

Courtauld Commitment 2025 Milestone Progress Report

Building a sustainable future for
UK food and drink



Contents



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Foreword



Marcus Gover, CEO, WRAP

We are at a defining moment in our commitment to a sustainable future.

Food production worldwide generates around 30% of global greenhouse gas (GHG) emissions, and agriculture uses 70% of global freshwater abstractions. We need to fix our food system now if we are to feed our people while protecting our planet.

We can be rightly proud of the pioneering vision and ambition of the Courtauld Commitment; forged well over a decade ago to reduce waste and resource use in the UK's food and drink production and consumption.

Now, with the [Courtauld Commitment 2025](#) we have an expansive voluntary agreement, bringing leading businesses together with other stakeholders including local authorities and trade bodies to achieve a set of ambitious targets.

I'm delighted to say that we are on track to meet our food waste target. This helps

the UK meet its global commitments to achieving [UN Sustainable Development Goal 12.3](#) to halve food waste by 2030.

We have also seen a 7% reduction in the greenhouse gases (GHGs) associated with the food and drink we consume in the UK, and inspiring examples of collaboration to improve the quality and availability of water in key sourcing areas.

The Courtauld 2025 model is proven to work, and is increasingly recognised [around the world](#). We have shown how measuring food waste as part of a **'Target, Measure, Act'** approach, and bringing supply chain actors together to work on collaborative solutions can yield enormous, and lasting, results.

To achieve our targets we need more businesses implementing 'Target, Measure, Act', and more collective action on [climate change](#) and [water stress](#).

Governments need to provide leadership

and implement policy that will drive progress. The appointment last year of Ben Elliot as the UK's first [Food Surplus and Waste Champion](#), and support for surplus food redistribution with the [Resource Action Fund](#), are good examples of this.

The biggest challenge is for citizens to waste less food. **More people than ever are recognising our [Love Food Hate Waste](#) brand**, and later in 2020 we will be **sparking a new conversation about how we value food.**

By fixing the food system, we are playing our part in helping people, and planet, prosper for future generations.

Let's seize this moment.

Targets and progress



WRAP's latest data demonstrates that Courtauld 2025 is working

Target for 2025	Progress 2015-18	On track?	Key actions & outcomes since 2015
A 20% per person reduction in food and drink waste associated with production and consumption of food and drink in the UK, post farm gate.	7% reduction (480,000 tonnes)	Yes	<p>Significant increase in recognition of Love Food Hate Waste (Food Waste Trends Survey 2019).</p> <p>A new strategy for citizen food waste prevention, including refocused Love Food Hate Waste campaigns and targeted large-scale citizen behaviour change interventions.</p> <p>Implementation of new standards for food packaging design and labelling by retailers and brands, making it easier for people to buy what they need and make better use of what they buy.</p> <p>The world's first Food Waste Reduction Roadmap, with more than 120 businesses set to Target their own food waste reduction, Measure consistently, and Act on the evidence.</p> <p>Launch of Guardians of Grub, a national campaign to empower hospitality and food service professionals to reduce the amount of food thrown away in their establishments.</p> <p>Working together to double the amount of food redistributed.</p> <p>Working within high-impact sectors – meat, dairy, fresh produce and bakery – to develop and act on new insights on food waste priorities, including measurement of pre-farm gate waste.</p>
A 20% per person reduction in the greenhouse gas (GHG) emissions associated with production and consumption of food and drink in the UK.	7% reduction (7.1 million tonnes CO ₂ e)	Yes	<p>Most (over 80%) of the reduction is due to decarbonisation of the UK's electricity grid. The GHG emissions associated with consuming a unit of electricity are 39% lower in 2018.</p> <p>The majority of the remainder is likely to be associated with food waste reduction. The GHG emissions associated with producing the c.480,000 tonnes less food and drink wasted annually in 2018 are around 1.6 million tonnes CO₂e.</p>
A reduction in impact associated with water use and water stress in the supply chain.	<p>Water Ambition established in 2018 for businesses to take action in own operations and work together in key catchments. 95% of Courtauld 2025 signatory businesses are already taking action to improve water efficiency in their own operations. 6 catchment projects have been mobilised across the UK, South Africa and Kenya; reaching more than 500 suppliers to target action; with more than £1.5 million of direct and leveraged funding.</p>		

Highlights since 2015



Food businesses representing 50% sector turnover acting on food waste. Redistribution doubled.



Love Food Hate Waste and TRiFOCAL - two world-leading initiatives helping millions of people waste less food.



Sector leaders motivate hospitality and food service professionals to become Guardians of Grub, with a nationwide 'Stand Up for Food' month of action.



More retailers and brands adopting good practice for helping their customers enjoy food at its best.



Collaborative water projects in the UK and overseas reaching more than 500 suppliers.



7% CO₂e reduction across the food system, equivalent to 730,000 fewer cars on the road.

Priority actions



	Food waste 2018 (kt)	Change 2015-18 (%)	Further reduction needed (ktpa)	GHG emissions 2018* (MT CO ₂ e)	Reduction 2015-18 (%)	Further reduction needed (ktpa)	Water stress hotspots	Priority actions for WRAP, Courtauld 2025 and the food sector
Primary production	900-3,500 est.**	n/a	(not in scope)***	85 (UK and over-seas)	4	c.15	Water quality/availability challenges in many production areas	<ul style="list-style-type: none"> - Establish a new industry working group looking at carbon impacts. - Reduce water stress in key sourcing areas through collective action. - Identify whole chain solutions and better monitoring to reduce on-farm waste. - Launch a resource efficiency roadmap for the UK meat sector.
Manufacture	1,500	-10	135	8.5	10	c. 1		<ul style="list-style-type: none"> - Motivate around 500 more businesses to implement 'Target, Measure, Act' to reduce food waste and adopt 'whole chain' waste reduction plans. - Amplify Guardians of Grub across the hospitality and food service sector. - Work with manufacturing suppliers to target GHG emission reductions. - [More than 95% of Courtauld 2025 signatory businesses are already targeting efficiency improvements in GHG and water in their own operations].
Retail	280	+6	50	5.3	34			
Hospitality & food service	1,100	+7	115	6.8	8	c. 1	Fats/oils/greases an issue	
Households	6,600	-6	800	12.2	33	(already >20% reduction)		<ul style="list-style-type: none"> - Kickstart a national food conversation in 2020 with a week of action to make more UK citizens aware and care about the food they waste, both in and out of the home. - Deliver Love Food Hate Waste campaign moments to change behaviours. Implement commitments made in the 2019 Retail Survey. - Further improvements to products/packs to help citizens to waste less. - Innovative citizen Behaviour Change Interventions to unlock key actions. - Businesses to invest in helping citizens across all of the above actions. - Promote prevention actions where separate food waste collections are provided.

kt = '000 tonnes. ktpa = '000 tonnes per annum.

