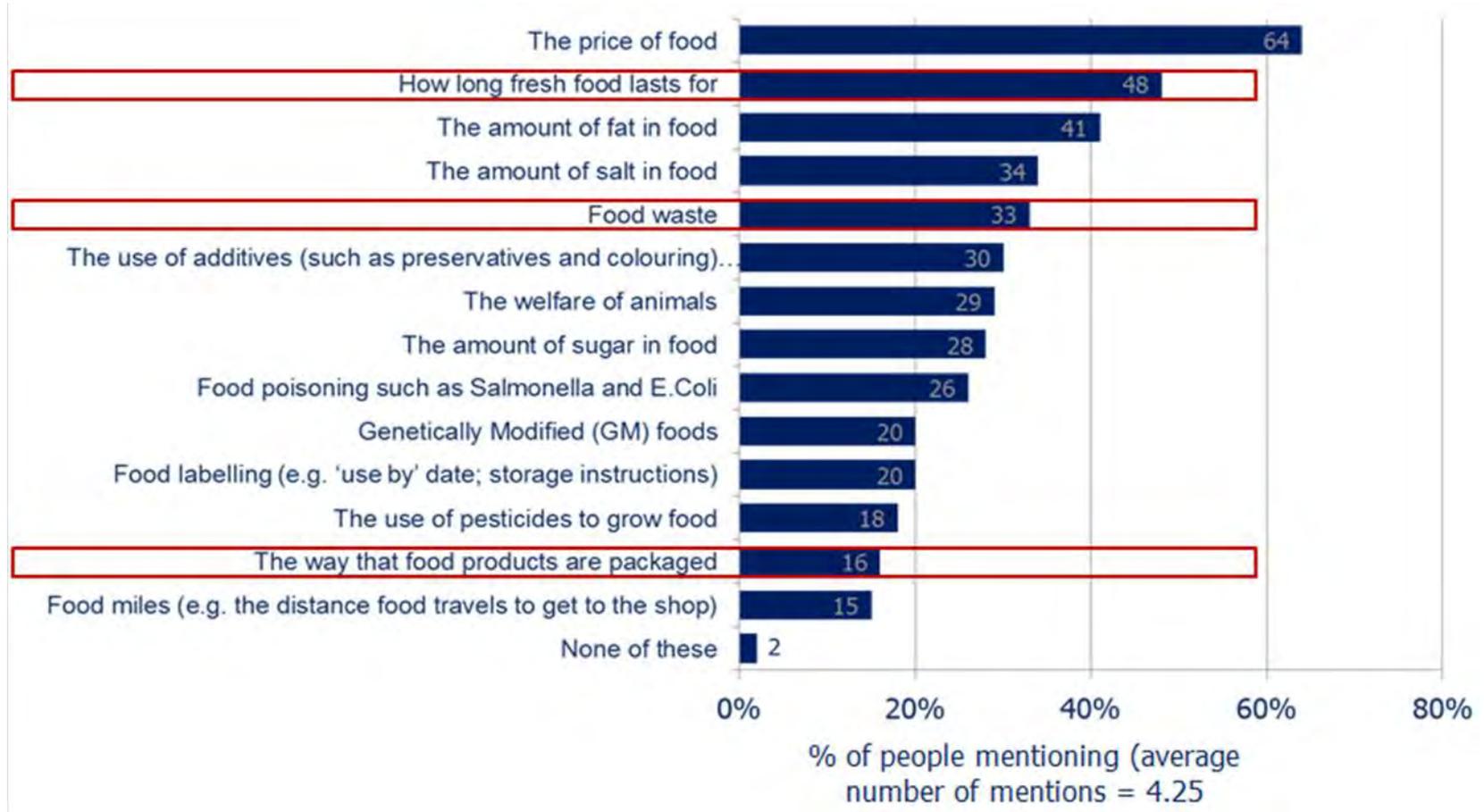
Who carried out the research?

- The research was commissioned by a Steering Group comprising representatives from INCPEN, WRAP, The Packaging Federation, FDF, Kent Waste Partnership, British Retail Consortium
- WRAP and other SG partners co-funded the research
- The research was undertaken by Icaro Consulting, between April and August 2012
- Qualitative (accompanied shops \ home visits) and quantitative (survey of 4,000 consumers) elements
- Attitudes to food and packaging explored together in a broad range of contexts

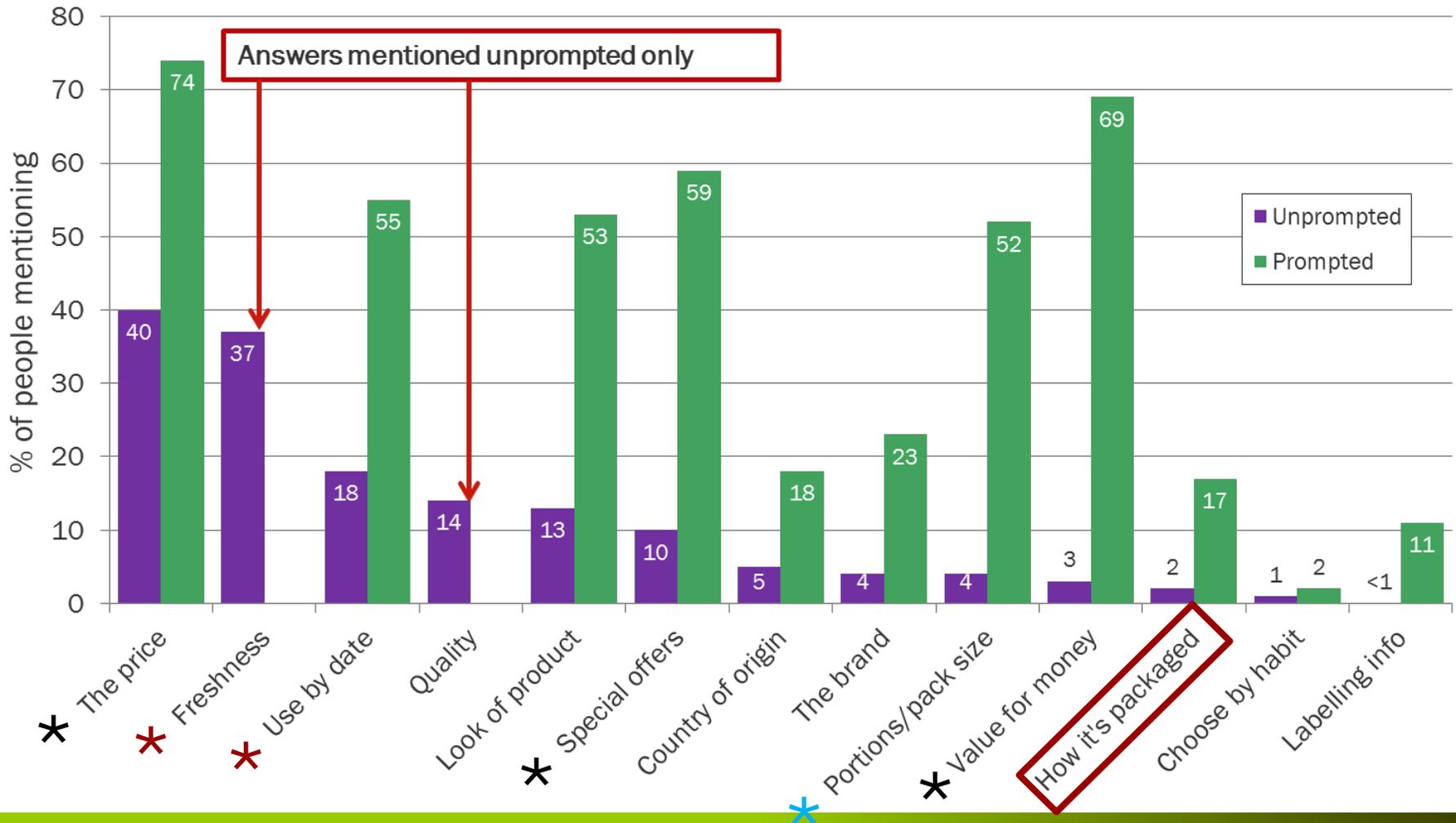
What is different about this research?

