



The Food Waste  
Reduction Roadmap

# Toolkit



Target  
Measure  
Act

# Target. Measure. Act.

## The Food Waste Reduction Roadmap toolkit

**According to the United Nations FAO, around a third of all food produced for human consumption is lost or wasted. This has massive economic, social, and environmental impacts, and in the UK alone more than 10 million tonnes of food is wasted from farm to fork, worth over £20 billion a year.**

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# Introduction

In 2015, in response to the need for urgent action, countries of the world formally adopted a global food waste reduction target – [Sustainable Development Goal \(SDG\) 12.3](#).

In the UK, achieving the [Courtauld 2025](#) food waste target would cut food waste by 40% by 2025<sup>1</sup>, a key milestone on the trajectory to hit the SDG12.3 target of a 50% reduction by 2030. Action by individual businesses to 'Target, Measure and Act' on food waste, and to help suppliers and consumers reduce their food waste, is critical to success. An increasing number of businesses are adopting such an approach, but many more need to do so, across the whole food chain.

IGD and WRAP have led an industry-wide programme of work developing a roadmap for how the UK food industry will help achieve SDG12.3, consulting widely with businesses, trade bodies and others from agriculture, production and manufacture, retail and hospitality and food service.

To meet the national and global targets, collaborative and concerted efforts to reduce food waste are required. These need to focus on preventing food surplus and waste being generated in the first place, redistributing surplus food that does arise, and diverting surplus (that cannot be used to feed people) into animal feed and high value biomaterial processing.

Consistent with the food hierarchy, preventing waste arising and ensuring food is eaten by people should always be considered the first priority.

The Food Waste Reduction Roadmap encompasses the entire supply chain from field to fork. It shows actions that large businesses will take to address food waste in their own operations, support their suppliers in taking action, and engage with consumers and innovate to reduce their food waste.

The ambitious aim is to have fifty per cent of the UK's largest 250 food<sup>2</sup> businesses measuring, reporting and acting on food waste by 2019, and all 250 companies by 2026. WRAP will track and report progress against the Courtauld 2025 target and roadmap milestones.

An increasing number of reports and case studies show the compelling business case for action, and this Toolkit provides the guidance and resources necessary to implement a strategy of 'Target, Measure and Act' and report on progress.

- 1 Courtauld 2025 builds on progress made under previous voluntary agreements (Courtauld 1, 2 and 3 and the Hospitality and Food Service Agreement (HaFSA)), and the 40% reduction would be compared to a 2007 baseline (and be based on food only, i.e. excluding inedible parts, and as expressed on a relative basis, i.e. per capita).
- 2 The term food business in this document is used to cover all types of business involved in the production, manufacture and sale of food and drink.

