

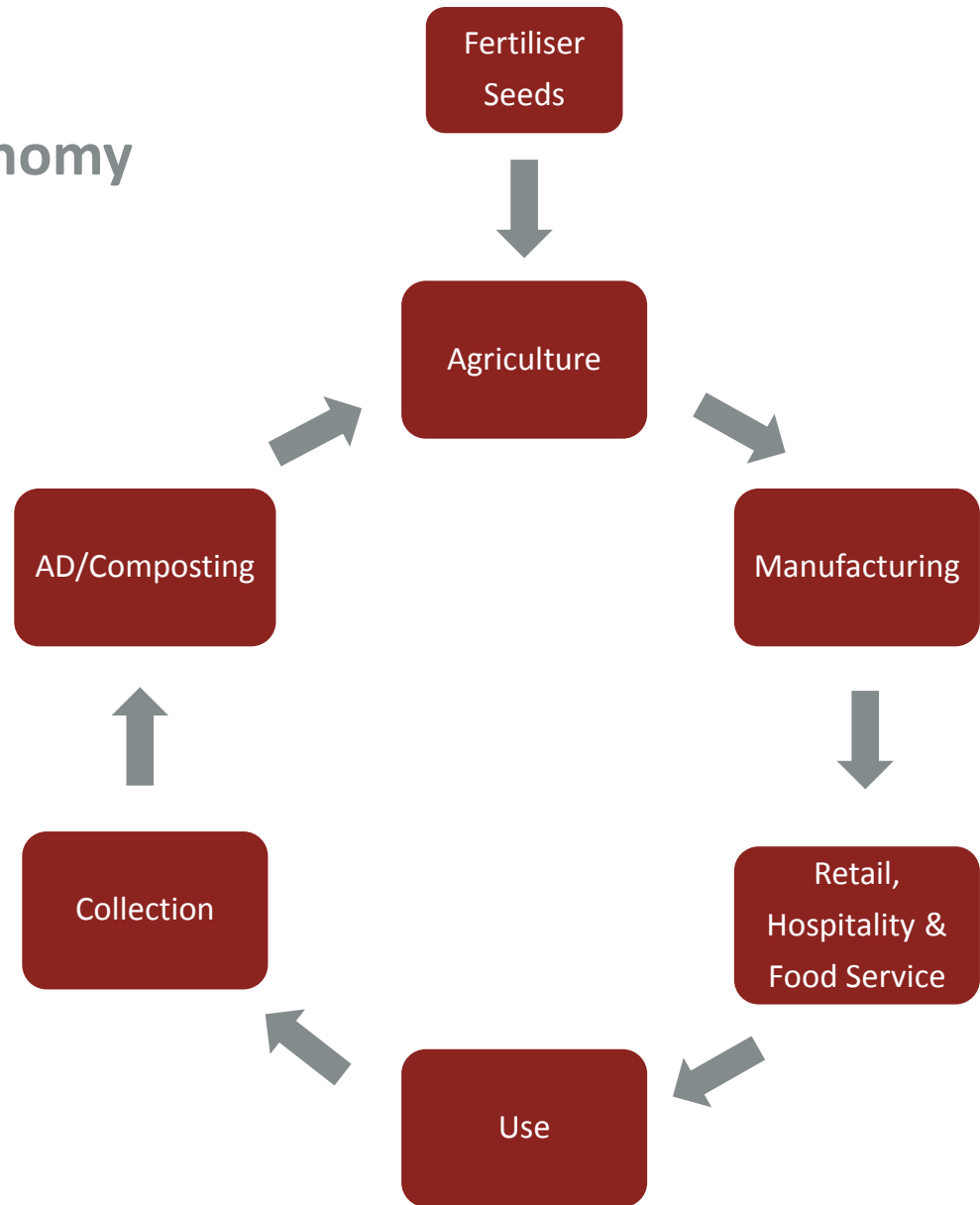
Food and Drink Circular Economy

Every year the UK generates **15m tonnes** of food waste. Waste at manufacturing and retail is valued at **£5bn**.

Consumers are spending **£12bn** on food that is not eaten, while local authorities spend hundreds of millions of pounds collecting and landfilling food waste.

The majority of this waste can be prevented. And the unavoidable part can be processed into a valuable resource.

WRAP is supporting industry in all parts of the food and drink sector. By building a more efficient circular economy we can help to deliver a more competitive industry, that creates jobs and sustainable growth.