- For the first time attitudes to food and packaging have been explored together in a broad range of contexts
- The research has also revealed which factors around packaging are considered most helpful (in avoiding food waste) and also what consumers are aware of (which is new)
- The large sample size of 4000 UK consumers provides much more detail on different socio-demographics groups. This will help organisations develop more effective solutions for a wider range of consumers
- Tested the scope to influence attitudes towards food waste and packaging

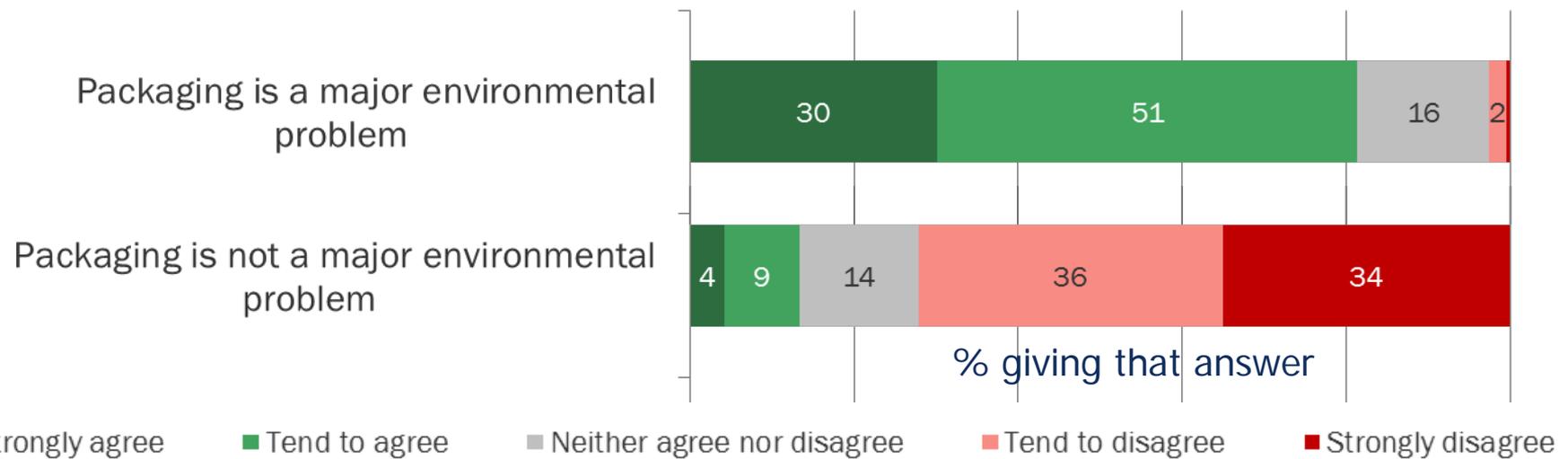
What food issues concern consumers?



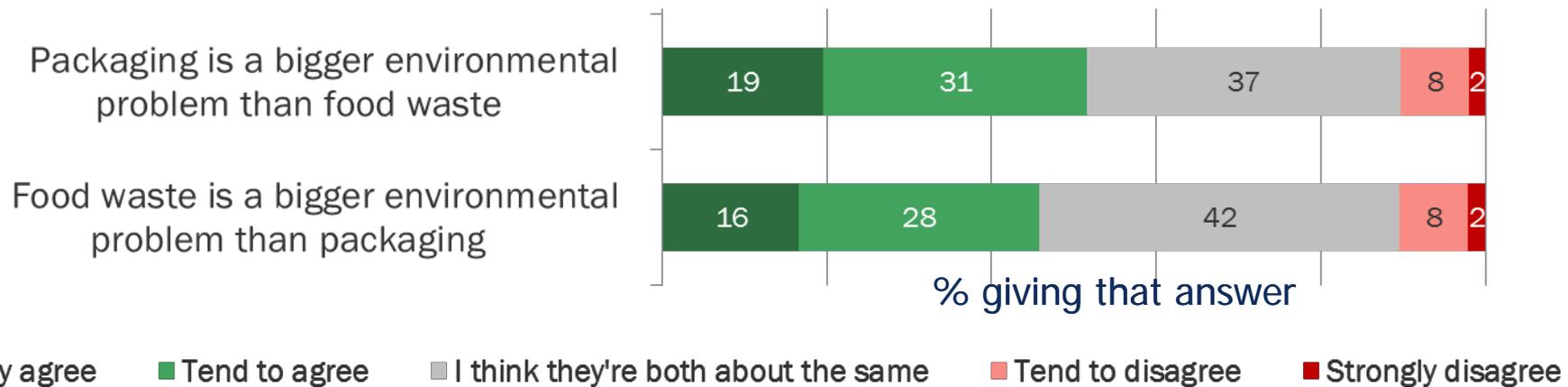
Factors influencing choice in store



In an environmental context....