# Food Waste Reduction Roadmap

## Industries:

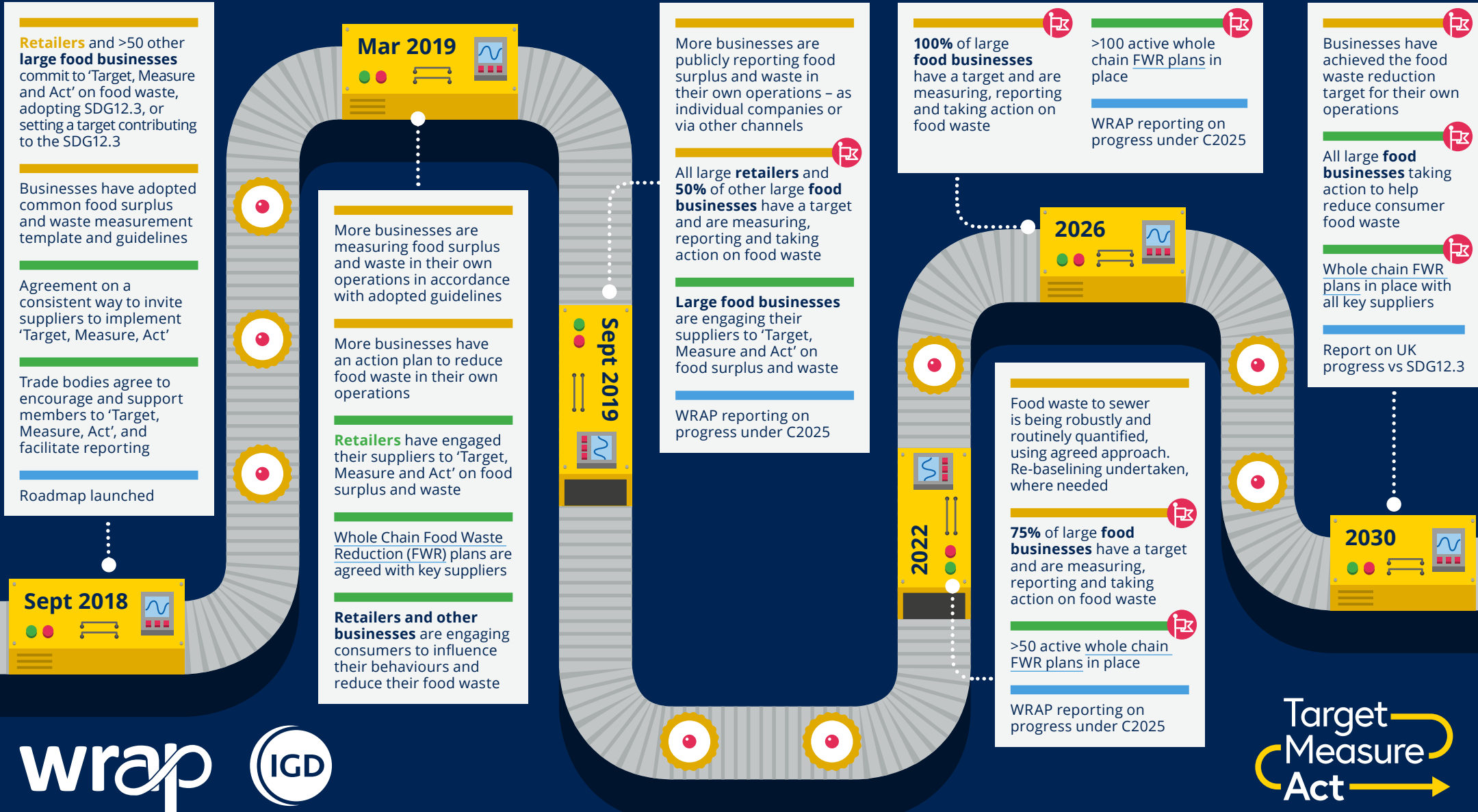
Production and  
manufacture

Hospitality and  
Food Service (HaFS)

Retail

Large business =  
>250 employees

Food =  
food and drink



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Measure  
Act

# Food Waste Reduction Roadmap

## Industries:

Production and manufacture

Hospitality and Food Service (HaFS)

Retail

Large business = >250 employees

Food = food and drink

Own operations

**Retailers** and >50 other **large food businesses** commit to 'Target, Measure and Act' on food waste, adopting SDG12.3, or setting a target contributing to the SDG12.3

Businesses have adopted common food surplus and waste measurement template and guidelines

Sept 2018

Mar 2019

More businesses are measuring food surplus and waste in own operations in accordance with adopted guidelines

More businesses have an action plan to reduce food waste in their own operations

Sept 2019

More businesses are publicly reporting food surplus and waste in their own operations – as individual companies or via other channels

All large **retailers** and 50% of other large **food businesses** have a target and are measuring, reporting and taking action on food waste

50%

2022

100% of large **food businesses** have a target and are measuring, reporting and taking action on food waste

100%

2026

Food waste to sewer is being robustly and routinely quantified, using agreed approach. Re-baselining undertaken, where needed

75% of large **food businesses** have a target and are measuring, reporting and taking action on food waste

75%

Businesses have achieved the food waste reduction target for their own operations

2030

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IGD

Target  
Measure  
Act

# Food Waste Reduction Roadmap

## Industries:

Production and manufacture

Hospitality and Food Service (HaFS)

Retail

Large business = >250 employees

Food = food and drink

Supporting suppliers and consumers

Agreement on a consistent way to invite suppliers to implement the 'Target, Measure, Act' principles

Trade bodies agree to encourage and support members to 'Target, Measure, Act', and facilitate reporting

**Sept 2018**

**Mar 2019**

**Retailers** have engaged their suppliers to 'Target, Measure and Act' on food surplus and waste

Whole chain Food Waste Reduction (FWR) plans are agreed with key suppliers

**Sept 2019**

**Large food businesses** are engaging their suppliers to 'Target, Measure and Act' on food surplus and waste

**Retailers and other businesses** are engaging consumers to influence their behaviours and reduce their food waste

**2022**

**>50**

>50 active whole chain FWR plans in place

**>100**

>100 active whole chain FWR plans in place

**2026**

**2030**

All large **food businesses** taking action to help reduce consumer food waste

Whole chain FWR plans in place with all key suppliers



# Food Waste Reduction Roadmap

## Industries:

Production and manufacture

Hospitality and Food Service (HaFS)

Retail

Large business = >250 employees

Food = food and drink

## Reporting

 Milestones

Roadmap launched

**Mar 2019**



All large **retailers** and 50% of other large **food businesses** have a target and are measuring, reporting and taking action on food waste

WRAP reporting on progress under C2025

**50%**

**Sept 2018**



**Sept 2019**



**75%**

75% of large **food businesses** have a target and are measuring, reporting and taking action on food waste

>50 active whole chain FWR plans in place

WRAP reporting on progress under C2025

**>50**

100% of large **food businesses** have a target and are measuring, reporting and taking action on food waste

>100 active whole chain FWR plans in place

WRAP reporting on progress under C2025

**100%**

**>100**

**2026**



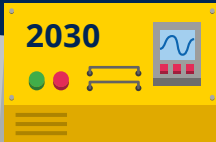
Businesses have achieved the food waste reduction target for their own operations

All large **food businesses** taking action to help reduce consumer food waste

Whole chain FWR plans in place with all key suppliers

Report on UK progress vs SDG12.3

**2030**



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Act



# What does this mean for your business?

## There is a call to action for leading food and drink businesses to:

Businesses should publicly report their own UK company results, or work towards this best practice, and share successes and lessons learned. Share data with those responsible for tracking and facilitating progress, and publishing aggregate data as appropriate (e.g. WRAP, trade bodies). Be as robust and transparent as possible<sup>3</sup>.