Food and Drink Circular Economy

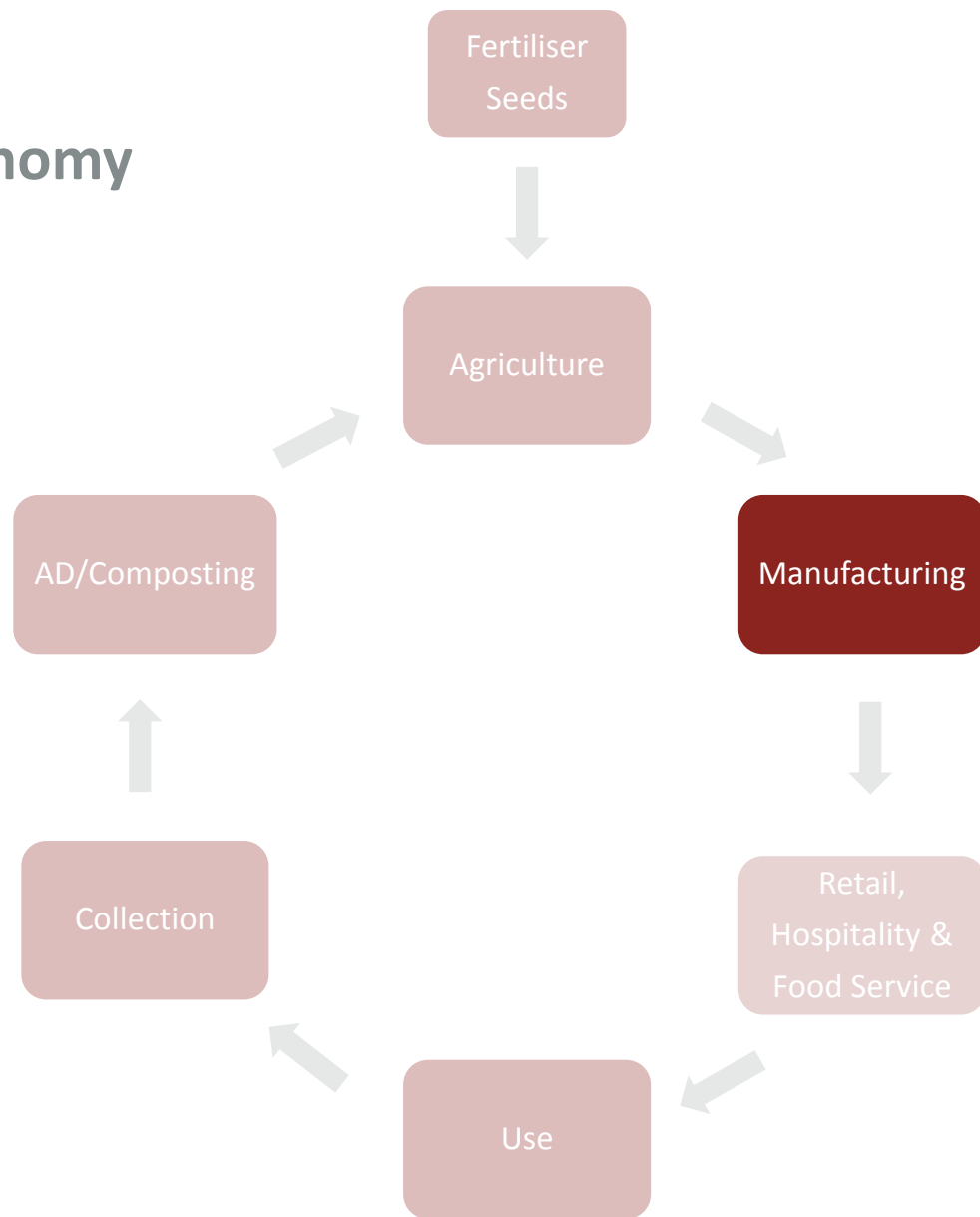
WRAP works in partnership with leading retailers, brand owners, manufacturers and suppliers.

Through the **Courtauld Commitment** we have helped signatories reduce supply chain waste by **8.8%*** – reducing their costs and freeing up resources that can be re-invested.

- Signatory **Morrisons worked with Kerry-Noon** to reduce product waste at the point of manufacture by **33%**, reduce waste in store and keep availability on-shelf.

Between 2007 and 2011 signatories to our **Federation House Commitment** have achieved a **14.4% reduction in water use****.

Find out more at www.wrap.org.uk/food



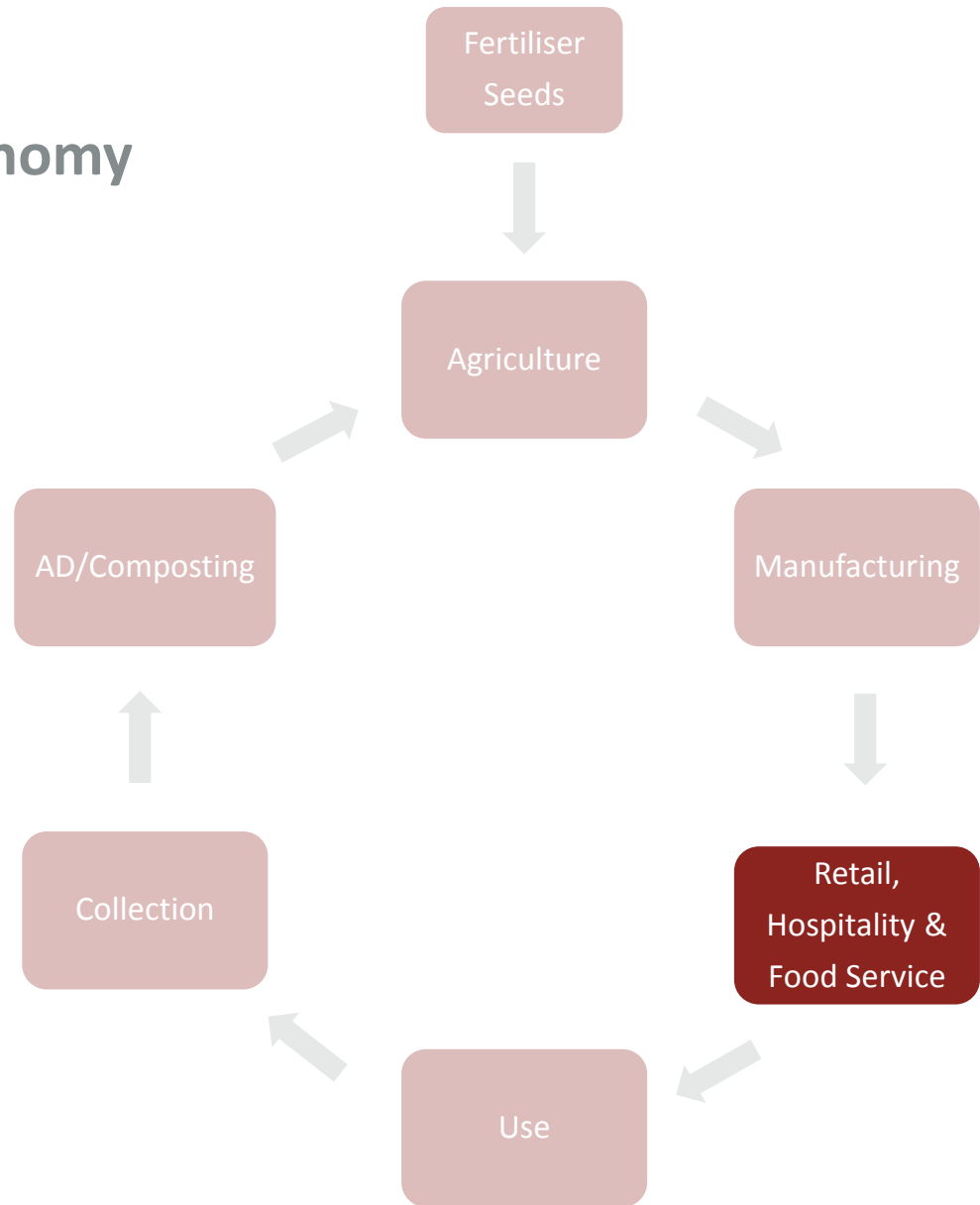
* against 2009 baseline

** excluding embodied water in products

Food and Drink Circular Economy

Under the **Courtauld Commitment** retailers and brands have made significant improvements in their supply chains to help reduce food waste.