In an environmental context....



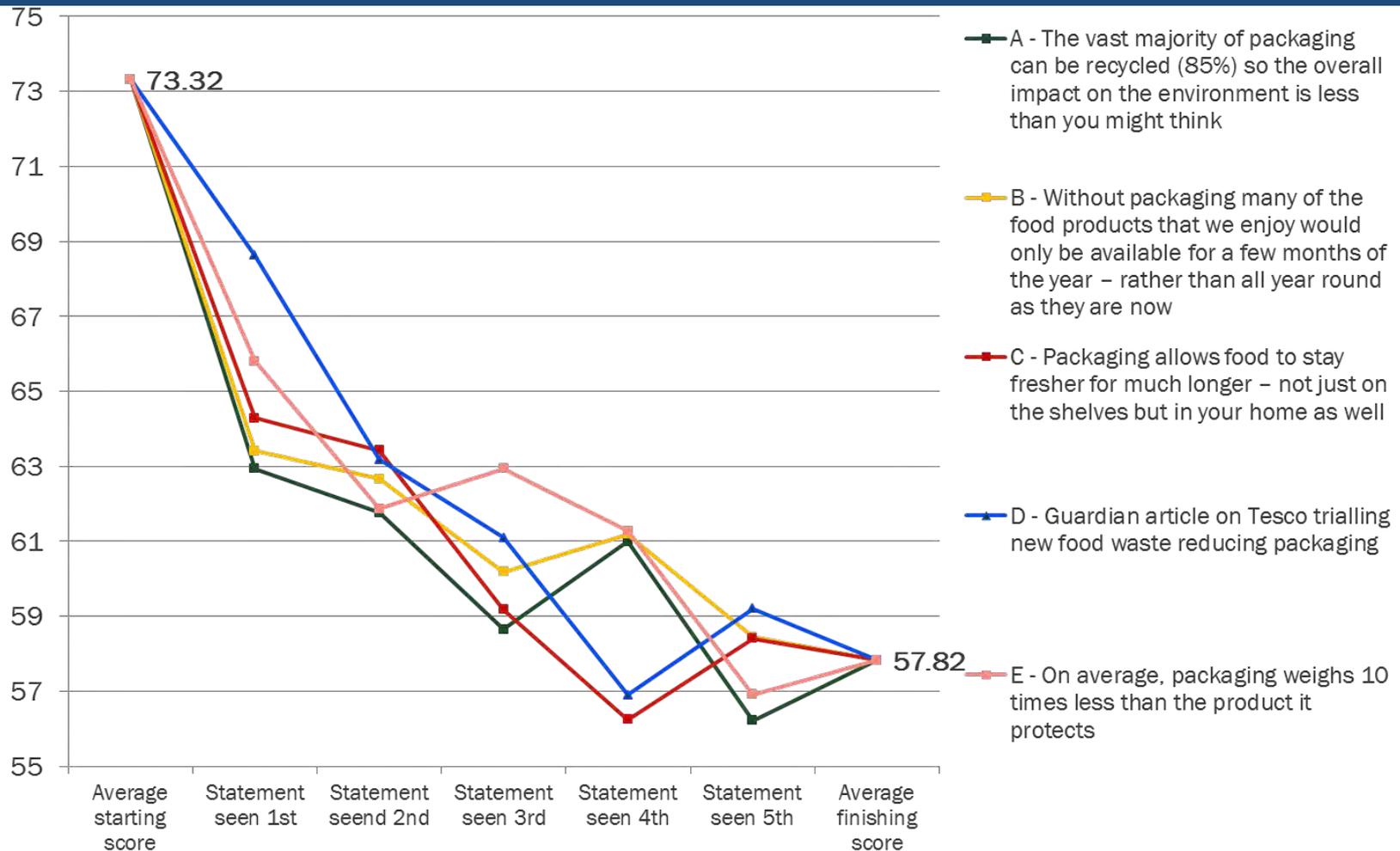
Needs and attitudes depend on context

- How long food lasts for, freshness and quality are priorities for consumers (in addition to price)
- In a shopping context, packaging is a low priority, but plays a supporting and practical role in product choice
- When prompted, consumers are concerned about the environmental impact of packaging, but this is matched by concerns about the impact of food waste
- Concern about packaging does not appear to be compromising action on food waste reduction
- Those most concerned about packaging are indeed also those most concerned about food waste