### Tracking progress against the roadmap milestones

WRAP will report on progress against the roadmap milestones in 2019 (autumn), 2022 and 2026, alongside reports on progress towards the Courtauld 2025 targets. There will be a final report on SDG12.3 in 2031.

Reporting will be based on information provided to WRAP by businesses (including Courtauld 2025 signatories), trade bodies and any additional information in the public domain. WRAP will also carry out additional research necessary to assess progress (for example measurement of household food waste, a retailer survey to monitor changes to products, packaging and labelling, and analysis of national datasets such as those from the Environment Agency).

**This document outlines best practice for businesses within each step.**

**Case studies** and a range of other **Resources** are available to help you progress.

- WRAP and IGD recognise that initially not all businesses will be in a position to publicly report food waste from their own operations. Some businesses will require time to embed measurement techniques and build confidence in their data, and WRAP and IGD will provide support for this. However, all businesses should share data for publication by WRAP and/or sector bodies as soon as this is robust enough, and work towards individual company public reporting.

# Target

The industry roadmap has milestones for businesses to have adopted their own food waste reduction target.

## What does this mean for your business?

Large businesses are asked to set a food waste reduction target for their own UK operations. This means adopting the SDG12.3 target to reduce food waste across their own UK operations by 50% by 2030 or setting a target for reducing food waste that contributes to SDG12.3<sup>4</sup>.

There are valid reasons why a business may not be in a position to adopt a 50% reduction target – e.g. where a business has made significant efforts in the past to reduce food waste but cannot fully capture these. Alternative targets which contribute to SDG12.3 should be ambitious and supported by evidence.

Some businesses will need to carry out more robust data gathering prior to setting a target. A good first step would be to undertake a food waste audit (e.g. using the [‘Your Business is Food; don’t throw it away’](#)), or develop a detailed **Food Waste Report**<sup>5</sup>, to better understand the scale and causes of food waste – and then set a target for your business accordingly.

## Should this be a relative or an absolute target?

At a global level, SDG12.3 aims to reduce food waste by 50% per capita, meaning that it is a relative target.

When applied to your business the target should also be relative – e.g. a 50% reduction in the amount of food waste per tonne of food produced or sold. For example if your baseline is 2.4% food waste of food produced, your target would be to achieve 1.2% by 2030.

4 As a business you may have already committed to help achieve a global or national target to reduce food waste (for example as a Courtauld 2025 signatory, as a Consumer Goods Forum member) and to share your food waste data with organisations such as WRAP. However, to ensure that there is the necessary level of action and to be able to confidently demonstrate progress, it is important that individual businesses set a target for reducing food waste in their own operations.

5 See [Measure section](#) for UK guidelines and a common Reporting Template to generate your Food Waste Report.

### What should the baseline year be for this target?

Set your baseline year as the earliest year for which comparable historical data are available.

Ensure that the data is robust and consistent with the **UK Guidelines**.

If comparable historical data are not available, then develop a **Food Waste Report** and use this as your baseline.

In cases where you have already taken action to reduce food waste, but aren't able to fully capture this as a quantitative reduction, you can provide further (descriptive) information on your actions taken and progress made in the narrative section of your Food Waste Report.

There may be instances in which you need to reset your baseline if significant changes to your business occur (e.g. structural changes to the organisation, such as mergers, acquisitions, and divestments) or if new data become available (such as including food waste quantities in effluent streams). In these cases you will need to review your baseline and make this clear in your Food Waste Report. WRAP also plans to develop additional guidance on consistent monitoring of food waste over time.

### How do I apply the target if I already have little or no food waste?

Your target is for a relative percentage reduction on your baseline food waste levels, and therefore should still apply to any food waste that is produced, even if this is a small amount. If there is zero food waste in your operations, then this should be communicated very positively. In these circumstances your business may focus on moving any food surplus you have up the **food hierarchy** (for example from diversion to animal feed to redistribution for people) and reducing the amount of food surplus arising in the first place (neither of these would not contribute to waste prevention, but would bring business benefits).

You should also **work with your suppliers** to help them reduce food waste and explore what more you could do to **help consumers reduce food waste**.

# Measure and Report

The industry roadmap has milestones for businesses to:

- Adopt a common UK template and guidelines to measure food surplus and waste robustly; and
- Report food waste data using the common UK template and provide narrative on progress made.

## UK guidelines for measuring and reporting food surplus and waste

WRAP and UK food businesses have agreed some common recommendations for UK companies in measuring and reporting food waste/surplus data, consistent with the [Food Loss and Waste Accounting and Reporting Standard \(FLW Standard\)](#).

These are supported by the UK's leading food retailers, manufacturers and hospitality and food service businesses.

There are additional sector-specific recommendations within sector-specific guidance for **retail, hospitality and food service, dairy processing, meat processing** and **fresh produce**. Specific guidance for other sectors will be developed as needed. WRAP is also developing guidance on quantifying food waste in effluent streams/to sewer.

