

Zero Waste Live!



12 December 2019 - 2 p.m. CET

FOOD WASTE PREVENTION



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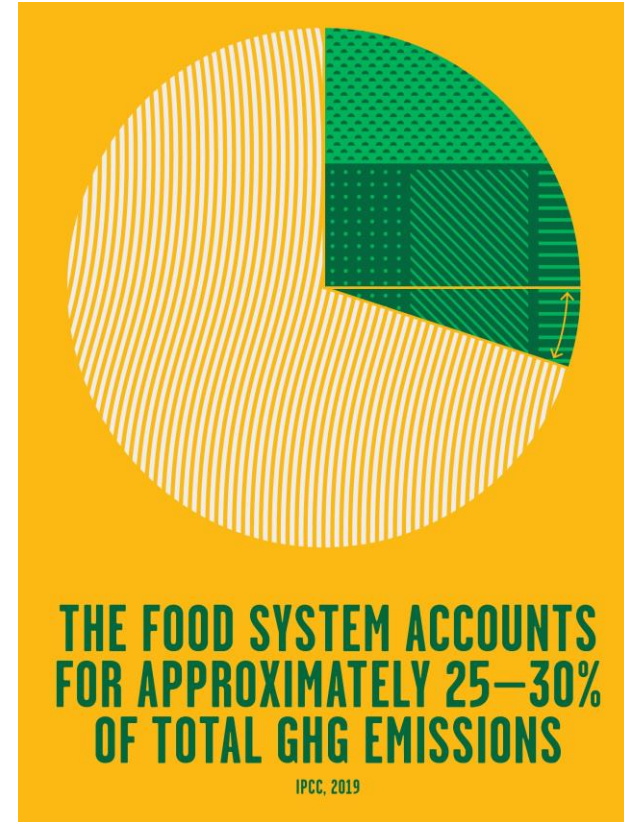
FEEDBACK

FEEDING PEOPLE, BACKING THE PLANET

FEEDBACK IS A CAMPAIGN GROUP WORKING TO REGENERATE NATURE BY TRANSFORMING OUR FOOD SYSTEM. TO DO THIS WE CHALLENGE POWER, CATALYSE ACTION AND EMPOWER PEOPLE TO ACHIEVE POSITIVE CHANGE.

We cannot solve the climate and ecological crisis without changing how we produce and consume food.

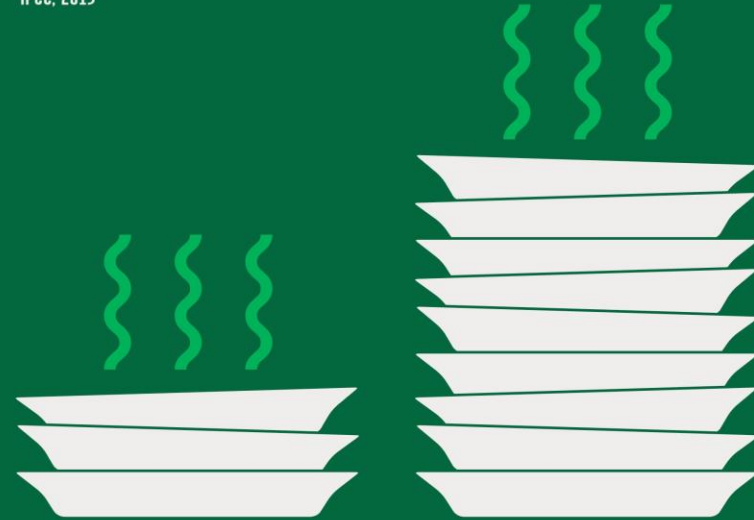
- › Food accounts for at least a quarter of greenhouse gas emissions and is responsible for at least 70% of global deforestation, driving species loss
- › A third of food produced is never eaten: a shocking squandering of resources threatening food security.