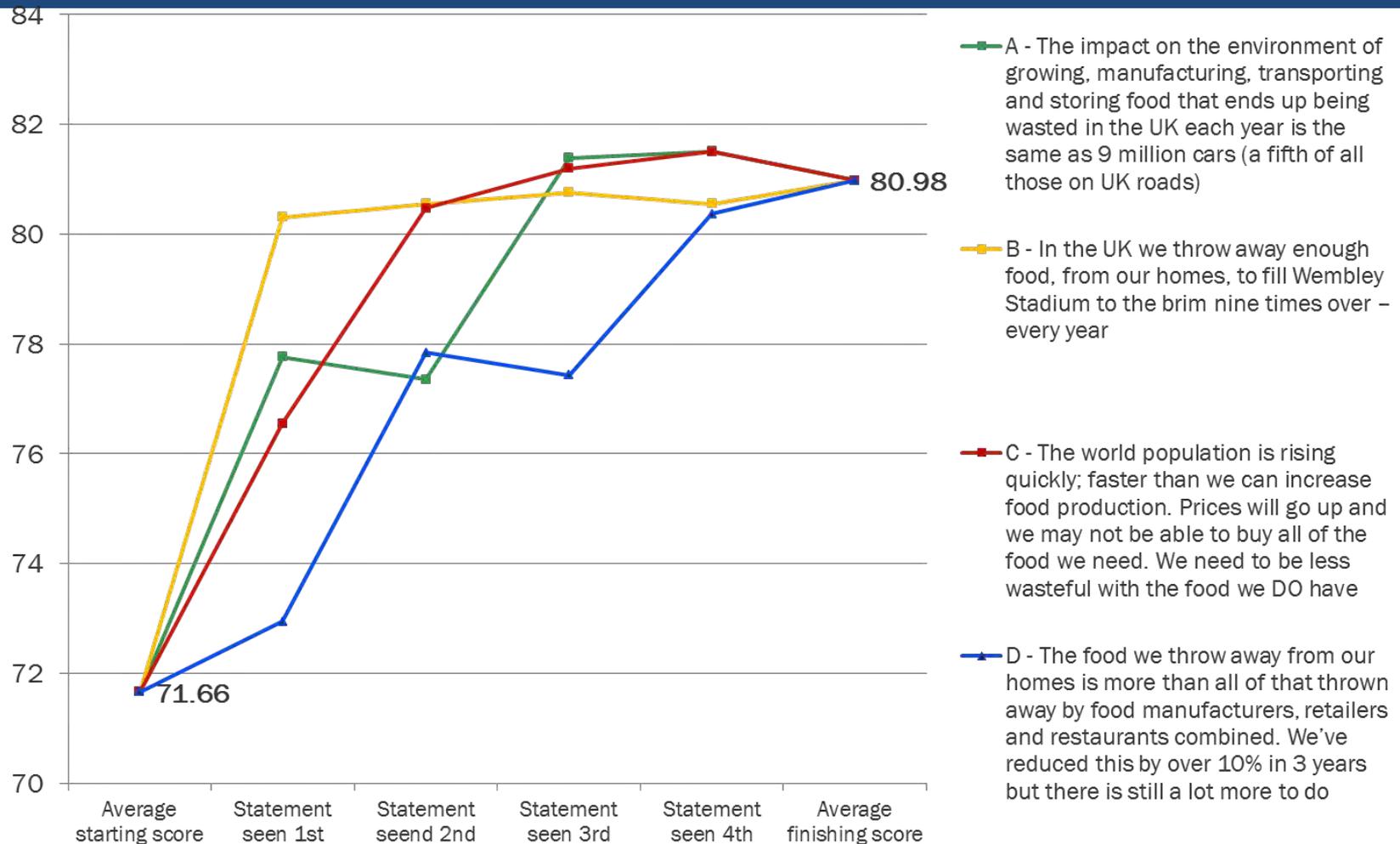
Food waste versus packaging

- Concern about food waste increases in response to more information, whilst concern about packaging reduces in response to more information