The core recommendations, for all food businesses, are as follows:

- Define a 12-month time period and scope of operations to include.** As a minimum this should cover all operations that your business owns or controls in the UK.
- Quantify the tonnage of food and associated inedible parts sent to each of the following food waste destinations** [where applicable].
  - Anaerobic digestion/codigestion
  - Composting/aerobic processes
  - Incineration/controlled combustion
  - Land application
  - Landfill
  - Sewer/wastewater treatment
  - Not harvested/ploughed-in
  - Other (including unmanaged disposal)

Definitions of food, inedible parts and each destination can be found [here](#).

From this, quantify your overall food waste tonnage (i.e. total of the above).

### iii. Express food waste as a % of the product and ingredient handled by your organisation

[i.e. tonnes waste ÷ (tonnes food product sold as intended + tonnes of food waste + tonnes sent to any of the destinations listed under iv)] \*If tonnes cannot be measured, provide an alternative % metric such as % by value, and explain the method used.

### iv. Separately quantify the tonnage of food sent to the following

 [where applicable]:

- Redistribution to people (e.g. through a charity or commercial redistributor)
- Animal feed
- Bio-based materials/biochemical processing (e.g. feedstock for other industrial products)

### v. Describe your scope, methods, etc. using the common UK Reporting Template

- The Reporting Template includes all the key requirements of the FLW Standard
- A [Data Capture Sheet](#) is also available that captures the same information in Excel format.

### To provide further insight into improvement actions, businesses may also choose to:

- **Separately quantify the proportion of food waste that is 'inedible parts'**. This is only relevant in some instances/for some businesses. It might apply, for example, in instances where the inedible parts cannot be feasibly prevented or used for other purposes; and so it might not be appropriate to include them in a meaningful food waste reduction target.
- **Include a breakdown of food waste** (e.g. key product categories or component parts). Compositional analysis and waste mapping is highly recommended, to identify opportunities for preventing food waste from occurring, and upgrading (within the waste hierarchy) where prevention is not as easy.
- **Include operations beyond your own operational boundaries** – e.g. sites outside of the UK or in your supply chain. Where doing so this should be recorded in a separate Reporting Template and the scope clearly defined.

### Reporting Template and Data Capture Sheet

WRAP and UK food businesses have developed a common food surplus and waste reporting template (Reporting Template) that is recommended for any instances in which data is shared. It consolidates the key information requirements of the FLW Standard and the information that businesses will need in order to replicate their food surplus and waste inventory from one year to the next (i.e. details on methods, assumptions etc).

This is supported by the UK's leading food retailers, manufacturers and hospitality and food service businesses.

The Reporting Template can be downloaded [here](#).

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### Food surplus and waste reporting template

Please see the [UK Guidelines](#) for further information on completing this template.

Company name: \_\_\_\_\_  
 Name of person completing the report: \_\_\_\_\_ Date completed: \_\_\_\_\_

**Summary**

Reporting period (start date – end date): \_\_\_\_\_  
 Overall food waste in tonnes: \_\_\_\_\_  
 Food waste as a % of the product and ingredient handled by your organisation\*: \_\_\_\_\_  
 (Optional) Percentage of inedible parts included in total food waste tonnage: \_\_\_\_\_

\* this should be tonnes food waste ÷ tonnes (food product produced or sold as intended ÷ food waste ÷ food sent to other destinations). If food tonnes cannot be measured, provide an alternative metric, such as % by value, and explain the method used.

Destinations for food waste (tonnes or %):	Quantity	Unit
Anaerobic digestion / co-digestion		
Composting / aerobic processes		
Incineration / controlled combustion		
Land application		
Landfill		
Sewer / wastewater treatment		
Not harvested / ploughed in		
Other (including unmanaged disposal)		
Not known		

\* NB – the Dairy Processing Sector Guidance recommends reporting in both tonnes AND milk-equivalent

Other destinations (tonnes):	Quantity	Unit
Redistribution for human consumption*		
Animal feed		
Bio-based materials / biochemical processing		
Not known		

\* It is important only to include here food that would have become waste if it had not been redistributed. Other donations to charities or sale to secondary markets should be excluded

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Guidelines on completing the Reporting Template are available [here](#).

The Reporting Template is intended for common use by UK food businesses, in order to generate a consistent **Food Waste Report**.

It is accompanied by an Excel-based Data Capture Sheet – which can automatically generate the information required to populate the template. The **Data Capture Sheet** can also help you keep track of historical data and assumptions as you progress.

They are intended as a common communication mechanism:

- For sharing information business-to-business;
- For reporting data into sector initiatives, such as Courtauld 2025;
- When reporting publicly – e.g. as a technical addendum to food waste data reported on websites/in CSR reports, etc.

<sup>6</sup> WRAP and IGD recognise that initially not all businesses will be in a position to publicly report food waste from their own operations. Some businesses will require time to embed measurement techniques and build confidence in their data, and WRAP and IGD will provide support for this. However, all businesses should share data for publication by WRAP and/or sector bodies as soon as this is robust enough, and work towards individual company public reporting.

## Reporting

Businesses should publicly report their own UK company results, or work towards this best practice, and share successes and lessons learned. As a minimum you should share your data with those responsible for tracking and facilitating progress, and publishing aggregate data as appropriate (e.g. WRAP, trade bodies). Be as robust and transparent as possible<sup>6</sup>.