- **Asda** extended the shelf life of milk by 1 day through improved logistics.
- **Sainsbury's** Real Time Supply Chain System which has cut product waste by 2%.
- **Musgrave Group/United Biscuits** improved forecasting resulted in a drop in promotional waste by over 13%.



Food and Drink Circular Economy

We've helped retailers and brands to make changes to products, packaging and confusing labelling.

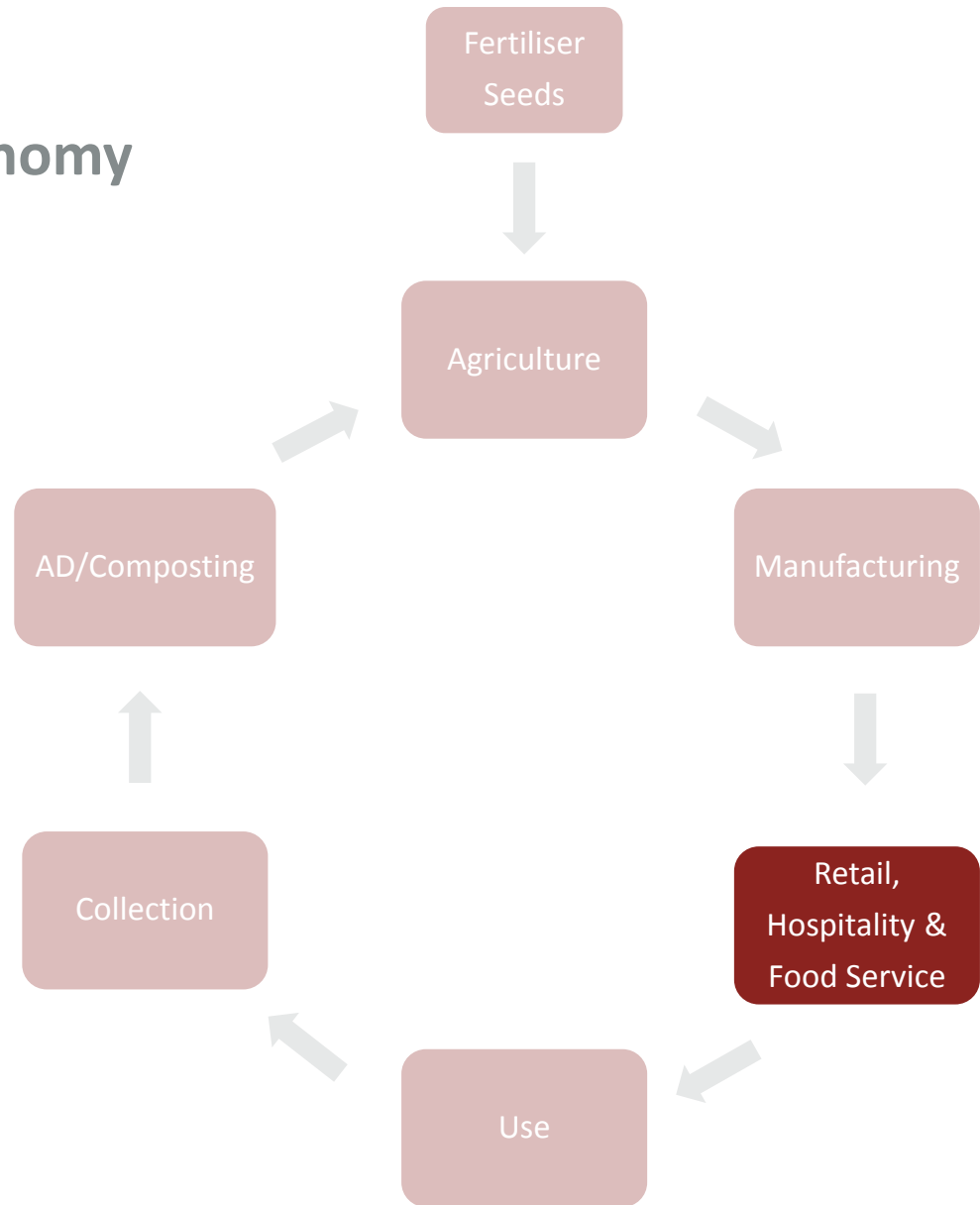
- **Warburton's** removed 'Display until' dates from their products.
- **Kingsmill** produced pack sizes better suited to today's households 'Little Big Loaf'

Our **On-Pack Recycling Label** helps to make it easy for consumers to recycle packaging. **Over 75,000** product lines have now adopted our labelling.

Retailers have used our research to develop their own consumer campaigns:

- **Sainsbury's** "Love Your Leftovers"
- **Morrison's** "Great Taste Less Waste"
- **The Co-operative's** Food Lover till screens