*A further 7.6Mt CO₂e from supply chain transport, 8.1Mt CO₂e consumer transport, 5.1Mt CO₂e packaging production and 1.8Mt CO₂e waste management.

** Unlike other sectors, a range is given for primary production, as estimates are based on a literature review of UK and other comparable markets. WRAP is working with others to help generate better UK evidence, but due to a lack of comparability the estimate of food waste in primary production cannot be compared with or added to food waste from other sectors.

*** Whilst primary production is not in scope for the 20% reduction target, it is an area of active engagement within Courtauld 2025 and the Food Waste Reduction Roadmap.

WRAP will be developing an approach to capture progress made here (e.g. tonnes of food waste in primary production avoided).

Our strategic approach



Through identifying the priority actions, four key themes have emerged to inform our strategy:



Working in partnership



Tackling household food waste



Measurement as a means to action



Evidence that informs action

Working in partnership



Whilst food and drink businesses can drive improvements themselves - and many are reporting impressive reductions - there are many areas in which they are not able to act alone, and where there is significant benefit in working together

96%

Food surplus redistribution doubled between 2015 and 2018.



Working in partnership



Courtauld 2025 has brought organisations together to tackle common challenges

Collaborations can be important in:

- **Establishing best practices and a level-playing field.** For example the Food Waste Reduction Roadmap has pioneered a common basis for food waste measurement and reporting.

- **Working along supply chains,** to focus efforts and avoid shifting problems elsewhere. Retailers and milk processors, for example, have shared insights to identify key ways to reduce milk waste (see Sector Collaborations).

- **Tackling shared problems.** Resources such as water are shared, and working together helps reduce commercial risks.

- **Sharing insights on what works in practice.** WRAP's behaviour change interventions programme tests what food waste reduction measures will work most effectively with citizens, to help identify what best to roll out at scale.

- **Spreading awareness.** An example of this is the role for everyone in engaging citizens to raise awareness at scale.

Further examples of this work are shown on the following pages.



Working in partnership

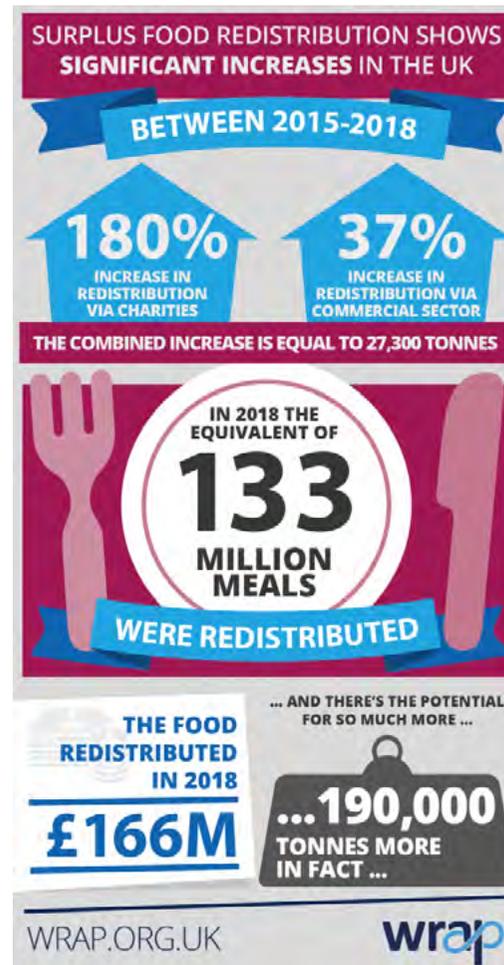


Helping to double food surplus redistribution

In 2017 Courtauld 2025 established the [Surplus Food Redistribution Working Group](#); a forum for discussing practical ways to increase food surplus redistribution, share best practice, identify barriers and opportunities, and oversee the development of relevant new approaches.

By the end of 2018, the amount of surplus food redistributed had doubled compared to 2015, with an additional £81 million of food surplus being provided, equivalent to an extra 65 million meals a year.

To accelerate this progress even faster there has been an increase in UK government funding for surplus food redistribution organisations, including the £500,000 Food Waste Reduction Fund and a [Resource Action Fund](#).



The funds are administered by WRAP, with guidance from the collaborative industry group to inform the best application of funds for tackling challenges and barriers, and to make the progress needed.

Resource Action Fund



Working in partnership



Tackling food waste in hospitality and food service

Around 1.1 million tonnes of food waste arises in the hospitality and food service sector each year– around 18% of food purchased by these businesses.

The causes of food waste in the sector are often more varied and complex than for other parts of the supply chain, and the sector is fragmented, increasing the nature of the challenge.

Through the Courtauld 2025 Hospitality and Food Service Working Group, key players within the sector have come together to:

- Develop an [Action Plan](#), to define the actions and milestones for the sector to deliver against the Food Waste Reduction Roadmap. Key partners in the plan include the largest waste management companies, trade bodies and other influencers.

- Create the [Guardians of Grub](#) suite of resources to help businesses understand the food they waste and take action to minimise it.

- Launch Guardians of Grub – with [operational resources](#), [campaign resources](#) and [case studies](#) to inspire action, and the first **Stand Up For Food** month of action in September 2019, supported by celebrities, businesses and other influencers.

There is a huge opportunity for businesses to take a leadership role in tackling food waste. Reaching this highly fragmented audience requires working together, as part of a national and collective movement.