The Data Capture Sheet will be aligned with the Courtauld 2025 data ask for 2018 reporting onwards.

Businesses can also report via [The Food Loss and Waste Atlas](#) (known as 'Atlas'). Atlas is a universally accessible online tool to capture global food loss and waste data in one place. Developed between WRAP and WRI (and funded by the Walmart Foundation and WRAP), Atlas will track progress towards SDG12.3 and enable companies and Governments to publish and benchmark their data, including businesses supporting the UK Roadmap.

When reporting publicly, include the following information:

- Your target and baseline year;
- Your total tonnage of food surplus and waste, and this as a % of the product and ingredient handled by your organisation;
- Actions you are taking to reduce food waste;
- The Reporting Template/your Food Waste Report can be used as a technical addendum – including details on scope, data sources, uncertainty, etc.

Be as robust and transparent as possible. Taking this approach allows you to share your progress and can be used to demonstrate your commitment to customers, shareholders and other stakeholders.

# Act

The industry roadmap has 3 key action areas for businesses:

## Act

### Reducing food waste in your own UK operations

## Act

### Working in partnership with your suppliers to help them reduce food waste

## Act

### Helping to reduce consumer food waste

## 1. Reducing food waste in your operations

The industry roadmap has milestones for businesses to “have an action plan to reduce food waste in their own UK operations”.

### What does this mean for your business?

Use your data to plan and deliver food waste reduction actions across your own operations.

Action needs to focus on preventing food surplus and waste being generated in the first place, redistributing surplus food that does arise, and diverting surplus (that cannot be used to feed people) into animal feed and high value biomaterial processing.

Consistent with the food hierarchy, preventing waste arising and ensuring food is eaten by people should always be considered the first priority.

There are a range of resources and case studies available from WRAP, IGD, the Consumer Goods Forum (CGF) and others (including retailer supplier networks), and some useful links are provided in Box A.

### Box A – Links to the key resources

[Driving out waste in food and drink manufacturing and retailing](#)

[Supporting resources for the Hospitality and Food Service sector](#)

[‘Your Business is Food; don’t throw it away’ HaFS starter guide, calculator and case studies](#)

[‘Your Business is Food; don’t throw it away’ manufacturers starter guide and resources](#)

[Getting more value from waste and surplus food and drink](#)

[Surplus food redistribution](#)

[Using surplus food in animal feed](#)

A great starting point is the ‘Your Business is Food; don’t throw it away’ suite of resources (Box B). You can also signpost these resources to your suppliers.

### Box B – Your Business is Food; don’t throw it away

- ‘Your Business is Food’ is a suite of resources that aims to help identify where food waste might be arising at a site level and within smaller businesses.
- This can help direct action to reduce food waste, and provide valuable information to make the case for greater investment in food waste measurement and prevention.
- Resources are tailored to: [Hospitality and Food Service](#) and [Food manufacturing](#).





## 2. Working with your suppliers

The industry roadmap has milestones for businesses to “engage their suppliers to ‘Target, Measure and Act’ on food surplus and waste”.

### What does this mean for your business?

We recommend that businesses focus their supply chain engagement efforts, take a strategic approach and engage in a way that provides consistency for suppliers.

### Taking a strategic approach to supplier engagement

Good practice is to:

- Gain a better understanding of where in your supply chain the most food waste is arising – and focus supplier engagement accordingly. A hotspot ‘analysis’ of types and volumes of materials sourced, and their likelihood to become waste (e.g. based on perishability, WRAP research etc.) could help you focus your efforts. WRAP works with Courtauld 2025 signatories to help them identify and tackle priorities, and has hotspotting tools available.
- Initially prioritise larger/strategic suppliers – working over time towards c. 50% of supply of key products/ingredients (by volume, value or impact).
- For smaller suppliers it may be more appropriate to signpost them to helpful resources, such as the Your Business is Food resources ([Box B](#)).





### Engaging in a way that provides consistency for suppliers

Good practice is to use the harmonised approach and common wording when communicating with suppliers – outlined in Box C. These are supported by the UK's leading food retailers, manufacturers and hospitality and food service businesses.

Some agricultural sectors are made up of very small businesses and it may not be appropriate to engage these in this way. Instead, it may make sense to work with industry bodies over time to develop an approach that is fit-for-purpose.

Providing guidance and training on known causes may be more appropriate. For example, antibiotics usage may be the most appropriate means of identifying and reducing waste resulting from dairy production. WRAP is also working with LEAF on [guidance for fresh produce growers](#).

WRAP will continue to support these discussions through the Courtauld 2025 framework and will update on progress and any relevant outputs.

### Box C – Harmonised invitation to suppliers: common wording

In common with other leading UK food businesses, Business X invites our suppliers to implement the principles of 'Target, Measure, Act' on food waste within their own UK operations and report on their progress and learning:

- **Target** – Set a food waste reduction target for your own UK operations [Adopting the Sustainable Development Goal 12.3 target to reduce food waste across your own UK operations by 50% by 2030 or setting a target for reducing food waste that contributes to SDG12.3].
- **Measure** – Measure in a consistent way and share what you've learnt [Use the UK template and guidelines to measure food surplus and waste in accordance with the international Food Loss and Waste Standard. Report using the UK template, and provide a narrative on progress].
- **Act** – Take action to reduce your own food waste, work in partnership with suppliers and help consumers reduce your food waste [Use data to plan and deliver food waste reduction actions across your own UK business operations, and work in partnership with suppliers and engage consumers, to reduce food waste from farm to fork].
- **Reporting** – Publicly report your own UK company results, or work towards this best practice, and share successes and lessons learned. Share data with those responsible for tracking and facilitating progress, and publishing aggregate data as appropriate (e.g. WRAP, trade bodies). Be as robust and transparent as possible.

