



wrap

**The Courtauld  
Commitment 2030**  
Progress and Insights  
Report 2021/2022

food and drink

2030

# Foreword



**Catherine David**  
Director  
Collaboration & Change,  
WRAP

**We cannot meet vital climate targets if we do not take action to transform our food system into something completely different. That is the mission we have embarked on with our partners in the the Courtauld Commitment 2030.**

Together we are building a new food system, one which is resilient, is playing its part keeping 1.5 degrees alive, and one where everyone has enough to eat. We are reducing carbon emissions, food waste, and protecting precious water resources. We are leading the world and inspiring others to join our mission.



**Together we are building a new food system.**



Despite significant challenges for the sector which also compete for attention, you will read in this report about some important developments which mark progress towards our ambitious targets. Together we have:

- **Developed** the world's **first methodology** to measure and report food and drink greenhouse gas (GHG) emissions along the supply chain (Scope 3). This is a major breakthrough which will significantly accelerate progress.
- **Challenged** perceived thinking with our revelatory findings on the relationship between **food waste and plastic packaging**, opening the door for many retailers to start selling more uncut fruit and veg loose.
- **Launched** the world-leading **Water Roadmap** which sees more than 50 of the UK's leading food and drinks companies commit to protecting critical water resources for food supply, for nature, and for local communities.
- **Taken Food Waste Action Week** to a global audience. In the UK, the campaign reached over eight million people, with over half saying they did something about food waste as a result.
- **Broadened** our base and potential for impact with our new **Affiliates membership model** for businesses who are part of the food system but not manufacturers or retailers of food and drink.



It's often said there is too much talking, and not enough action. I believe Courtauld 2030 is testament to the value of both of these working in unison. Collaboration relies on honest dialogue, the pooling of expert voices, and unpicking problems that have led to inertia. Only from there can practical, system-wide solutions be unlocked.

I want to give credit to all our signatories who continue to push through barriers in this way. I want to give particular thanks to all of you who have engaged in the Courtauld 2030 Steering Group, or one of the Working Groups. It is in these collaborative spaces that the difficult work of tackling tricky systemic challenges can happen, and I thank all of you for your hard work and commitment in making these successful.

Across the board, we need to see a level of action far greater than we have achieved to date. Bringing our collective knowledge and commitment together, we need to use all the tools at our disposal to build a food system for the future.

- We need significantly higher levels of investment to support our water programme and triple the number of catchment projects by 2030.
- We need more businesses to adopt our reporting protocols to consistently measure Scope 3 GHG emissions, and work with us to develop and implement net zero transition plans.
- While we are seeing reductions in food waste in the supply chain, we need continued action through our Target, Measure, Act approach.
- The hospitality sector faces particular challenges, but measurement and reporting will be critical to success.
- Household food waste is a key area of concern. While we will have more accurate data in 2023, the current picture suggests that household food waste has returned to pre-pandemic levels.

We can only address this through collaboration.

If you haven't already joined us – now is the time to commit and play your part in tackling climate change.

I look forward to working with you all as we accelerate progress on reducing the GHG footprint of our food and drink system, safeguarding our water supply, and ensuring that no good food goes in the bin.



**It's often said there is too much talking, and not enough action. I believe Courtauld 2030 is testament to the value of both of these working in unison.**



# Introduction

**Transforming the food system is critical in the fight against climate change. We need to act now.**

“

**The Courtauld Commitment has proved highly effective at reducing food waste and supporting our economy's transition to net zero.**

”

**Nadiya Catel-Arutyunova,**  
Sustainability Policy Adviser,  
British Retail Consortium

**The Courtauld Commitment 2030 is more important than ever in a world where the effects of climate change are becoming ever more visible and damaging, and the security of our food supply is being tested to its limits.**

The voluntary agreement model has been embedded as a key mechanism for tackling climate change and is being increasingly adopted around the world.

Many businesses are seeing the value of working together in a pre-competitive space to help transform our food system. But the need for accelerated action to address the climate crisis has never been more apparent, and we need the whole sector to unite and join us.



## Our targets

Our Courtauld 2030 signatories are working towards ambitious and transformative targets:

### For water stewardship



An overall target that by 2030, 50% of fresh food is sourced from areas with sustainable water management.

### For GHG emissions



To deliver a 50% absolute reduction in GHG emissions associated with food and drink consumed in the UK by 2030 (against a 2015 baseline).

### For food waste



To deliver against United Nations Sustainable Development Goal (SDG) 12.3: a 50% per capita reduction in food waste by 2030 vs the UK 2007 baseline (covering manufacture, retail, hospitality and food service, and household).

Courtauld 2030 is now recognised across the globe as the model to follow, and WRAP's expertise has been integral to the development of new voluntary agreements in Australia, South Africa, Indonesia, Mexico, and North America.



## What difference is Courtauld 2030 making?

### Water stewardship:



The **Water Roadmap** has developed and secured commitment from more than **50** of the UK's leading food and drinks companies.

**7** collective water action projects underway.

**53** businesses have joined the Roadmap.

### Reducing GHG emissions:



**Scope 3 GHG Measurement and Reporting Protocols for Food and Drink** published.

**UK Food Systems GHG emissions report** published, highlighting the critical role that the food system plays in tackling climate change.

**12%** reduction in emissions associated with UK food and drink consumption since 2015.

### Reducing food waste:



**16%** increase in surplus food redistribution between 2020 and 2021, equivalent to **253 million meals**.

**580** users of WRAP's Guardians of Grub course for the hospitality and food service sector.

Significant increase in UK's largest retailers removing 'Best Before' dates from uncut fresh produce.