Positive messages about packaging reduces concern



Concerns about food waste increase with more information



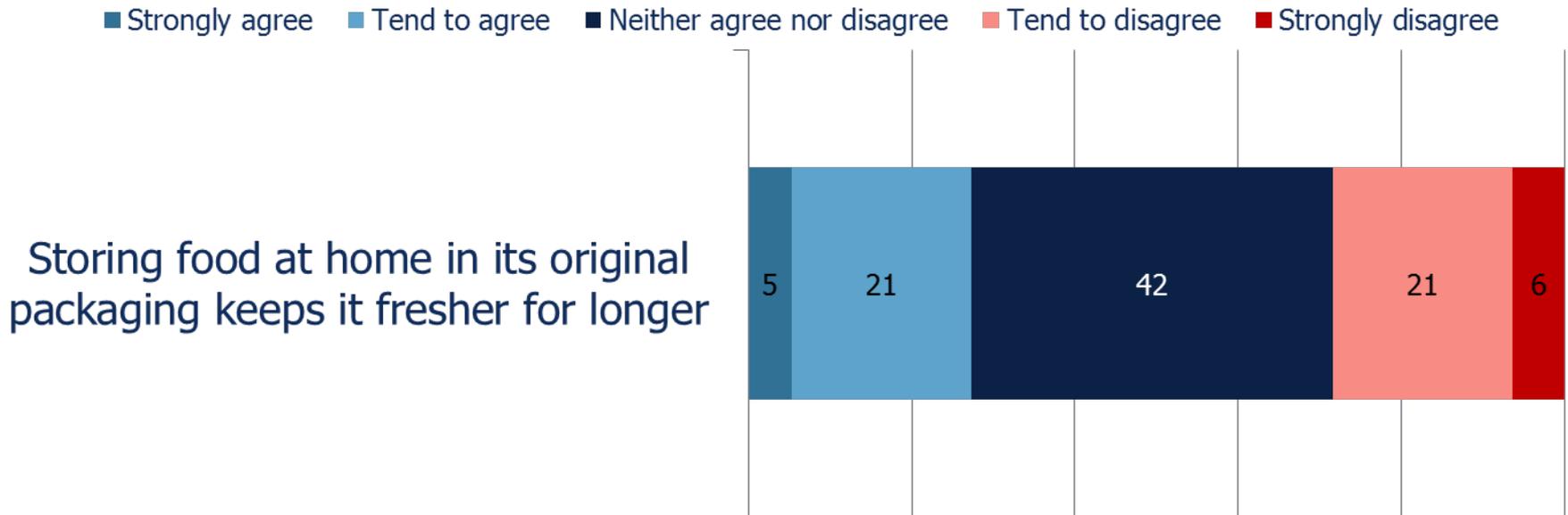
Insights

- How food packaging is perceived and used

The perceived benefits of packaging



Beliefs about packaging

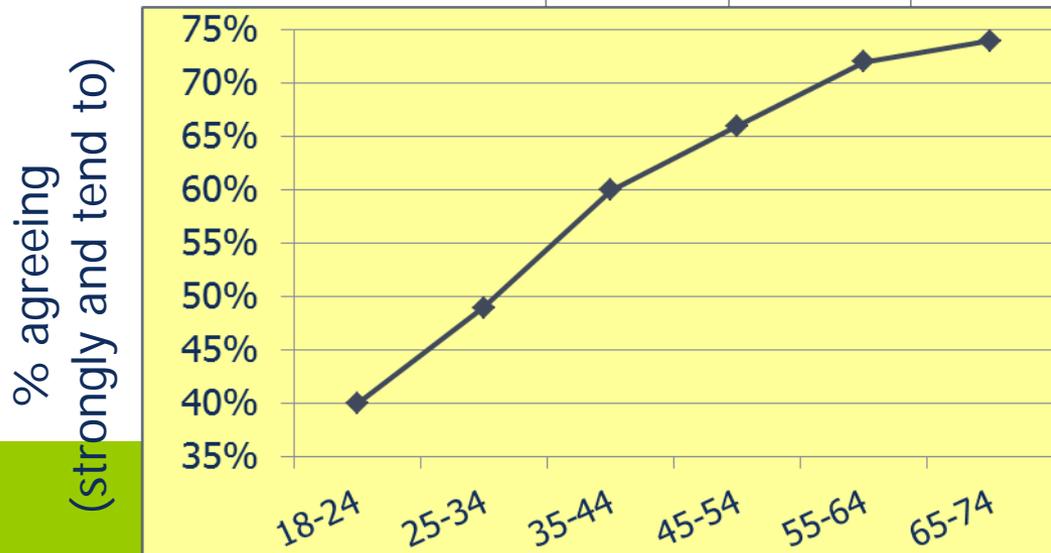
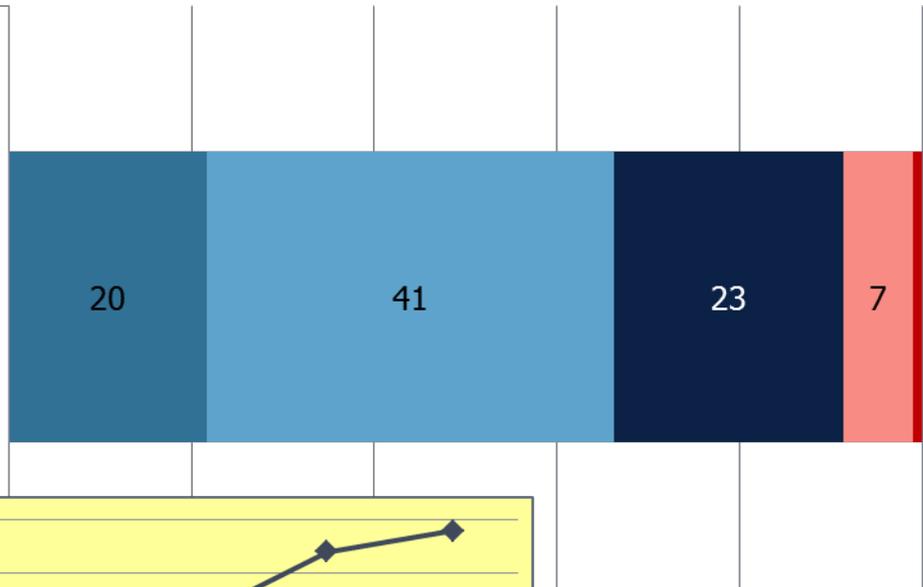


Younger people, are far more inclined to agree with this statement (41% of 18-34's as opposed to just 16% of 55-74's)