The expectation is that you will have engaged suppliers in a way that makes sense for your business. Good practice is that:

- The engagement is part of an ongoing dialogue, not a one-off communication.
- You are taking action in partnership with suppliers and have agreed actions – for example within a Whole Chain Food Waste Reduction (FWR) Plan. A checklist of what should be included in a good Whole Chain FWR plan is outlined in Box D.
- ‘Whole Chain’ typically refers to the supply chain from farm (the point at which a crop or product is ready for harvest/processing) to the point of sale to end customer.
- NB – businesses will not be expected to individually collate and report food waste data for other businesses in their supply chain.

The expectation is that Whole Chain FWR Plans would be focused on strategic suppliers/supply chains (e.g. based on a hotspotting exercise) – and would be focused on those supply chain stages in which the biggest wastes occur.

#### Box D – Key components of a Whole Chain Food Waste Reduction Plan

✓ **Joint priorities agreed.** Good practice is to walk the value chain, identify where the biggest wastes occur and why they occur. Use this to identify joint priorities to work on together.

✓ **Joint actions/solutions agreed.** Actions should be jointly owned and address the biggest causes of waste identified. The causes of waste might arise at a different point in the value chain (i.e. decisions taken in one part of a supply chain can affect waste in another). Actions could include, for example:

- Reviewing forecasting practices and the influence these can have on waste in the supply chain
- Reviewing on-shelf availability targets and the effect they have on supply chain waste
- Agreeing product/menu specifications that reduce the amount of product that goes to waste

- Reviewing grade-out/waste performance for crop varieties
- Agreeing production programmes as far in advance as possible of crops being required
- Purchasing commitments – e.g. whole crop purchasing

✓ **Data review and feedback mechanisms in place.** Good practice is to regularly review food waste data, e.g. at joint meetings and to use existing feedback mechanisms to understand any waste issues at item/depot/production/store level. Use this data to identify if the actions/solutions you have put in place are having the right effect.

✓ **Best practice embedded.** Good practice is to build food waste actions into existing commercial mechanisms, such as joint business plans (JBPs). Successful solutions should be implemented into daily procedures, such Standard Operating Procedures (SOPs) and KPIs to track progress and detect slippages.

### 3. Helping to reduce consumer food waste

The industry roadmap has milestones for businesses to “engage consumers to influence their behaviours and reduce their food waste”.

#### What does this mean for your business?

##### 1. Adopt known best practices for food date labelling and storage advice.

- Best practice actions are detailed in the [WRAP/FSA/Defra Labelling Guidance](#)
- ##### 2. Trial new innovations.
- WRAP’s Behaviour Change Intervention Programme is developing novel intervention ideas using a behavioural science approach. These concepts are available for piloting and once proven will be rolled out more widely. There are many ways to get involved.

##### 3. Make your customers/consumers aware of what you are doing and what they can do to help them reduce food waste and save themselves money, using your own communications, branding and channels.

- WRAP runs a series of consumer awareness campaign moments that you can adopt or make your own. There is also a [Toolkit](#) available for raising staff awareness.

Whether you have direct interaction with consumers through your brand or via a customer brand, there are lots of potential ways you can influence their behaviours. Your staff are also of course consumers, so engaging them on how to reduce food waste at home is one direct way you can contribute in this area.

In the checklist overleaf, we have listed key action areas on consumer food waste in home and out-of-home. Best practice is to provide narrative in your **Food Waste Report** on the actions that your business is taking against each of these – where relevant (e.g. for relevant products, or where relevant to your business).



#### Box E – Key resources for consumer awareness raising

The [Love Food Hate Waste Partners Resource Library](#) contains a wealth of resources and evidence-based artwork from videos, to Toolkits to campaign moment resources, to a campaign calendar to support the Love Food Hate Waste campaign. All resources available free of charge (log in is needed to download materials).

[Citizen Food Waste Prevention – Partner Playbook](#) is a practical guide for anyone who wants to join in the fight against food waste. It includes the latest insights on food waste prevention and practical tools and ideas to help achieve change.