Find out more at www.wrap.org.uk/food



Food and Drink Circular Economy

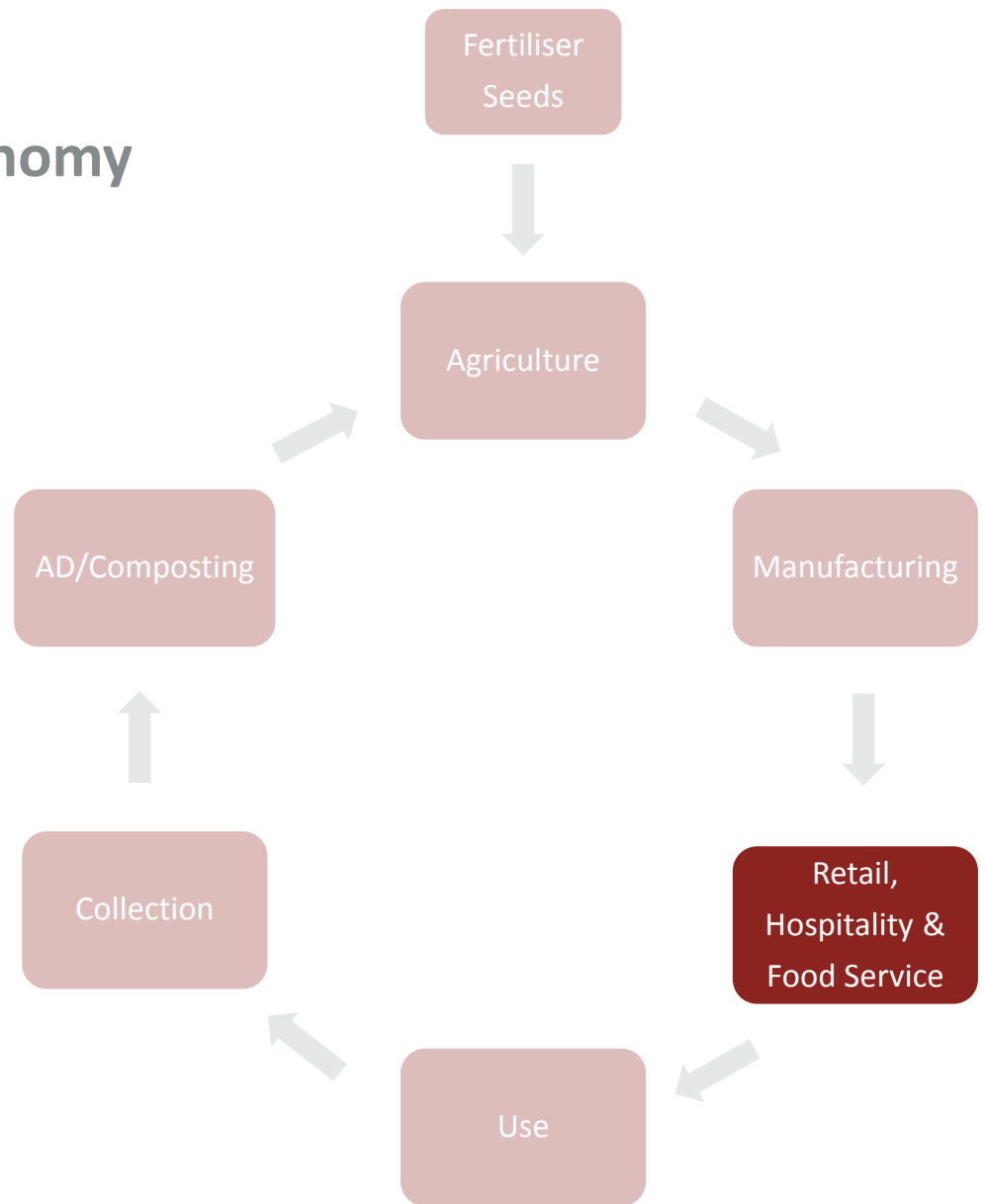
WRAPs **Hospitality and Food Service Agreement** supports the sector to cut food and packaging waste and send more for recycling, AD or composting.

The financial savings are significant. If just 25% of the sector were to sign up, they would collectively save up to **£76m**.*

- **Greene King** offer customers a choice of meal sizes to make a difference to the amount of food left on plates.
- **Strattons hotel** saved **£16,000** by cutting food and packaging waste, now **< 2%** of its waste is sent to landfill.
- **Unilever Food Service's** United Against Waste toolkit helps food service industry reduce food waste.

130 businesses of all sizes have already signed up to the Agreement.