Working in partnership



Sector collaborations that drive sustainable change

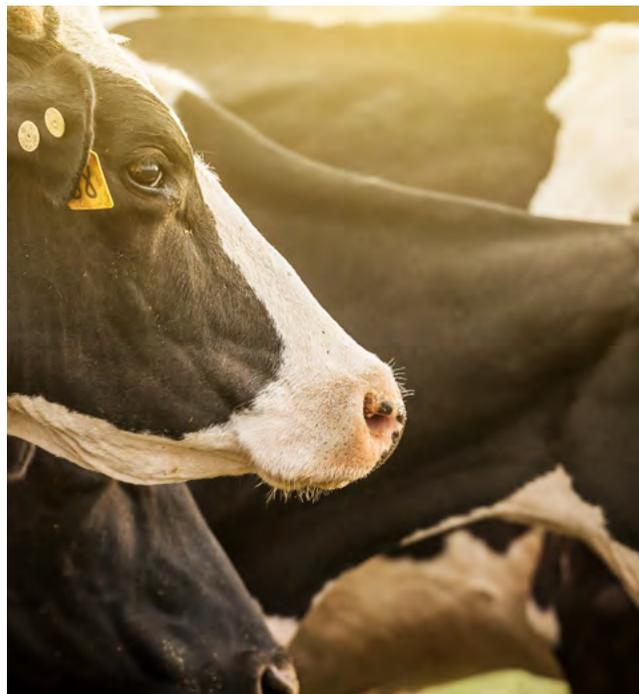
The dairy, meat, fresh produce and bakery sectors contribute nearly three quarters of the food waste and GHG emissions associated with UK food and drink.

Working groups have been established under Courtauld 2025 to bring together key stakeholders, taking a 'farm-to-fork' perspective, identifying the areas of biggest impact and opportunity, and working together to overcome barriers. This is crucial to avoid shifting problems from one part of the chain to another.

Key actions and outcomes include:

Dairy: Sharing data and insight to inform a report on the opportunities for reducing waste along the journey of [milk](#), from dairy to home, which identified the top actions to reduce nearly 100,000 tonnes of wasted milk annually. This has led to businesses testing solutions such as temperature-sensitive labels, freezing guidance and changes in date labels. There has also been

a renewed focus on shelf life across the industry; more than 1.5 days extra life for consumers have been reported, with the potential to reduce waste at home by more than 20,000 tonnes a year.



Meat: The development of a new resource efficiency roadmap for the UK meat sector, to be launched in 2020. This will include 'farm-to-fork' commitments from over 80% of the UK's fresh meat supply chain, to reduce food waste and GHG emissions and safeguard water resources.



Fresh produce: gaining consensus and providing clear guidance on when to use [date labels](#), and when to provide packaged over loose items to help prevent food waste.

Tackling household food waste



Households are where WRAP has focused the most effort and resources, and where Courtauld 2025 partners are helping to deliver change. It is also the stage of the food chain which is hardest to influence, as it requires citizen behaviour change, at scale

70%

Household food waste makes up 70% of all food waste post-farm gate, at 6.6 million tonnes.



Tackling household food waste



A renewed strategy for citizen food waste prevention has been developed with Courtauld 2025 signatories

The strategy focusses on:

- **Citizen awareness campaigns** to help improve understanding of actions to take. WRAP's [Love Food Hate Waste](#) campaigns provide practical tools and advice to make it as easy as possible to reduce food waste at home. Topic-specific campaigns are focused on the most wasted foods and desired behaviours.



- **Delivering best practice guidance** on how food is sold, packs are designed and products are labelled, to help citizens waste less of their purchases. In WRAP's [2019 Retail Survey](#) we publicly report on how retailers and brands are doing, to hold them to account.

- **Developing and piloting [Behaviour Change Interventions](#)** to test innovative approaches and gain a better understanding of what will have the most impact in changing ingrained behaviours.

A targeted approach

Using our research and frequent citizen survey insights, we target the most wasted products, the sectors of the population who waste the most, and the behaviours that leverage greatest change.

This approach has helped turn the tide on food waste at home. But there is a huge amount still to do. Many citizens do not yet acknowledge that food waste is an issue relevant to them or are not yet concerned enough to act. Later this year we will launch a new national food conversation to motivate citizens in caring about the issue of food waste in the same way that ocean plastic and climate change have become of huge concern to people.

This will target citizens with messaging both in and out of home, and will complement our existing campaign activities.

Tackling household food waste



A role for everyone to help raise awareness

A major strength of Courtauld 2025 is in the wider reach of supporting organisations, from retailers and brands (who engage directly with householders at point of purchase and through instructions provided on-pack) to local authorities who often have the closest relationships with households.

Two new task forces under Courtauld 2025 recognise of the importance of bringing people together to catalyse collaborative change at a massive scale:

Marketing and Communications: brings together experts in marketing and communications to champion citizen food waste prevention campaigns and activities.

Behaviour Change Interventions: what lies behind the behaviours that lead us to waste so much food? This group will help develop a range of interventions that could provide the solution.

Other examples of successful partnerships to spread awareness of the need for action on citizen food waste include:

Hovis: Joined 'Compleating' with an innovative Instagram campaign:



Co op: Ran a feature on 'Compleating' in their monthly food magazine, which has a readership of 2.4 million.

Hampshire County Council's Smart Living Facebook and Twitter pages regularly promote Love Food Hate Waste campaigns. With 'Compleating' they have been inspired to provide residents with ideas on how to use up all parts of the vegetable.

Suffolk Waste Partnership: Suffolk and Norfolk Councils have launched #FoodSavvy, a collaborative initiative to help households cut food waste by a fifth. People can sign up the 'foodsavvy challenge' which will help them save up to £70 a month by following the 6 simple steps.

Devon County Council have incorporated Love Food Hate Waste materials in their 'Guilty Food Waste' and 'Big Chill' campaigns.

The Scouts: Love Food Hate Waste works with the Scouts and other youth organisations, providing young people with the knowledge, skills and support to reduce food waste at home.

Tackling household food waste



Citizen behaviour change campaigns with impact

WRAP continues to lead national awareness-raising and information provision to help citizens reduce food wasted in the home, mainly through its popular Love Food Hate Waste campaigns.

Love Food Hate Waste focusses on the most wasted foods and most impactful behaviours, and has reached millions of people through digital channels, partnering with key influencers including LADbible.

Evidence suggests this awareness-raising is gaining traction. In 2019 alone Love Food Hate Waste saw a 4.6% increase in social media followers, with the campaign now attracting more than 130,000 followers across Facebook, Twitter and Instagram, and the Love Food Hate Waste website saw more than 1.2 million pageviews in 2019 alone.