**The
challenge
is large but
the
benefits of
addressing
food waste
are huge**

**BETWEEN 1961 & 2011
GLOBAL FOOD WASTE
TRIPLED**

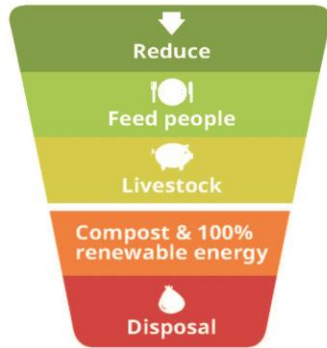
IPCC, 2019



Reducing food waste to address climate change

- › Project Drawdown one of the most comprehensive reviews of global practical solutions to climate change, concluded that food waste reduction was ranked the solution with the **third** greatest global potential to reduce emissions
- › The FAO estimates that the production of food that is wasted uses up “1.4 billion hectares of land – 28 per cent of the world’s agricultural area”

Ultimate aim: Significant food waste REDUCTION



Reframing food waste from a moral scandal to an environmental issue

- › National governments adopt binding statutory targets to reduce food waste by 50% from farm to fork by 2030
- › National governments introduce legal requirement for businesses over a certain size to measure and report their company's food waste figures
- › The European Commission decides in its 2023 in the revised Waste Framework Directive to make it compulsory for all member states to introduce mandatory targets to reduce food waste by 50% from farm to fork by 2030.

Overall aims

How can campaigners most effectively pressure businesses and governments to reduce food waste?

What has Feedback done to address food waste?

- › We have secured legislative change to tackle food waste in supermarket operations and supply chains.
- › We have catalysed food waste civil society movements across the globe.
- › We have reconnected consumers to farms through the ancient practice of Gleaning.
- › We are helping to build a new food economy, through seeding new organisations and networks

Feeding the 5000



Gleaning



Engaging Celebrity chefs

News Opinion Sport Culture Lifestyle

Food & drink industry ● This article is more than 3 years old

Celebrity chef urges MPs to support food waste bill

Kerry McCarthy takes her food waste (reduction) bill for its second reading in the House of Commons

Frances Perraudin
@fperraudin
Fri 29 Jan 2016
07:00 GMT

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▲ Hugh Fearnley-Whittingstall said: 'The supermarkets need to step up.' Photograph: Rex Shutterstock

Celebrity chef Hugh Fearnley-Whittingstall has urged MPs to support a Labour bill designed to reduce supermarket food waste.

Put pressure on industry



little Waitrose

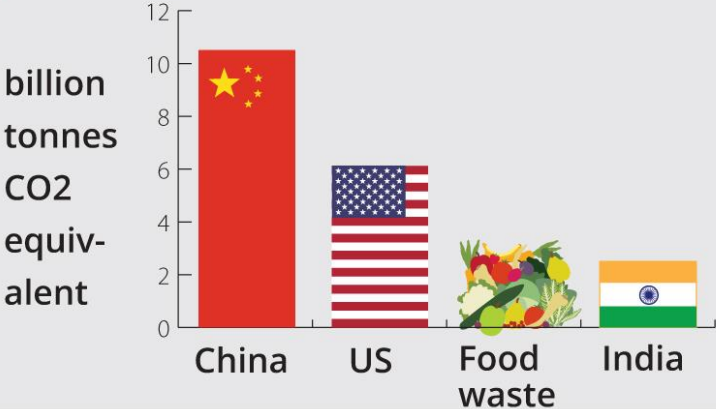
Mail Online

Waitrose is rated the 'worst' among supermarkets for its attempts to cut waste with Tesco coming out on top

- Waitrose ranked below all its rivals in survey by campaign group Feedback
- It scored just eight out of 32 in a four-category assessment
- Also poorly rated were Iceland, Marks & Spencer and Co-op but Tesco was best
- Survey criticised stores for offers driving shoppers to buy more than they need

Encourage government to incorporate food waste into Climate Change frameworks or policies

If global food waste was a country, it would be the third largest greenhouse gas emitter after the US and China



source: FAO

**How can European
government policies and
regulation prevent food
waste?**

Transition from voluntary commitments to mandatory measures

- › The RSPB conducted an analysis of the effectiveness of over 150 voluntary schemes, and found that
- › Over 80% of schemes were found to perform poorly on at least one key measure
- › Majority of schemes set unambitious targets, with many also failing to achieve 'unambitious' targets
- › Many schemes were undermined by low rates of private sector participation and the resultant lack of a 'level playing field' for those participants seeking to improve their performance.
- › Research found nothing to support the claim that voluntary approaches can be an effective alternative to regulation.

Transition from voluntary commitments to mandatory measures

- › A study on the relative impact of different policy interventions on household food waste across 44 countries found that “household food waste generation is 61 percent less in countries with defined legislative frameworks compared to those lacking, or having incomprehensive, ones” (Chalak et al., 2016) – by far the most effective measure among those studied.