Find out more at www.wrap.org.uk/hafs



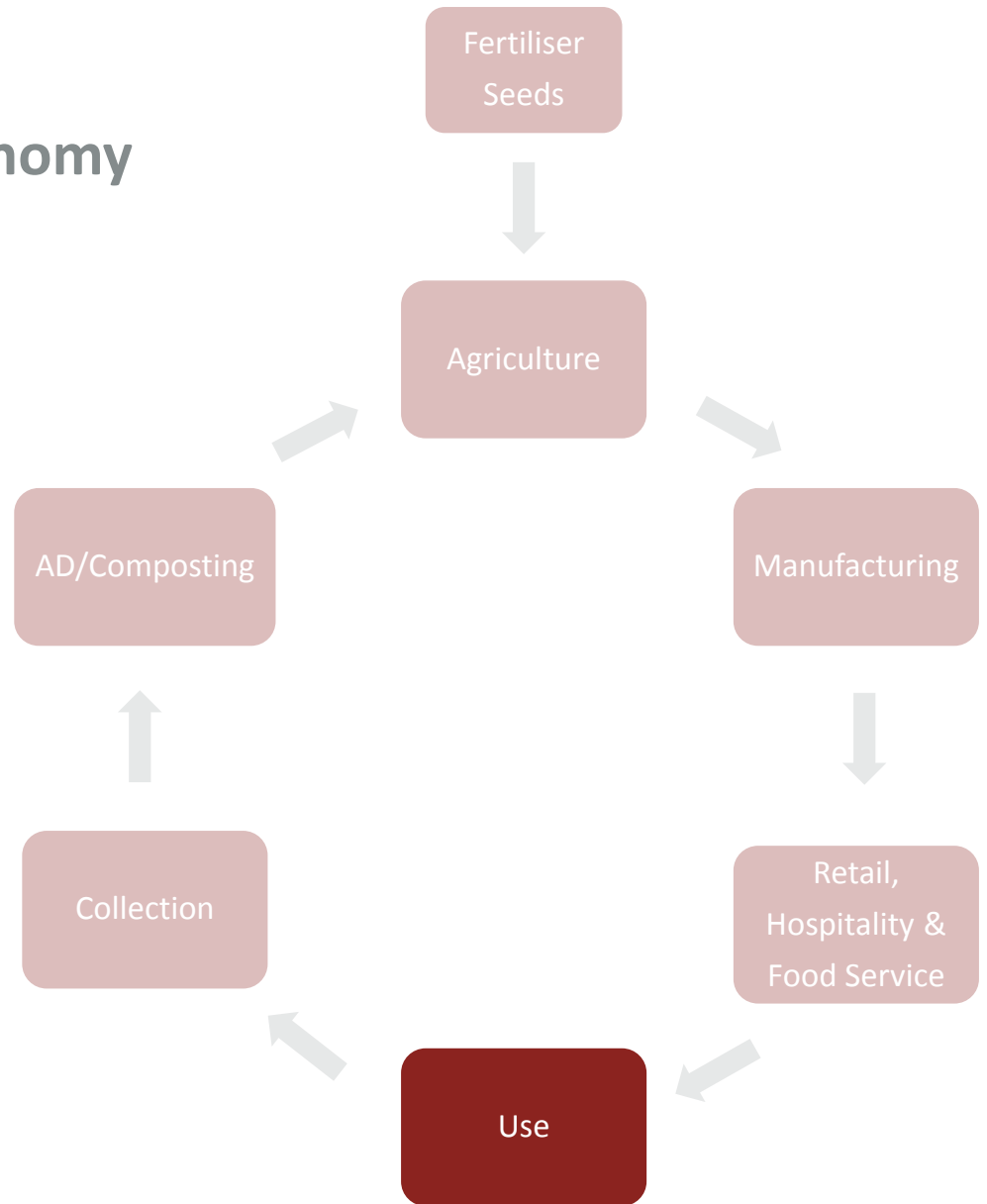
* by the end of 2015

Food and Drink Circular Economy

Since 2007, our **Love Food Hate Waste** initiative has helped cut UK household food waste by **1.1m tonnes** – that's **£2.5bn of food waste avoided**.

Food is a valuable resource and yet UK households throw away over **7m tonnes** every year. More than **60% (4.4m tonnes)** of this could have been eaten. Preventing this food waste could **save the average family £680** a year and deliver significant environmental benefits.

- We're working with food charities, **FareShare** and **FoodCycle**, retailers and distributors to increase food being redistributed to charity.
- Our trials with the **Women's Institute** led to significant consumer savings.

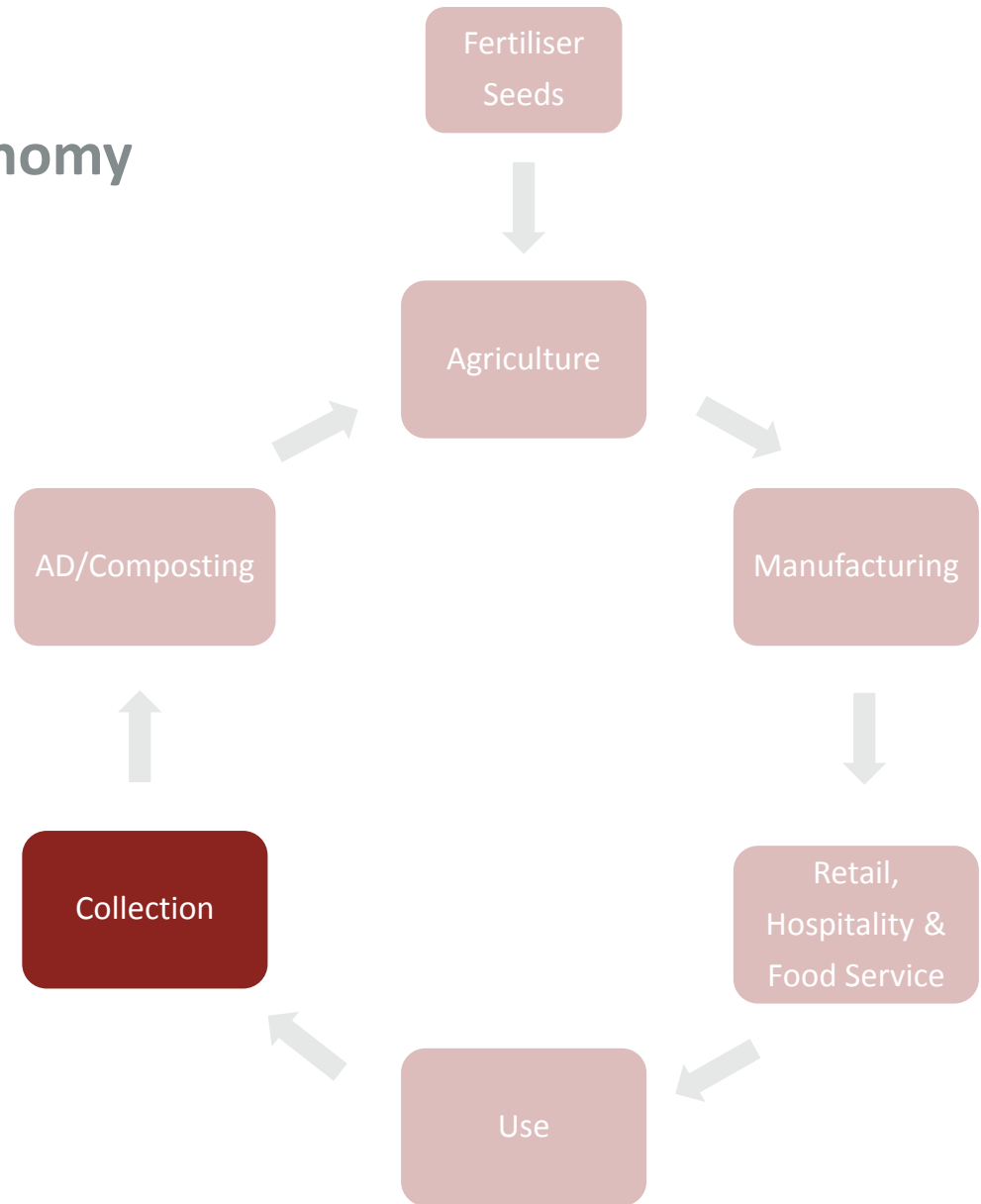


Food and Drink Circular Economy

55% of UK local authorities provide a food waste collection service to **11 million households*** and an increasing number are looking to collect food waste from small businesses and schools.