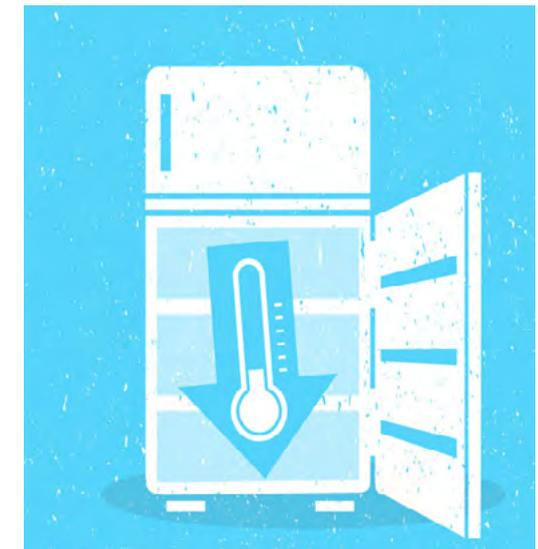
WRAP's 2019 [Food Waste Trends Survey](#) found that 69% of UK households had

seen or heard information about food waste in the preceding year – significantly higher than in previous years. There is also evidence that that these targeted campaigns have a measurable impact on behaviour. For example, action on fridge temperatures:

Chill the Fridge Out: This campaign 'moment' aimed to tackle the 3.1 million of glasses of milk wasted every day. Our research also showed that half of the UK population don't know what temperature their fridge should be.

An online tool was developed to help consumers set their fridge to the correct temperature. 49% of people who saw 'Chill The Fridge Out' changed their fridge temperature, compared to 20% of the general population.

The campaign was nominated in the Drum Marketing Awards 2019.



Tackling household food waste



Citizen behaviour change campaigns with impact

Other notable Love Food Hate Waste campaign 'moments' include:



Spoiled Rotten: Love Hate Waste's current campaign moment aims to encourage 18-34-year-olds, couples, young families and students to 'Buy what you need,' 'Store food properly' and 'Eat what you buy'. The first phase of the campaign ('Buy what you need') has already reached 3 million people.

Make Toast Not Waste: Every day in the UK, 20 million whole slices of bread are thrown away - mostly because they are not used in time. This campaign showed citizens that by freezing bread and making toast straight from frozen, they could enjoy it in many ways throughout the day. The campaign reached over 690,000 citizens and received national media coverage including Steve Wright's afternoon show on BBC Radio 2.



Compleating: The aim here was to raise awareness of how much food is thrown away each year in the UK through people choosing not to eat all of the edible parts. It introduced the concept of 'Compleating', making this a new social norm that is relevant to citizens. The campaign was supported by 50 partner organisations directly engaging with citizens, including many Courtauld 2025 signatories. For example, Luton Council featured it on their waste management fleet of vehicles (see above picture).

Tackling household food waste



Finding new ways for people to waste less food

The way that food and drink products are packaged, labelled and priced can make a significant difference to how much gets thrown away at home.

This includes helping consumers buy the right amount (such as by providing smaller packs); applying the right date label; extending product life for as long as possible; providing clear instructions of what consumers can do to make their purchases last longer (e.g. storing and freezing); giving advice on serving sizes / cooking the right amount; and providing tips and advice on what to do with leftovers.

Labelling guidance

In 2017, WRAP, the Food Standards Agency (FSA) and Defra introduced [new best practice labelling guidance](#) for industry. We continue to update the guidance as our evidence grows. For example, new guidance

to remove date labels from some [fresh produce items](#) (published in 2019) reflects the growing evidence of the benefit this can have in reducing food waste. The guidance also advises on when to provide packaged vs loose items.



We are tracking the adoption of best practice through the [Retail Survey](#), to provide clear direction to business on the further action needed. Findings from the 2019 Retail Survey showed that excellent progress has been made in some areas, such as product life extension on dairy products, removal of date labels and adoption of the 'little blue fridge' logo on fresh produce, and use of the 'snowflake' logo on bread.

However more action is needed in other areas, such as extending product life more widely, removing 'Best Before' labels on potatoes, removing/amending open life statements, particularly on cheese, and inclusion of cook from frozen advice on meat items.

Tackling household food waste



Finding new ways for people to waste less food

Behaviour change interventions

The reasons why our food ends up in the bin are complex and inter-connected, and whilst many people feel that wasting food is wrong, most continue to be in denial about our own habits and therefore, have yet to act on tackling food waste at home.

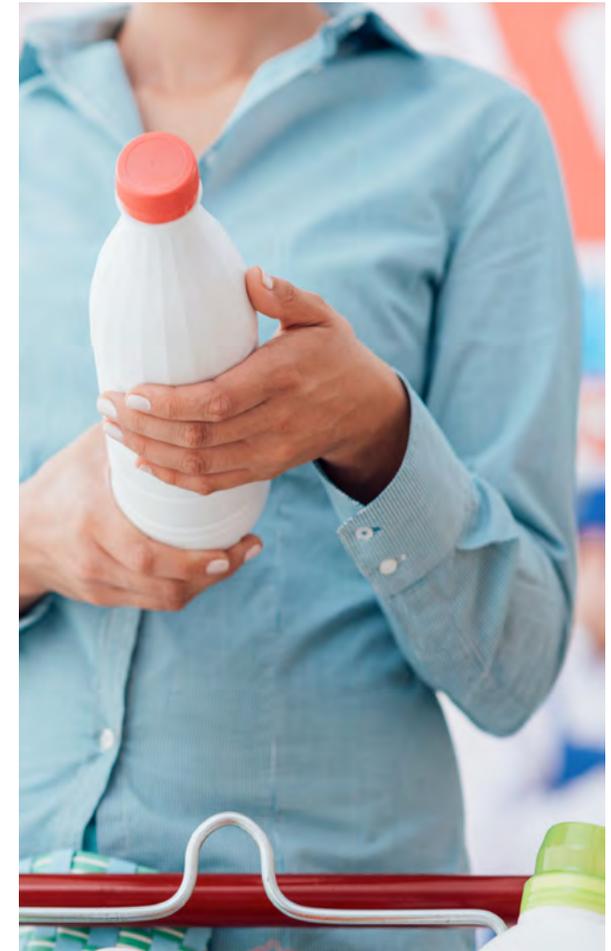
In 2017, WRAP created the Behaviour Change Interventions (BCI) programme, to develop a suite of experimental interventions targeting the most wasted products, the segments of the population who waste the most food, and the behaviours that leverage the most change.

Combining our extensive knowledge of food waste and the power of behavioural science, the programme has been designed to test, learn and adapt interventions, ready for roll-out or co-creation with partners with a particular interest, such as date labels. Once an intervention is proven as a

successful means of changing behaviour we will share findings and seek to roll out more widely.