UK example



Yay...

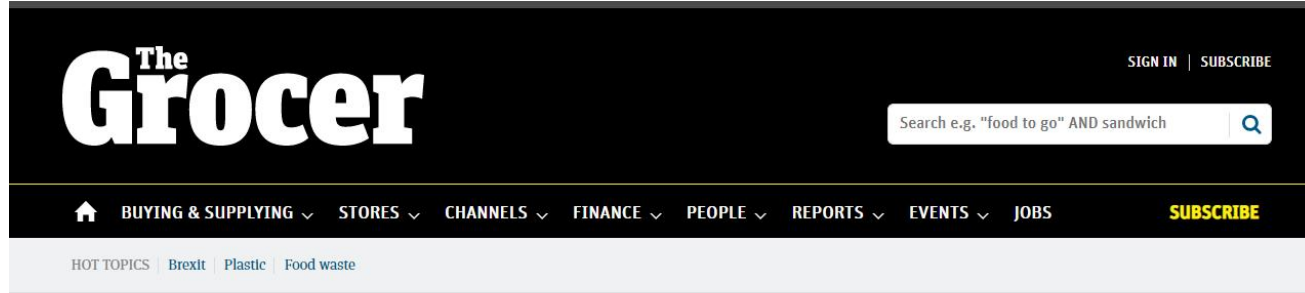
FEEDBACK WELCOMES MAJOR STEP FORWARD FOR BUSINESS AS USUAL ON FOOD WASTE

25th Sep 18
by Jessica Sinclair Taylor

We welcome an announcement that nearly 90 major food UK businesses will embrace transparency on their food waste.

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UK example



The Grocer

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FOOD WASTE

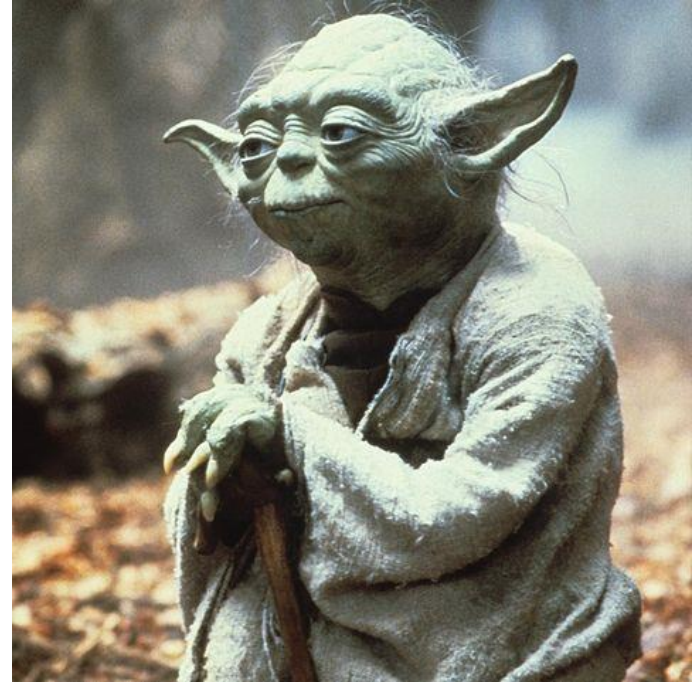
Feedback slams food industry over failures in waste reporting

By Ian Quinn | 29 November 2019

Feedback said it had been 14 months since the Roadmap launched and suppliers were still hiding behind a “wall of secrecy”



Voluntary commitments being made
Vs.
Voluntary commitments happening



What policies have been adopted at EU level to deal with food waste?

Waste Framework Directive

- › **Food waste targets:** An aspirational target was set, but it is not binding for member states so they will most likely disregard it.
- › Calls for farm to fork food waste reduction, but it only calls specifically for 50% reduction at retail and consumer level - so many member states will interpret this as meaning they **do not need to aim for 50% reduction pre-retail at primary production, processing and manufacturing.**

Key Dates

- › **2020** – Member states will need to begin measuring their national food waste data annually from 2020 onwards – will have baseline data for targets (if not already).
- › **2022** – Member states will need to report national food waste data to the EU by 2022 (up to 18 months after the end of 2020 year)
- › **2023** – **European Commission will review whether to introduce EU-wide mandatory food waste reduction targets**



**Let's
do
this!**