Our information on **collecting household food waste** draws on our **food waste collection trials**.

- Using our **Love Food Hate Waste** communications materials for Local Authorities, **Worcestershire County Council and University of Worcester** ran a campaign that reduced food waste by **14.7%**
- Separate food waste collections helped save **Spirit Pub Company** over **£1.6m**.

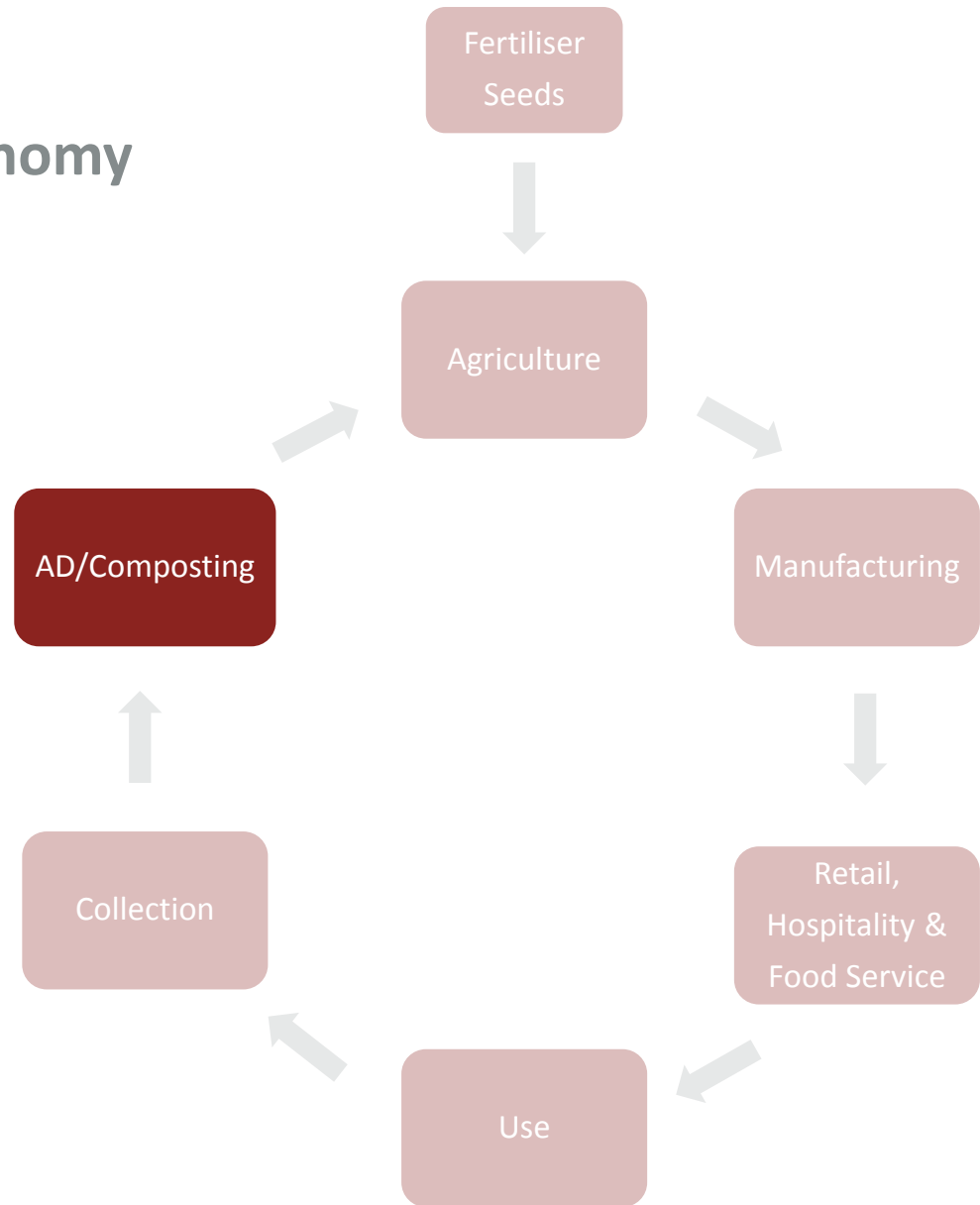


Food and Drink Circular Economy

Anaerobic digestion involves the treatment of domestic and commercial food waste. It provides **nutrient-rich digestate, generates renewable energy** and contributes to **growth in the economy**.

- Our loan fund helped **Malaby Biogas** to construct a new plant. The plant will initially process around 17,000 tonnes of waste a year and up to **20,000 tonnes** at full capacity.

WRAP has supported the rapid growth of the AD and composting sectors. The AD sector now generates around **1000 GWh** of renewable energy per year.