Working at the cutting edge of behaviour change, WRAP, specialist agencies and other partners have devised several citizen food waste prevention projects together. Many of the partners to date have been Courtauld 2025 signatories, and a number of the ideas and pilots have been developed in collaboration with Courtauld 2025 working groups such as meat and dairy.

The concepts and pilots developed to date include temperature-sensitive labels and stickers to tackle fridge temperature and packaging to encourage people to freeze bread before it goes stale. The programme is also examining online shopping - whether that's buying groceries or ordering a takeaway - and how changes to the architecture of the customer journey could influence more positive choices.



Tackling household food waste



Finding new ways for people to waste less food

Recent BCI projects have included:

Eat Me, Freeze Me: Many people buy bread and don't always eat the last few slices before it goes stale. Bread is a low-cost staple that people like to have to hand, but is often seen as not worth freezing.

This trial re-designed traditional bread packaging (see picture, right) to encourage citizens to save those last few slices and freeze them for toasting. Five thousand test packs of sliced white bread (manufactured by Hovis) were sold in four Company Shop stores (with two shops acting as control stores, where none of the bread was sold). Although the trial detected few significant behavioural changes, the insights from it have proved incredibly valuable; informing an update to WRAP's [best practice labelling guidance, which now](#) includes on-pack recommendations and visual cues that demonstrate freezing bread is normal and desirable.



Defrost Like a Boss: With more than 200,000 tonnes of edible meat wasted from our homes every year in the UK, the purpose of this project was to design a front-of-pack label offering visual guidance about defrosting meat quickly and safely. With a 'time-poor' target audience in mind, the label championed the microwave using three behaviourally-informed designs.

Research participants were positive about on-pack guidance on safe, speedy defrosting, but had negative perceptions of using certain methods such as microwaving, and rigorous defrosting tests were unable to identify a solution that met all the necessary criteria. However, businesses including Courtauld 2025 signatories are using the results from the trial to consider the potential of "cook from frozen" products, both to meet customer needs and prevent waste.

To find out more and get involved, contact [Leah Wistrand](#).

Tackling household food waste



Finding new ways for people to waste less food

TRiFOCAL London



SMALL CHANGE
BIG DIFFERENCE



Delivered by WRAP, the London Waste and Recycling Board (LWARB), and Groundwork London, TRiFOCAL ran for 3 years until January 2020.

The project has succeeded in its main objective to encourage sustainable food systems in cities by piloting a holistic communications campaign integrating three food behaviours: the prevention of food waste by changing planning, shopping, storage and meal preparation; the promotion of healthy and sustainable eating; and the recycling of unavoidable food waste.



With the help of this pioneering food project, Londoners were able to reduce the amount of food they throw away by 9%.

In addition, TRiFOCAL's citizen-facing campaign, '[Small Change, Big Difference](#)' was nominated for PR Week's campaign of the month in November 2019 for the 'House of Waste' campaign (pictured left).

Expanding this approach

WRAP is seeking to create an 'ultra-low food zone' in a major city to encourage widespread tracking of food waste and citizen engagement through local business. This will be used to test and evaluate the effectiveness of different messaging and approaches to behaviour change at a local level.

<http://trifocal.eu.com/>

<http://smallchangebigdifference.london/>

Measurement as a means to action



Implementing a universal approach to measuring food waste

Waste is a bottom-line cost for businesses, but cannot be managed if it isn't measured. Identifying how much food waste is generated, and where and why it arises, are the first critical steps towards reducing it

121

121 of the UK's largest food businesses have adopted 'Target, Measure, Act', representing 50% of the whole sector.



Measurement as a means to action



A core focus for Courtauld 2025 has been to provide businesses with a consistent way to measure food waste

Significant outputs have been:

- Launch with IGD of the [Food Waste Reduction Roadmap](#): a set of milestones for all major food & drink retailers, manufacturers and hospitality & food service companies to adopt the **'Target, Measure, Act'** approach to reduce their food waste.
- Development of the 'Target, Measure, Act' approach and toolkit. These resources for the first time provide a common basis and language for businesses to develop a target to reduce food waste and to measure, report on and reduce their food waste year-on-year.
- Sector-specific guidance on food waste definitions and accounting approaches to establish a level playing field and avoid inconsistent interpretations (e.g. for meat, dairy and fresh produce businesses).
- An Action Plan and suite of on-the-ground

data collection tools for hospitality and food service sites, for whom collecting food waste data can be particularly challenging (see page 25)..

- Piloting innovative food waste measurement approaches in agriculture/primary production, through a farmer-led approach.
- Leadership by Courtauld 2025 signatories in encouraging and supporting their supply chains to adopt 'Target, Measure, Act'.



An approach that works

By September 2019, 121 of the UK's largest food businesses representing over 50% of the food & drink sector by turnover had adopted 'Target, Measure, Act'. Businesses implementing 'Target, Measure, Act' are finding that making simple and often low-cost measures are providing benefits across all areas of their organisations.

Those businesses with data for current and historical years have reported an average food waste reduction of 7% (saving food worth over £100 million).

Case studies

More than 40 new [Food Waste Reduction Roadmap](#) and [Guardians of Grub](#) case studies have been published, showing how different businesses are successfully implementing 'Target, Measure, Act'.

Measurement as a means to action



The food and drink sector is making big wins with 'Target, Measure, Act'

Targeting food waste at source

'A key requirement of effectively reducing our food waste is to identify where waste arises in our supply chain and put in place processes to identify and manage that stock. We are then able to divert product away from traditional processes like anaerobic digestion.'

Coca-Cola European Partners

'Typical food waste streams in our operations include ingredients lost during the production process, surplus generated if a final product is unable to be sold for human consumption for quality reasons, and liquid waste stream that is a dairy by-product from yogurt production - which we convert to energy using an anaerobic digester.'

General Mills

Technical innovations

'Planning our production effectively can reduce the amounts wasted - for example by sequencing production for different products like flavoured yoghurts, we can avoid having to clean the equipment in between.'

Arla Foods

'Working in collaboration with the Tesco technical team, we were able to introduce a process whereby the surplus pastry could be used in a product without impacting on the quality or safety of the product.'

Samworth Brothers

Surplus food

'We reviewed how we work with our redistribution partners such as FareShare, Company Shop, Community Shop and

Food Cloud to identify how we can increase donations of surplus food which does not meet requirements for sale, but is still perfectly good to eat.'

Nestlé UK

'We switched to sending surplus food direct to Company Shop from our sites rather than via our distribution centre, thereby maximising the shelf life of the product.'