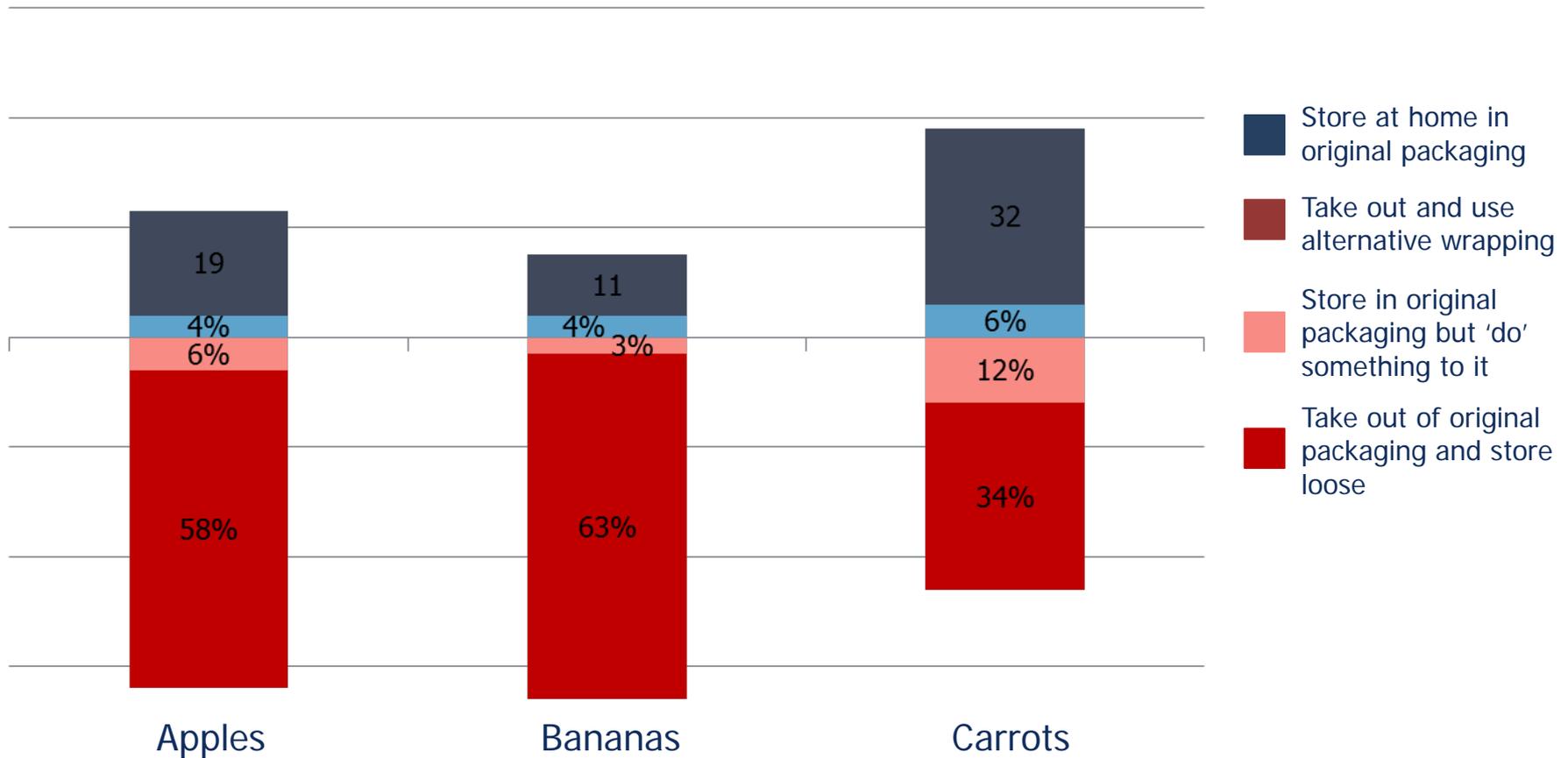
Beliefs about packaging

■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Strongly disagree

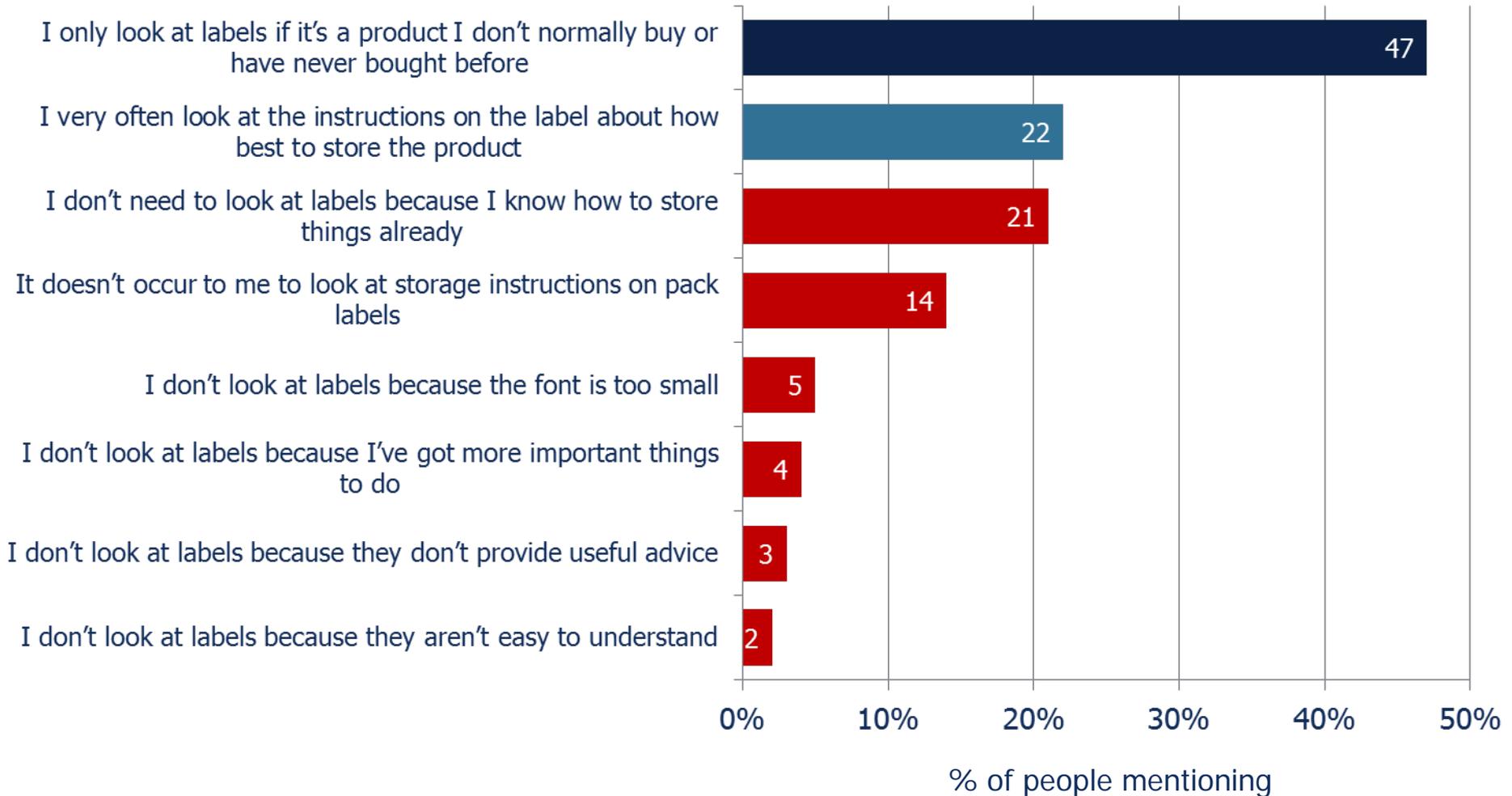
Keeping fresh fruit and vegetables in their original packaging makes them 'sweat' and go off quicker



Behaviour around packaging



Use of storage guidance



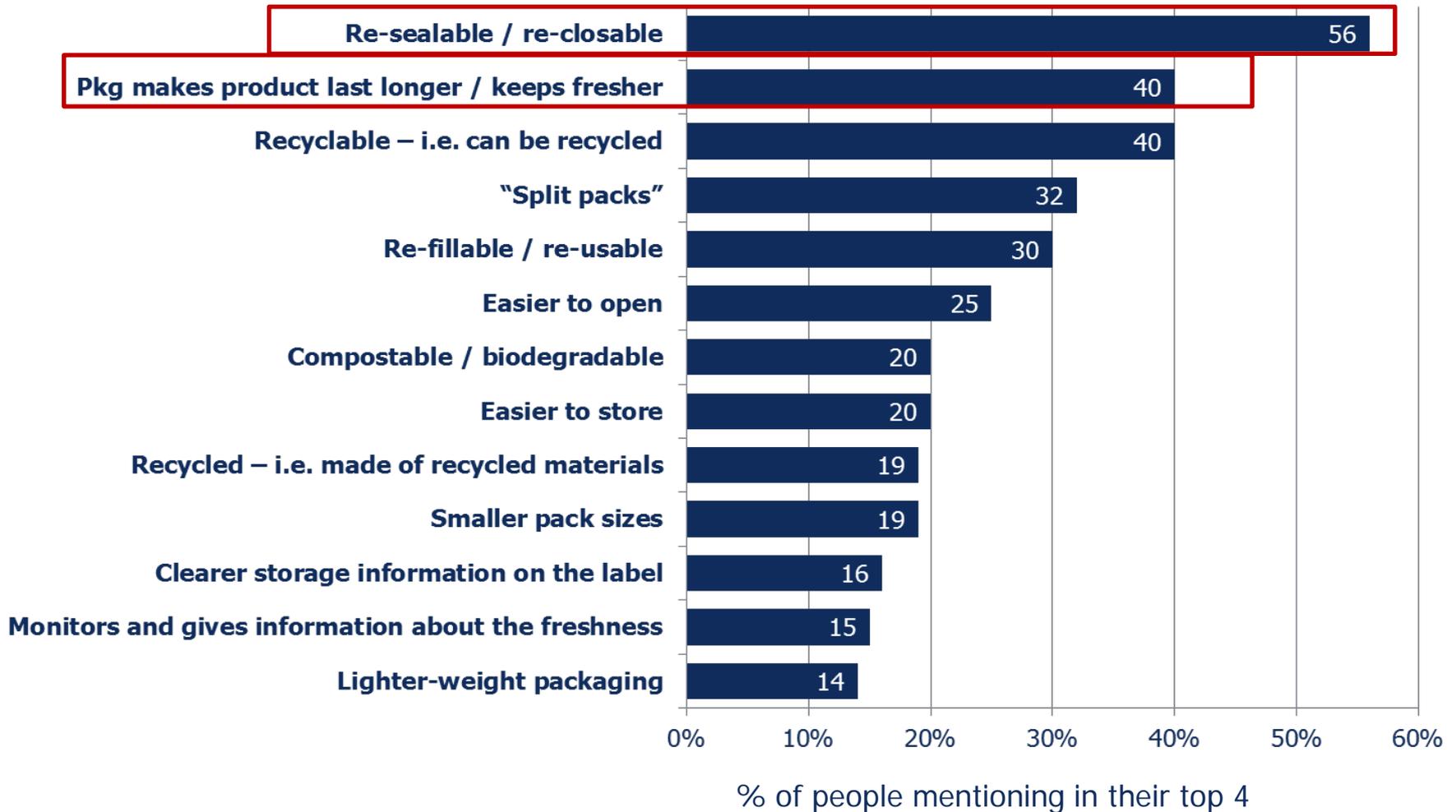
How food packaging is perceived and used