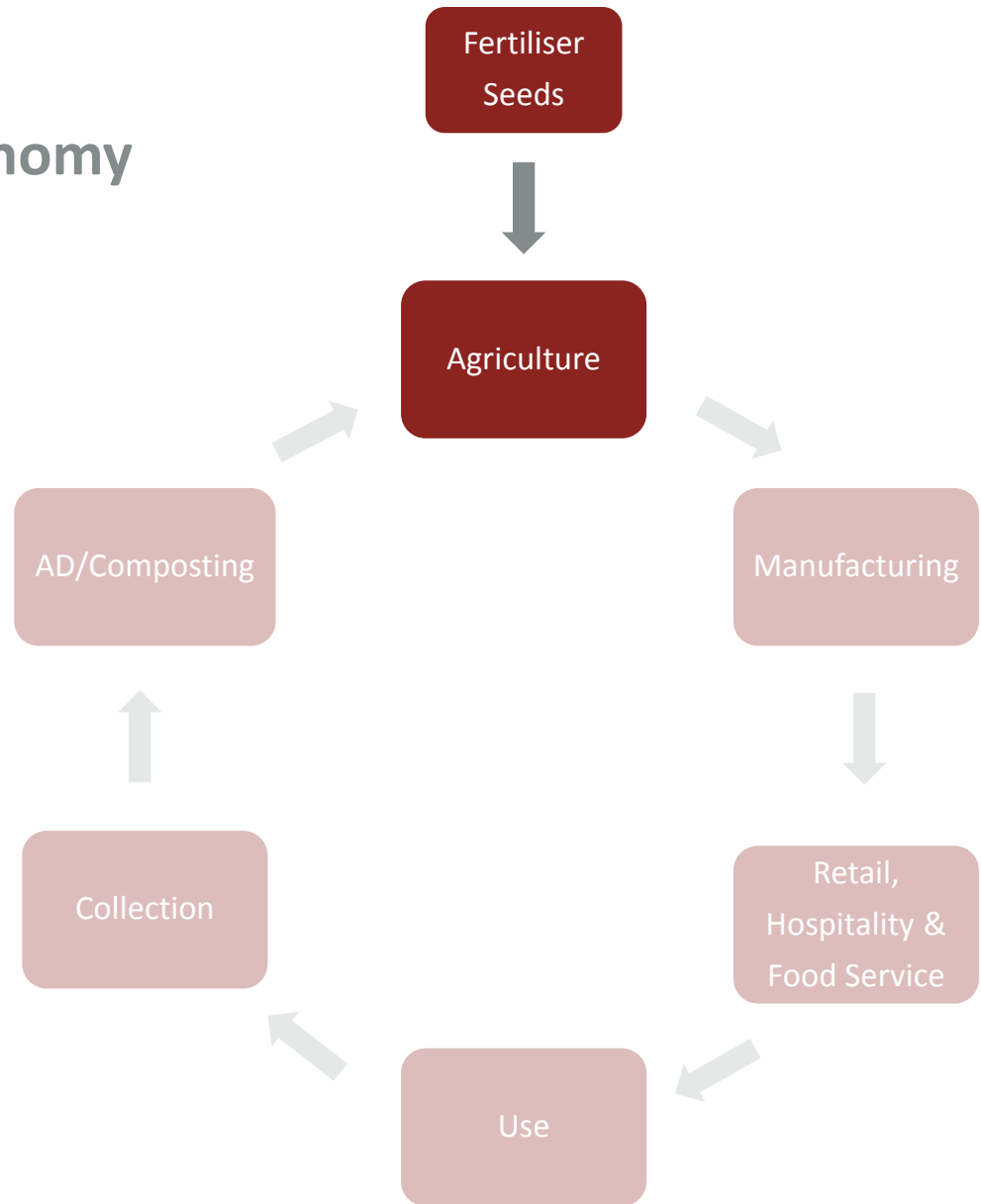
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Using **digestate and compost** (valuable biofertilisers) in farming completes the food loop, ensuring vital nutrients are returned to the field to grow new crops.

WRAP's evidence helps to inform farmers and growers on the use of digestate, and how to reduce their reliance on conventional fertilisers.

- Gask Farm have reduced their spend on fertiliser by **£40,000** per annum.

We work with crop assurance schemes and the Food Standards Agency, providing them with the evidence base to demonstrate that biofertilisers are safe to use.



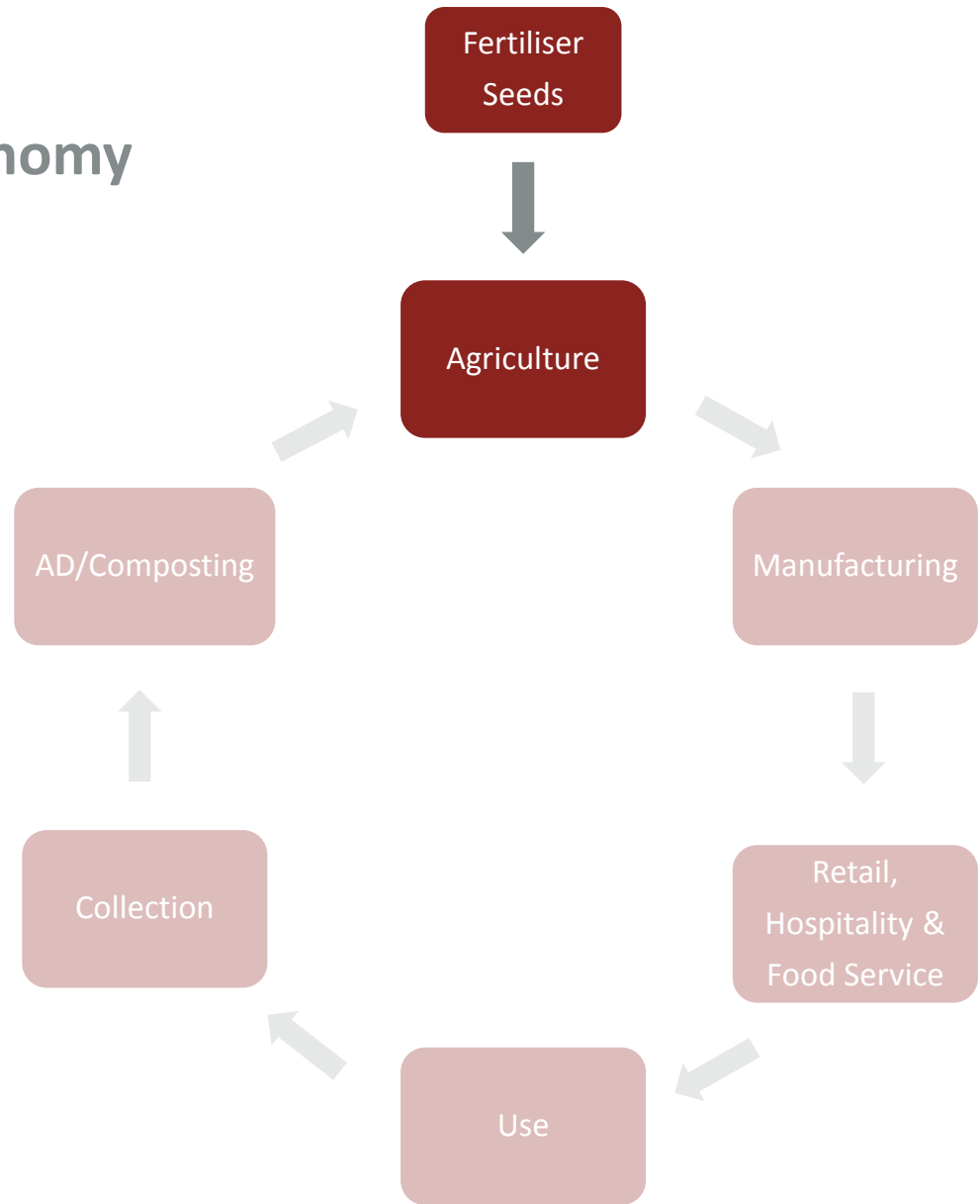
Food and Drink Circular Economy

WRAP is also investigating how digestate can be used to grow biomass crops on marginal and brownfield land, not suitable for agricultural use.