Premier Foods

More to be done

Great progress has been made, but another ca. 500 major food businesses need to implement 'Target, Measure, Act' to enable the UK to achieve the Courtauld 2025 targets and UN SDG 12.3. Get in touch with the [Roadmap support team](#) if you'd like help in implementing 'Target, Measure, Act.'

Measurement as a means to action



Delivering tailored solutions for hospitality and food service

The hospitality and food service sector has an estimated 300,000 sites, 50% of which by turnover are SMEs, employing more than 3 million people serving more than 8 billion meals each year. Given the complex, diverse and fragmented nature of the sector, a 'one size fits all' approach to food waste measurement is not suitable.

WRAP has developed measurement methods and resources to suit both large and small-to-medium sized businesses, and individual operators. In 2019 we created and launched a national campaign to help coordinate individual action, and unite these businesses.

Guardians of Grub

Guardians of Grub is aimed at motivating and empowering professionals from across the hospitality and food service sector to reduce the amount of food thrown away in their establishments and, through this, contribute to action on climate change.



A suite of free [operational resources](#) is available, as well as a set of [campaign resources](#) to help supporting bodies, trade associations and other influencers in the sector to embed good business practice.

September 2019 saw the first Guardians of Grub '[Stand Up For Food](#)' month of action, which received widespread support from leading figures, including chefs Melissa Hemsley, Thomasina Miers and Ken Hom and a host of UK businesses.

WRAP will continue to work with key partners to spread awareness, build engagement with the Guardians of Grub tools, and help embed food waste reduction practice as part of business culture. Hospitality and food service businesses are encouraged to provide feedback on the operational resources and share success stories. [Get in touch.](#)

Food waste is the enemy of a chef because it eats into profits and undermines a good menu. We have always instilled a strong ethos in our chefs that everything possible should be done to avoid food going to waste. It is great to see this being reflected in the Guardians of Grub campaign. No one's profits should end up in the bin, and no one's food waste should contribute to global warming."

Albert Roux OBE, Vice President and Trustee, Royal Academy of Culinary Arts

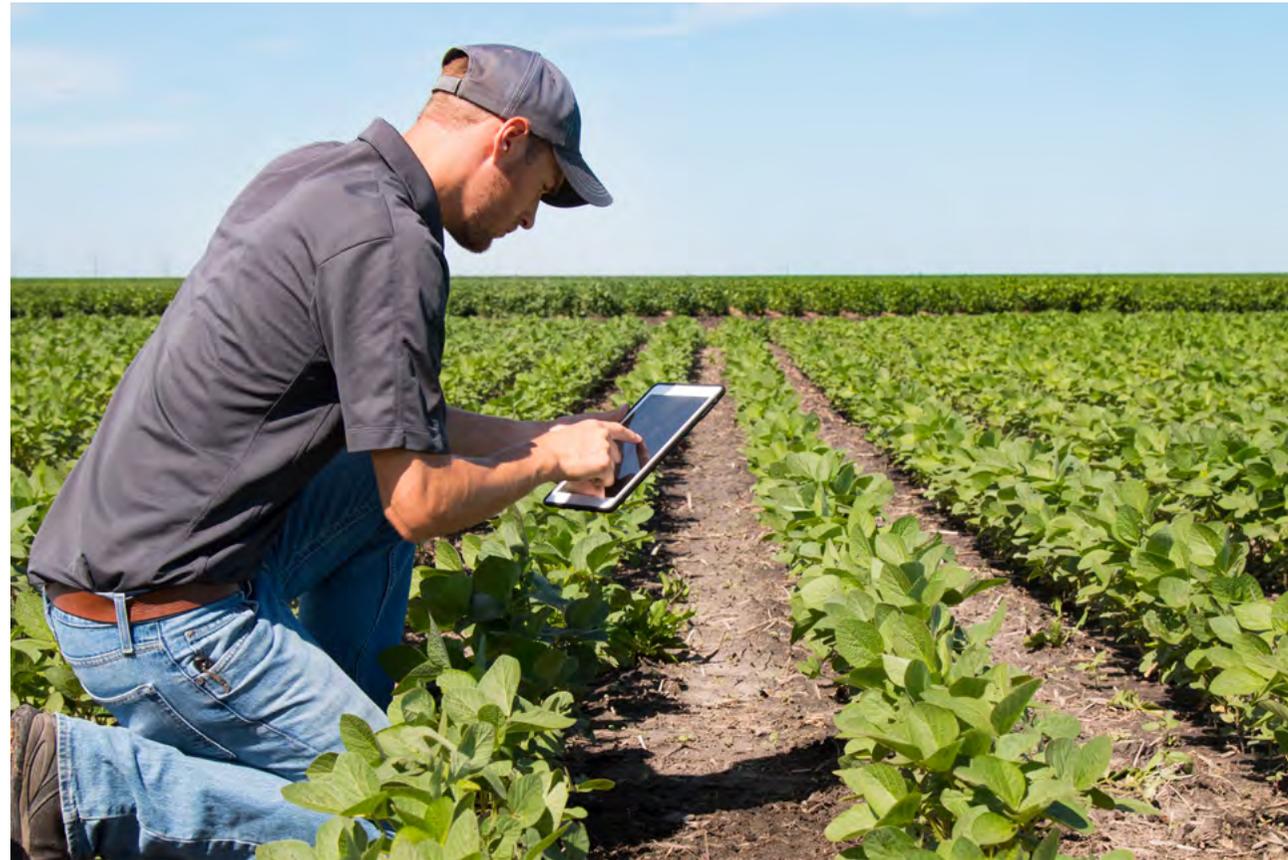
Evidence that informs action



Tackling food waste is a large and complex challenge. It is essential to build an evidence base that shines a light on exactly where to focus, and to identify what actions can make the biggest difference, so that effort is targeted to maximise progress

3.6Mt

2019 research by WRAP estimated that 3.6 million tonnes of food surplus and waste comes from primary production.



Evidence that informs action



A guiding principle of Courtauld 2025 has been to provide businesses with evidence - on how much food waste there is, where it occurs, and why it occurs

Key outputs include:

- Our [Food Waste Trends Survey 2019](#) noted a significant increase in recognition of Love Food Hate Waste, with more than one in five (22%) of having recalled seeing the campaign in the past year, significantly higher than in previous years. However there is still some way to go to change our attitudes to food waste: 2018-2019 saw an overall decrease (9%) in people who 'strongly agree' that 'Everyone, including me, has a responsibility to minimise the food they throw away.' Furthermore, less than half of us see a connection between wasting food and damage to the environment.