## Key action areas – tackling consumer food waste

	Consumer in the home	HaFS and consumer out of home
<b>Increasing shelf life</b>	<ul style="list-style-type: none"> <li>✓ Increase available life in store/for customer</li> </ul>	<ul style="list-style-type: none"> <li>✓ Increase available life in outlet/for consumer (e.g. on the go)</li> </ul>
<b>Date labels</b>	<ul style="list-style-type: none"> <li>✓ Use best practice date labelling and open life guidance</li> <li>✓ Date labelling innovations – e.g. smart labels to enhance available life</li> <li>✓ Help customers understand what the date label means and how to act (Best Before vs Use By)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Help staff understand what the date label means</li> </ul>
<b>Optimising storage</b>	<ul style="list-style-type: none"> <li>✓ Provide prominent storage guidance on pack</li> <li>✓ Pack innovations – e.g. resealability to increase open life</li> <li>✓ Help customers understand how to store their food in the right way so that it lasts longer</li> <li>✓ Help customers set their fridge at the right temperature</li> </ul>	<ul style="list-style-type: none"> <li>✓ Help staff understand how to access stored food so that food reaching expiry date is used first</li> <li>✓ Help outlets set their fridge at the right temperature</li> </ul>
<b>Freezing</b>	<ul style="list-style-type: none"> <li>✓ Use freezing logo &amp; best practice guidance on pack</li> <li>✓ Help improve consumer confidence on freezing &amp; defrosting</li> </ul>	<ul style="list-style-type: none"> <li>✓ Help improve staff skills on freezing &amp; defrosting</li> </ul>
<b>Pack size optimisation</b>	<ul style="list-style-type: none"> <li>✓ Make smaller packs available at the right price point/in the right location</li> <li>✓ Pack innovations – e.g. split packs</li> <li>✓ Help customers and businesses buy the right pack size for their needs</li> </ul>	
<b>Portioning</b>	<ul style="list-style-type: none"> <li>✓ Provide information/visuals on-pack to make it easy to know how much to use</li> <li>✓ Provide other tools to help customers use the right amount – e.g. pasta rings</li> </ul>	<ul style="list-style-type: none"> <li>✓ Provide information/training to staff to make it easy to know how much to use and communicate this to consumers</li> <li>✓ Reduce number of SKUs when menu planning and review portion size</li> </ul>
<b>Using up leftovers</b>	<ul style="list-style-type: none"> <li>✓ Provide recipe ideas etc. on pack/in store/online/social media/print media/etc</li> </ul>	<ul style="list-style-type: none"> <li>✓ Provide recipe ideas across business and other networks e.g. online/social media/print media/etc</li> </ul>

# Further information

## Resources tailored to the UK, and supporting this toolkit and the Food Waste Reduction Roadmap

To support the information contained in this toolkit, WRAP provides a variety of guidance documents and resources to help businesses Target, Measure, Report and Act on food waste:

[Generic guidance for businesses on food surplus and food waste measurement and reporting \(UK Guidelines\)](#)

[Sector-specific technical guidance for food waste measurement for meat businesses](#)

[Sector-specific technical guidance for food waste measurement for dairy businesses](#)

[Sector-specific technical guidance for food waste measurement for fresh produce businesses](#)

[Sector-specific technical guidance for food waste measurement for retailers](#)

[Sector-specific technical guidance for food waste measurement for hospitality and food service businesses](#)

[A common Reporting Template \(Word\)](#)

[A food surplus and waste Data Capture Sheet \(Excel\)](#)

[A compendium of commonly asked questions and answers](#)

[Your Business is Food; don't throw it away](#)

[The Love Food Hate Waste Partners Resource Library](#)

[The Citizen Food Waste Prevention – Partner](#)

These resources have been drafted with sector and other experts, and the World Resources Institute (to ensure consistency with the international FLW Standard).



## Global resources

The [Champions 12.3](#) website contains a range of useful documents, covering for example the business case for tackling food waste (an [overarching study of all types of food businesses](#), and others on specific sectors such as [hotels](#) and [catering](#)) and [guidance on interpreting SDG12.3](#).

The [FLW Standard \(FLWS\)](#) website contains a wide range of resources developed for a global audience to help entities measure and report on food waste, including [guidance on quantification methods](#).



# Case studies

An increasing number of case studies illustrate the practicalities of measuring and reporting on food waste, examples of action being taken, and the benefits resulting from this.

Many of these are available to all, and the following each contain multiple case studies, covering the whole supply chain:

- [FLW Standard website](#)
- 'Food Waste – Commitments and achievements of CGF members' (available for download from the [Consumer Goods Forum website](#))
- Your Business is Food; don't throw it away – [Hospitality and food service case studies](#)
- Your Business is Food; don't throw it away – [Manufacturing case studies](#)
- [Waste prevention in action in food and drink companies](#) (WRAPs Courtauld Commitment website)
- [Whole Chain Resource Efficiency](#) (WRAP)

Case studies are also produced by many trade bodies, such as those produced by the [British Retail Consortium](#) and the [Food and Drink Federation](#).

In addition, businesses may have access to platforms such as [Manufacturing 2030](#), [The Tesco Supplier Network](#) and [Asda Sustain and Save Exchange](#) where case studies and insights can be found.

There is a need for more case studies showing how different businesses have undertaken food waste measurement and taken action to reduce this. If you are interested in publishing your achievements and learning, please contact WRAP at [foodspecialist@wrap.org.uk](mailto:foodspecialist@wrap.org.uk).

# Definitions

## Definitions

### Food

Any substance that is – or was at some point – intended for human consumption. This includes both food and drink. This includes material that has spoiled and is therefore no longer fit for human consumption (i.e. would be regarded as no longer edible, for example due to it passing a ‘use by’ date or being spoiled). It does not include cosmetics, tobacco, or substances used only as drugs. It does not include processing agents used along the food supply chain, for example, water to clean or cook raw materials in factories or at home.