- At a former landfill, **Burntstump**, digestate is being trialled to fertilise energy crops.

We have produced **resource maps** for **Meat, Fish, Fruit and Veg, and Drinks** – highlighting opportunities in agriculture to reduce waste and economic losses.

- By improving real time forecasting of field production and picking cycles the 5-10% loss of lettuce in field* can be reduced by matching supply with demand fluctuations.

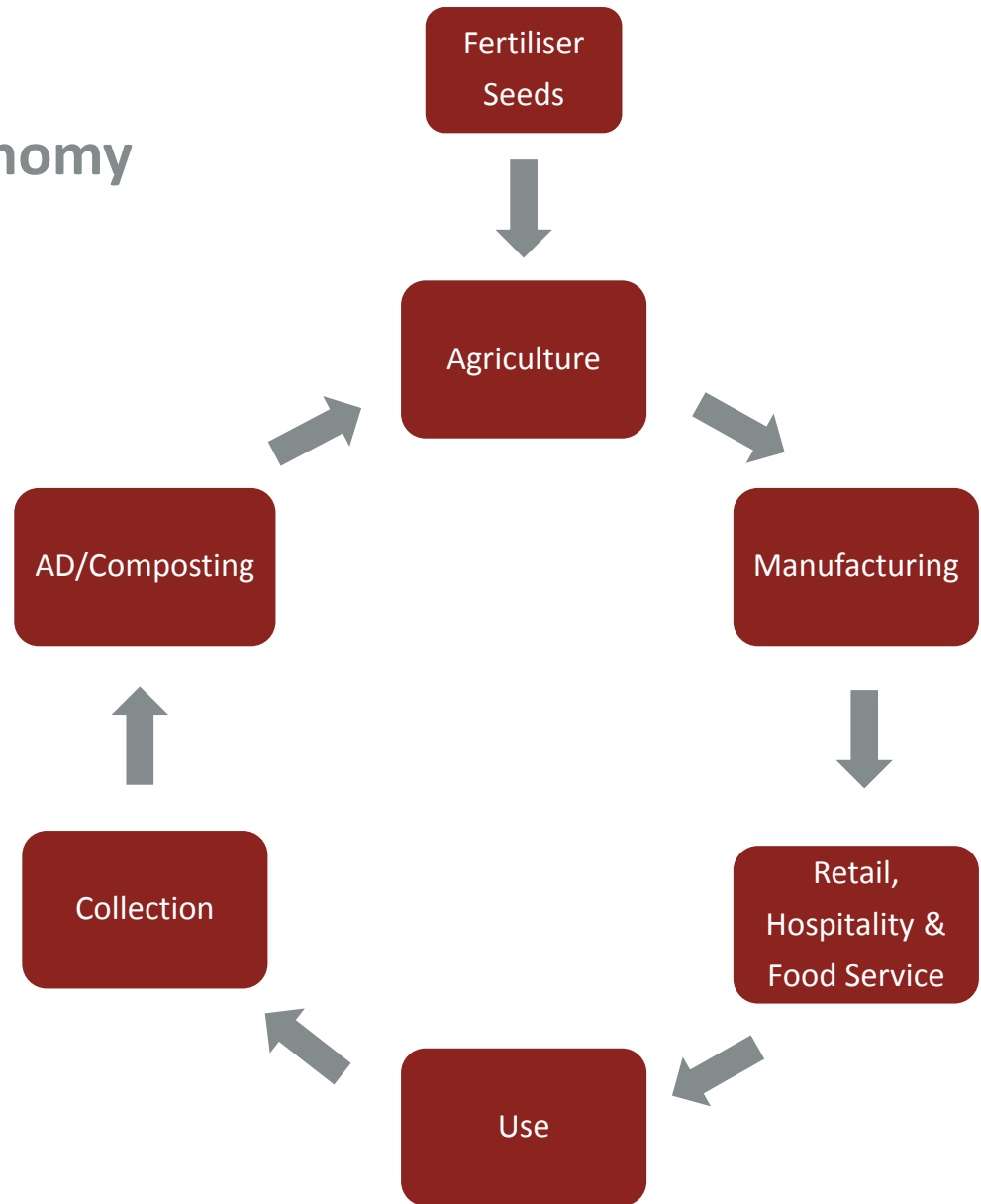


Food and Drink Circular Economy

Since 2006 millions of people and businesses have benefitted from WRAP's work, throwing away less food and saving many hundreds of pounds. We've helped:

- Reduce food waste arisings by **over 1.1m tonnes a year** and prevent **over £2.5bn** worth of food a year being wasted.
- Prevent **3.6m tonnes** of greenhouse gas emissions a year, and saved a **billion litres** of water.
- **Over 2 million people** change the way they shop, prepare, store and use food.

Our research suggests that in response to wasting less, consumers 'trade up' towards higher value foods, but both purchase and waste less of those foods.



Food and Drink Circular Economy

WRAP has built up a comprehensive evidence base and has raised awareness of the issue of food waste.

We have developed a strong case for change by focussing to the areas where consumers need the most help, where business and local authorities can benefit, and where the biggest impacts can be made.

Understanding the true costs of food waste and addressing the entire chain – working in partnership with business to help them develop their own action plans and enabling consumers to make informed choices – is delivering real change.