- There is recognition that packaging is important to keep food safe on its way to, and in, the store, but less recognition that it plays a role at home
- In fact, the prevailing view is the opposite, i.e. that keeping food in packaging leads it to spoil more quickly
- This in turn leads many consumers to take food out of its packaging, which potentially decreases how long it lasts
- The majority of consumers are confident in their way of storing food, and do not make use of guidance on pack

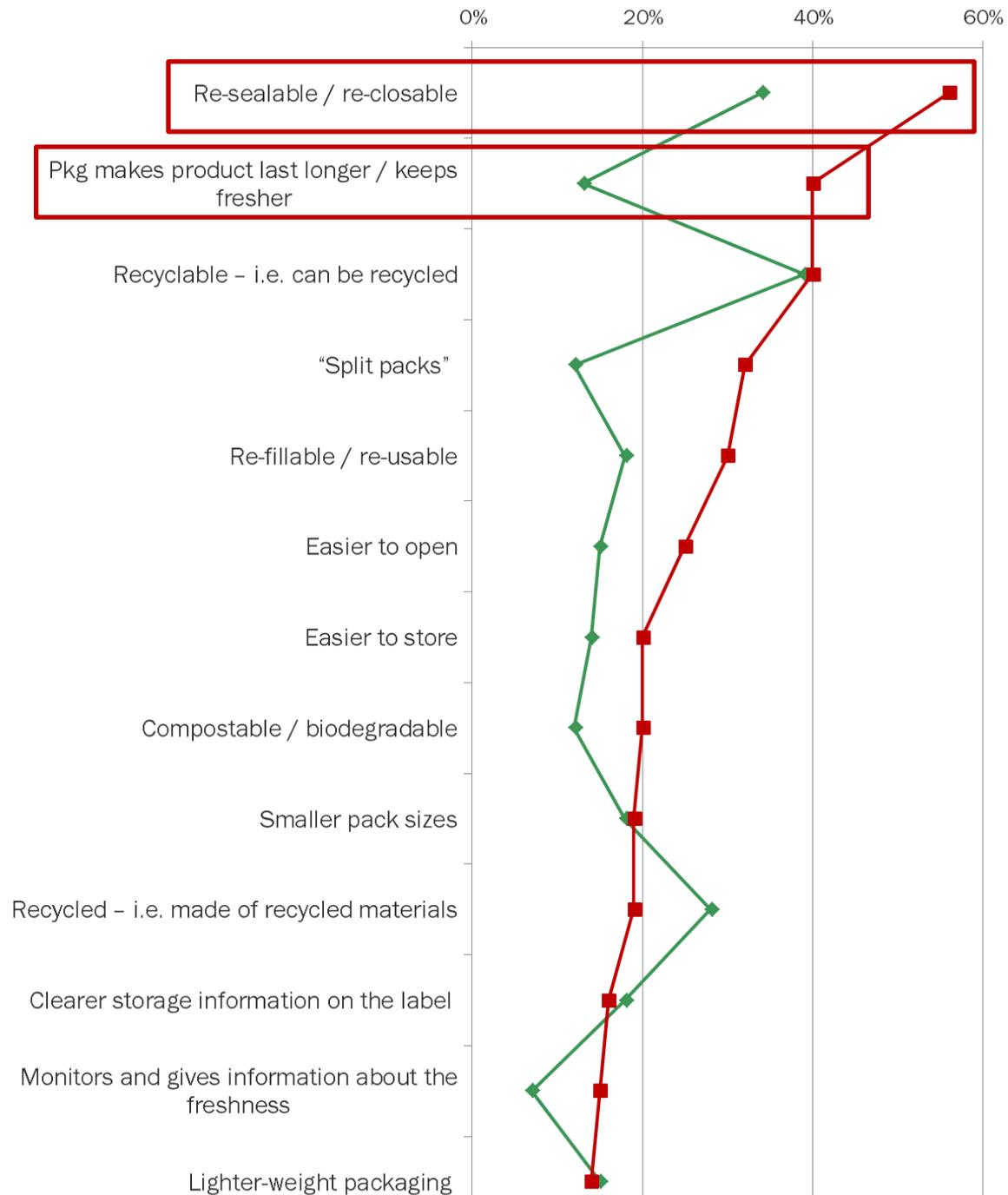
Insights

- Recognition of, and demand for, packaging innovations

What would consumers find most useful?