- Development of a new [Household Simulation Model](#), to generate a better understanding of the potential food waste savings from different types of actions for different types of products. This tool models

the purchase of products by different types of household and then runs through the series of decisions made by a householder when choosing where to store the product, when to use it, how much to use, when to throw away, when to go shopping for more, etc. It helps provide evidence on the relative importance of different interventions to reduce waste.

- The [Retail Survey 2019](#) has shone a light on the most important changes that food and drink retailers and brands can make to on-pack labelling, guidance and information that would help reduce food waste at home. The outputs are being used to identify where to focus future efforts and inform WRAP's work with retailers and manufacturers. In particular, the results make it easier for individual retailers and manufacturers to see the progress they're

making and where further action is still needed – which helps focus effort in an area where there are lots of competing pressures.

- [Food waste in primary production in the UK](#) (July 2019) revealed that food surplus and waste is now estimated at 3.6 million tonnes a year (7.2% of all food harvested). This would have a market value of £1.2 billion at farm gate prices. The findings reinforce the importance of helping farmers measure waste and surplus, acquiring more evidence and prioritising this area for action. WRAP is using this evidence to undertake farmer-led measurement pilot studies and develop guidance on measuring food waste on farm.

Challenges and forward priorities



Courtauld 2025 has shown good progress against all three targets, but much work remains.

Three closely linked priorities have emerged:



**Winning the war on
food waste**



**Reducing pressures
on water**



**Tackling the
climate crisis**

Winning the war on food waste



To meet the Courtauld 2025 food waste target, and set the UK on the right trajectory towards meeting UN SDG 12.3, effort will focus on the biggest waste problems; use approaches proven to work; and break new ground on ways to change behaviour

Food waste reduction needed:

- 800k tonnes from households
- 135k tonnes in manufacture
- 115k tonnes hospitality & food service
- 50k tonnes in retail



Winning the war on food waste



Renewed efforts to reduce citizen food waste

Core challenge: To change the food waste behaviours of millions of UK citizens.

Citizens can make the biggest difference when it comes to solving the UK's food waste problem, but many people in the UK remain unreceptive to tips and advice about how to reduce their food waste.

To change this, WRAP is launching a national food conversation in 2020.

In collaboration with industry through a Courtauld 2025 taskforce, the food conversation has been developed to get citizens to be outraged about the issue of food waste, in the same way that ocean plastic and the climate crisis have created such a massive impact in the public's consciousness. The food conversation aims to position food waste as the next big issue that citizens can take action on to help save the planet – by tackling it today, and by

making the entire concept of wasting food feel like an anti-social behaviour.

It is vital that this campaign is supported by food and drink businesses, other organisations and high-profile individuals to ensure that it captures the imaginations and hearts of those not yet inclined to make changes. [Get in touch](#) to find out more.

Additional priorities

Clear information on how to act, and ways to make it easier to waste less.

As earlier outlined, key changes to products, packaging and consumer behaviours can make a real difference to levels of food waste at home. While good progress has been made in some areas, more is needed in some key areas, such as:

- Encouraging more freezing/defrosting and use of leftovers;

- Removing unnecessary date labels, improving citizen understanding of key labels and storage advice, and extending life; and
- Increasing availability of smaller pack sizes that are more appropriately priced (a particular need for bread).

Increasing food waste collections

Local authorities offering separate food waste collections have lower per capita food waste arisings. Separating out food waste can help raise awareness of the issue, but more can be done to combine prevention messages with those about the collection service.

Winning the war on food waste



Reducing waste across the supply chain

Core challenge: The 'Target, Measure, Act' approach is delivering results in reducing supply chain food waste. We now need to reach all major food and drink businesses to embed this culture and realise the benefits.

In the first year of the Food Waste Reduction Roadmap, industry engagement resulted in 121 of the UK's largest food businesses adopting the 'Target, Measure, Act' approach, representing over 50% of the food & drink sector by turnover. However, there are around 500 major food businesses still needing to act.

The Champions 12.3 network and WRAP are calling for more businesses to implement 'Target, Measure, Act' and publicly report food waste data to help track progress and inform action. In addition, more work is needed to improve the availability and robustness of food waste data - critical to monitor progress, and to inform policy

and business decisions on where to focus resources.

There is also a call for greater numbers of large food businesses to engage with their suppliers, to encourage and support them in taking action on food waste.

The introduction of mandatory food waste reporting in the UK, subject to government consultations, would support this ambition. WRAP is working closely with policy makers to help ensure proposed regulations are aligned and informed by the Roadmap and its resources. The mandatory separation of food waste will also make it easier for many businesses to acquire data on how much food waste they are generating.

We believe that the success of 'Target, Measure, Act' could be extended to the UK's agricultural sector, supporting performance gains for individual farms, and for the sector as a whole.

Developing 'whole chain' food waste reduction solutions

Optimising one part of the supply chain in isolation can be problematic – as it can lead to more food waste occurring in another. Leading food businesses are increasingly looking at collaborative action to prevent food waste across the whole chain.

Widely recognised as best practice is to develop Whole Chain Food Waste Reduction Plans, and WRAP will work with industry to introduce such plans as the next stage of implementing the Food Waste Reduction Roadmap. [Contact us](#) to find out more.

Reducing pressures on water



Protecting our most critical resource

Food and drink cannot be produced without water – but our water resources are under stress. Climate change will exacerbate this.

500

The Courtauld 2025 Water Ambition reaches more than 500 suppliers to target action.



Reducing pressures on water



More than 95% of Courtauld 2025 signatories are already taking action to improve water efficiency in their own operations.

What is needed now is for businesses and others to work together to address water stress within the catchment areas where they are based, or source from.

This is important to help improve supplier resilience linked to water availability, water quality, flooding, soil protection, and so on.

Together with the Rivers Trust, WWF and BITC, we have established a series of collective action projects in strategically important sourcing locations. More than 2/3 of the UK's vegetables (excluding potatoes) and 1/3 of the UK's fruit are grown in these areas.

We call on food and drink businesses to support activity in at least one location, and benefit from others taking action elsewhere.

Find out more and get involved [here](http://www.wrap.org.uk/water-ambition).



'The challenges facing us on water do not discriminate between companies, countries or crops. Collaborating with partners via Courtauld 2025 ensures that we maximise our impact and do not duplicate effort. We support the call for others to join in collective action in key sourcing areas, and look forward to working together to develop a future we all want to see.'