### Inedible Parts

Components associated with a food that would never have been intended to be consumed by humans – such as shells, bones, pits/ stones. ‘Inedible parts’ do not include packaging, or food that could once have been eaten but has been spoiled or passed its ‘use by’ date.

For some businesses, it may be helpful to separately quantify ‘inedible parts’ and ‘food’ (e.g. when developing a meaningful food waste reduction target), as opportunities to reduce or redirect the inedible parts to higher value options may be limited.

What is considered ‘inedible parts’ can vary in different supply chains and geographies. To enable some consistency for UK businesses, industry stakeholders have agreed specific definitions of ‘inedible parts’ for relevant products. These are available in the following sector guidelines: [Meat Processing Sector Guidance](#); and [Fresh Produce Sector Guidance](#).

### Food waste

For the purposes of this UK guidance, the term ‘Food Waste’ describes any food and inedible parts sent to any of the Food Waste Destinations listed below. This definition excludes any material that is sent for redistribution to people, animal feed or, conversion into industrial products (collectively referred to as ‘food surplus’).

### Food surplus

For the purposes of the UK guidance, the term ‘food surplus’ describes any food and inedible parts that are sent to the following:

- Redistribution to people (e.g. through a charity or commercial redistributor)
- Animal feed
- Bio-based materials/biochemical processing (e.g. feedstock for other industrial products)

### Food by-products

A by-product is an output from a production process that is not the main intended product but which has a value as an input to other food, feed or non-food markets. To qualify as a by-product the material must meet certain criteria (e.g., have value and be certain to find a market). Examples include grain leftover from brewing sent for animal feed and whey created during the production of dairy products and sold for protein production. Neither of these examples would be considered food waste based on the interpretation of the scope for SDG12.3.

### Food loss

The term food loss is used by some to represent a proportion of food that ends up being removed from the food supply chain. It is often differentiated from ‘food waste’ on the basis of the stage in the supply chain where the food is lost (e.g. on farm) or the reasons why the food is lost (e.g. due to ‘unintentional’ events such as disease or weather). Determining the difference between what may be defined as food loss versus food waste consistently can be difficult. The term ‘food waste’ as defined in this document is intended to cover all stages of the supply chain.



## Food waste destinations

<b>Anaerobic digestion/ Codigestion</b>	Breaking down material via bacteria in the absence of oxygen. This process generates biogas and nutrient-rich matter that can be used as fertiliser. Codigestion refers to the simultaneous anaerobic digestion of food waste and other organic material in one digester. This destination includes fermentation (converting carbohydrates – such as glucose, fructose, and sucrose – via microbes into alcohols in the absence of oxygen to create products such as biogas). All food materials sent to anaerobic digestion/codigestion should be quantified and recorded.	<b>Sewer/wastewater treatment</b>	Sending material down the sewer (with or without prior treatment), including that which may go to a facility designed to treat wastewater.
<b>Composting/ aerobic processes</b>	Breaking down material via bacteria in oxygen-rich environments. Composting refers to the production of organic material (via aerobic processes) that can be used as a soil amendment.	<b>Not harvested/ ploughed-in</b>	Leaving crops that were ready for harvest in the field or tilling them into the soil.
<b>Incineration/ controlled combustion</b>	Sending material to a facility that is specifically designed for combustion in a controlled manner, which may include some form of energy recovery.	<b>Other (including unmanaged disposal)</b>	Sending material to a destination that is different from those listed above. It might include material included with the 'Refuse/discards/litter' destination defined in the FLW Standard – which encompasses open dumps (i.e. uncovered, unlined), open burn (i.e. not in a controlled facility), and fish discards. If including this destination in your inventory you should describe what it includes in supporting notes.
<b>Land application</b>	Spreading, spraying, injecting, or incorporating organic material onto or below the surface of the land to enhance soil quality.		
<b>Landfill</b>	Sending material to an area of land or an excavated site that is specifically designed and built to receive wastes.		



## Other destinations

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### **Redistribution to people**

In the context of waste prevention, only include redistributed surplus food where the food would otherwise have ended up as waste, or would have been sent to one of the other destinations below. This may include food redistributed by both charitable organisations (such as FareShare, Food Cycle) and commercial ones (such as Company Shop, who also operate Community Shop). Where surplus is sold, explain why this qualifies as waste prevention.

Do not include food that is produced or provided expressly for donation, any food that is donated but still suitable for retail sale, or regular sale of food to secondary markets.

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### **Animal feed**

Diverting food and/or inedible parts, directly or after processing, to animals

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### **Bio-based materials/ biochemical processing**

This refers to destinations in which food and/or inedible parts are 'valorised' by conversion into industrial products. Examples include creating fibres for packaging material, creating bioplastics (e.g. polylactic acid), rendering into a raw material to make products such as soaps or cosmetics. If material is sent to this destination and accounted as 'surplus', rather than 'food waste', businesses should undertake due diligence with the recipient of the material to ensure that valorisation into other industrial products occurs, as intended (e.g. producing saleable products for chemicals, packaging markets, saleable biodiesel, etc.)

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# Target Measure Act

**Contact**  
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