What would be most useful vs what has been noticed



Likely use of labels – some examples

A - Keeps fresher for longer in the fridge



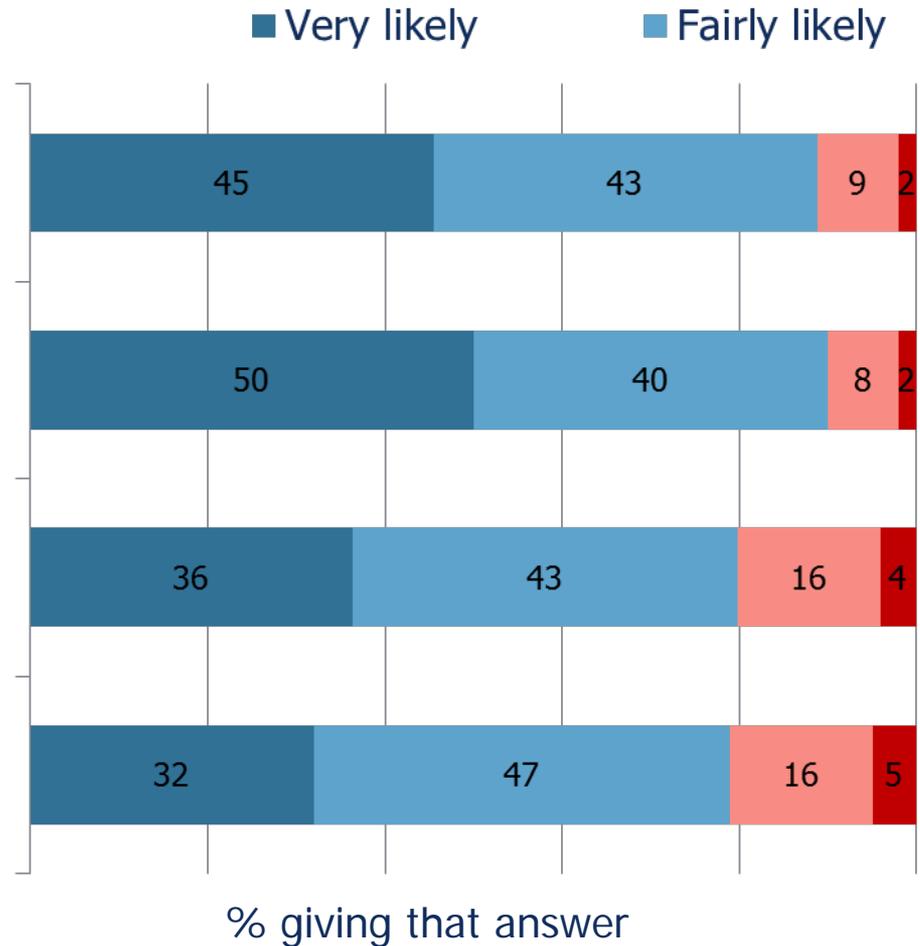
B - Keep me cold

C - Suitable for home freezing



D - Freeze in suitable container

BEST BEFORE END: SEE LID
Once opened, refrigerate for up to 3 days, or freeze in a suitable container.



Packaging innovation

- Re-closable packs, packaging that makes the product last longer and split packs are three of the innovations that consumers rated as being most useful to them
- Re-closable packs are highlighted as being relatively prevalent in shops currently, but far fewer people have noticed ‘a lot’ of packaging that keeps food fresher or split packs
- There is demand for better on-pack guidance about storage and the majority of consumers say that they would use this

Packaging recycling and reduction

- There is a strong correlation between concerns about packaging materials and how easy it is to recycle them
- When asked what changes in packaging consumers would find most useful, ‘recyclable – i.e. can be recycled’ was the second highest
- Levels of awareness of recyclable packaging was also high
- There is recognition of progress in recent years to reduce the amount of packaging (90% say at least “a little”; 46% a “fair amount” or more)
- Even those who consider packaging to be a major environmental problem acknowledge progress

Key findings

- How long food lasts for, freshness and quality are priorities for consumers (in addition to price)
- Many consumers do not recognise that packaging protects food in the home
- Consumer confidence around storing food is high, but can be misplaced
- The information on labels, and how they are used, could both be more effective.
- Re-closable packs, packaging that makes the product last longer and split packs are rated as being most useful
- Concern about packaging does not appear to be compromising action on food waste reduction!

Opportunities to reduce food waste

- Consumers can all make more use of the information provided on packaging and the packaging itself
- Local authorities, consumer groups and others can provide advice on buying food with the appropriate packaging
- Trade associations should consider whether they, or their members, can do more to innovate their packaging or inform consumers about the innovations they are already making to raise awareness of the benefits and encourage consumers to make use of these
- Love Food Hate Waste can do more to raise awareness of the benefits of reducing food waste, and the role that packaging can play in that

Launch Day, 5 March

- National launch, Kent (in conjunction with M&S)
- Parliamentary launch: APPG for the Packaging Manufacturing Industry mtg
- Radio day/poet
- Blind date animation video
- Trade and national press releases

<https://www.fdf.org.uk/fresher-for-longer.aspx>

Fresher for longer

- behavioural change initiative under LFHW
- template posters, postcards, bag clip postcards, editorial, tweets (M&S 3 mth exclusivity deal on storage wheel)
- infographic
- available to download and use from the partners website
(<http://partners.lovefoodhatewaste.com/>) from 5th March

LOVE FOOD
hate waste

**Fresher
for Longer**



Never let me go



Until lunch do us part



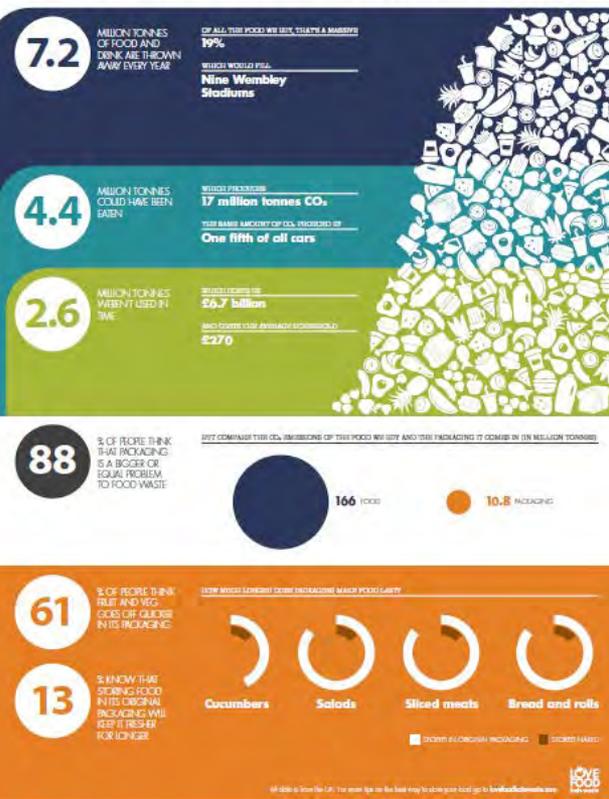
You make my shelf life complete



Come on, come on, lets stay together



THE TRUTH ABOUT FOOD WASTE



Thank you

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www.fdf.org.uk