Thomas Farrell, UK Environmental Manager, ABP; Chris Brown, Senior Director Sustainability and Sourcing, ASDA; Liz Lowe, GB Sustainability Manager, Coca-Cola Great Britain; Sarah Wakefield, Sustainable Sourcing & Fairtrade Manager, Co-op; Ashley Gilman, Agriculture Manager, Cranswick; Kate O'Driscoll, Head of Sustainability, Kepak Group; Emmanuelle Hopkinson, Sustainability Project Manager, M&S; Andy Griffiths, Head of Value Chain Sustainability, Nestle; Lee Houghton, Group Environmental Manager, Premier Foods; Judith Batchelar, Director of Sainsbury's Brand, Sainsbury's; Matt Bardell, Group Sustainability Manager, Saputo Dairy UK; Laurence Webb, Responsible Sourcing Manager, Tesco; Matt Dight, Head of Corporate Social Responsibility Tulip; Andy Mitchell, Senior Technical Manager, Worldwide Fruit.

Tackling the climate crisis



Global demand on natural resources has reached a critical level, and public engagement with climate change and environmental protection has never been so high

150 Mt CO₂e

The total carbon footprint of food consumed in the UK. This is equivalent to 30% of the UK's territorial GHG emissions.



Tackling the climate crisis



Around 7.1 Mt of CO₂e reductions have been delivered across the food and drink system to date. Achieving the Courtauld 2025 food waste target would result in a further c.4 Mt of avoided GHG emissions. This, together with ongoing decarbonisation, will help us to achieve the 20% GHG reduction target.

However, the climate is now widely recognised as the most important issue of our time, and there is a need to go further and faster.

Following recommendations by the [Committee on Climate Change](#), the UK government has set a target to bring all GHG emissions to net zero* by 2050. Wales has an ambition to achieve net zero by 2050 and Scotland is committed to becoming a net zero society by 2045.

The [National Farmers Union](#) (NFU) has a goal to reach net zero GHG emissions for

agricultural production across England and Wales by 2040.

Many food and drink businesses are also responding to the climate crisis by developed '[science-based targets](#)' to reduce their supply chain GHG emissions in line with what the latest climate science says is necessary in order to limit warming to 1.5°C.

The challenge now is in delivering against these targets.

These hugely important ambitions will require partnership working across the supply chain, as well as with government, academics and other stakeholders.

Courtauld 2025 provides an important framework to help enable this partnership working. For example, a key gap is the lack of a consistent basis for measuring emissions, targeting action and tracking progress (as we saw for food waste before

the establishment of a common approach under the Food Waste Reduction Roadmap). WRAP is working with the Courtauld 2025 Steering Group, signatories and wider partners to review the collaborations, tools and support that businesses need to help deliver change at scale.

We are establishing a new Working Group looking at carbon impacts. [Contact us](#) for more details.

*Net zero here is defined as any emissions generated would be balanced by schemes to offset an equivalent amount of greenhouse gases from the atmosphere, such as planting trees or using technology like carbon capture and storage.

A world-leading model



From the inception of Courtauld 2025, food waste has moved up the agenda for policy makers, businesses and citizens, in the UK and worldwide

Wales

In 2017 the Welsh Government announced plans for a 50% reduction of food waste by 2025, based on 2006-7 levels. WRAP Cymru and Love Food Hate Waste support the Welsh Government in realising this ambitious goal.

Welsh Government recently issued a circular economy strategy consultation Beyond Recycling which contains an action to 'Make more efficient use of our food' which proposes that Wales will lead the way in eradicating avoidable food waste by looking at the whole supply chain and working with businesses from farm to fork to minimise waste and maximise resource efficiency.

Scotland

In April 2019 the Scottish Government and Zero Waste Scotland announced an ambitious Food Waste Reduction Action Plan, setting out how Scotland can meet its ambitious target to reduce its food waste by one third by 2025. This means that the country must prevent around 297,000 tonnes of food waste each year.

England

In December 2018 the UK Government outlined plans to make the UK more resource efficient and reduce the amount of waste produced in England, while moving the economy towards a more circular model. The strategy includes a strong focus on food waste, articulating what the UK Government expects businesses, local

authorities and others to do to achieve the Courtauld 2025 targets and SDG 12.3.

(Picture below) The UK Government's Food Surplus and Waste Champion, Ben Elliot.



A world-leading model



Champions 12.3

[Champions 12.3](#) is a coalition of executives from governments, businesses, international organizations, research institutions, farmer groups, and civil society. It was formed in 2015 to inspire ambition, mobilise action, and accelerate progress toward achieving SDG 12.3 by 2030. WRAP CEO Marcus Gover is a founding member.

The most recent Champions 12.3 [progress report](#) (September 2019) found some good progress being made towards reducing food waste, with one-third of the world's 50 largest food companies having established food loss and waste reduction programs. The report cited the UK as the nation that has made the most known progress in reducing food waste since the mid-2000s, however there was also recognition that much more needs to be done in order

to achieve the Goal, given that countries representing just 15% of the world's population are acting at scale to reduce food loss and waste.

As well as reporting global progress, the Champions 12.3 network has released a series of reports outlining the [business case for reducing food loss and waste](#). These 'deep dives' into sectors including catering, hotels and restaurants have demonstrated that through simple, low investment approaches to reducing food waste, businesses can deliver significant returns. The study into the restaurant sector, for example, found that for every \$1 invested to cut down on food waste, businesses saved on average \$7 in operating costs over a three-year period - a 600% return on investment.

A blueprint for the world

Courtauld 2025 has further been recognised internationally as a model for delivering behaviour change with the REFRESH projects. In particular national platforms in Germany, Spain, the Netherlands, Hungary and China have adopted the voluntary agreement approach.

Similarly, we have seen Love Food Hate Waste being delivered as a model for raising citizen awareness in countries such as Saudi Arabia, Australia and New Zealand.



The Courtauld Commitment 2025 is an ambitious voluntary agreement that brings together organisations from across the food system to make food and drink production and consumption more sustainable. At its heart is a ten-year commitment to identify priorities, develop solutions and implement changes to cut the carbon, water and waste associated with food & drink by at least one-fifth in 10 years.



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WRAP's vision is a world in which resources are used sustainably. Our mission is to accelerate the move to a sustainable, resource-efficient economy by: re-inventing how we design, produce and sell products, re-thinking how we use and consume products, and re-defining what is possible through re-use and recycling.

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