Retail food waste saw reductions of

**8%**

from 2018 to 2021 and saving **almost £62m** wasted food and **60,000 tonnes** of GHG emissions.

**300**

food businesses committed to the Food Waste Reduction Roadmap, including all of the major grocery retailers.

**4.4m**

citizens changed behaviour as a result of seeing Food Waste Action Week 2022.

## Action on Water



Protecting critical water resources for food supply, for nature, and for local communities.



This new Water Roadmap is an excellent example of a sectoral response to the Glasgow Declaration for Fair Water Footprints at COP26 and provides a practical mechanism for food and drink businesses to take action in support of its objectives.



**Andy Roby,**  
Senior Water Security Adviser,  
Foreign Commonwealth and Development Office

**A key milestone in our progress has been the development of The Courtauld 2030 Roadmap towards Water Security for Food & Drink Supply (the 'Water Roadmap').**

It sets out a vision and key pathways to address the challenges we face in protecting critical water resources for food supply, for nature, and for local communities:

- To deliver the Courtauld Commitment 2030 water target that 50% of the UK's fresh food is sourced from areas with sustainable water management.
- To deliver an important contribution towards SDG 6 (availability and sustainable management of water and sanitation for all), as well as protecting and restoring biodiversity, and contributing to net zero goals through the implementation of nature-based solutions.

## What we have achieved on the five focus areas of the Water Roadmap:



The Water Roadmap is a world-leading example of a whole-sector commitment to address water challenges in shared sourcing landscapes.



David Edwards,  
Director of Food Strategy,  
WWF UK

### Awareness

53

businesses have joined the Roadmap, along with 14 enabling organisations.

### Collective action

7

**collective action projects** are underway, and we continue to seek financial support for these projects to ensure their long-term success.

### Knowledge of impact

35%

of businesses providing data have identified water risk hotspots.

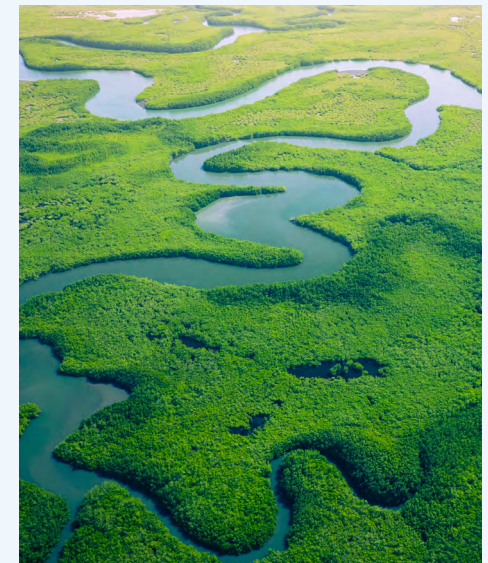
### Overall improvement in water management

Further supply chain mapping needs to be undertaken in order to understand our progress against the overarching target.

### Internal action

47%

of these businesses have a water-related target for their own operations.







### Project update: Southern Spain

Spain is a key sourcing hub for fresh fruit and vegetables consumed in the UK, with 1.1 million tonnes of fruit and veg imported into the UK annually from this area. It is the most at-risk sourcing region for UK supply in terms of water scarcity and quality, with agriculture being a key driver. This presents a significant business risk in terms of increasing water scarcity, supply disruption and reputational risk.

A detailed scoping study to identify priority locations for water stewardship activity in the areas of Andalusia, Murcia and Valencia in Southern Spain was completed in 2021-22, funded by businesses sourcing from these regions, including many Courtauld 2030 signatories. This provided an action plan to 2030 to address water risk in these regions. WRAP calls on more businesses sourcing from this region to engage in this programme and invest in collective action projects.

### Next steps on water

WRAP is working with WWF, The Rivers Trust and our Water Roadmap Oversight Panel to lay the groundwork for success:

- Working with Courtauld 2030 signatories and other stakeholders to identify priority sourcing areas for future collective action projects.
- Aligning with key initiatives such as the Glasgow Declaration on Fair Water Footprints.
- Greater collaboration with leading bodies such as the Alliance for Water Stewardship, CDP, the CEO Global Water Mandate and IDH – the Sustainable Trade Initiative.
- Agreeing a new reporting framework and funding model for our collective action projects.
- Continued mapping of supply chain risks.
- Mobilising additional funding to ensure sustainability of projects.



**Tesco is excited to be a signatory to the Water Roadmap because it takes a truly collaborative approach to a challenging problem. We are all working together towards a common purpose: to reduce the food system's impact on one of our most valuable natural resources, freshwater.**



**Alice Ritchie,**  
Sustainable Agriculture Manager,  
Tesco

A full update report on the progress of the Water Roadmap will be published in 2023.

## Action on GHG



**Achieving a 50% reduction in emissions from the UK food system.**

## Action on GHG

“

This is such a major undertaking that we can really only make a difference if we work together. We are hugely supportive of WRAP's focus on tackling supply chain emissions, the expertise they bring, and the unique convening power of Courtauld.

”

**Steve Packer,**  
Director of Supply Chain,  
Pizza Hut Restaurants

**WRAP estimates that in 2020, since 2015, there was a 12% reduction in emissions associated with UK food and drink consumption<sup>1</sup>.**

While this is great progress, there is an urgent need to go further and faster. To enable this we have delivered a number of key resources this year:

### **UK Food System GHG Emissions**

WRAP published The UK Food Systems GHG emissions report in November 2021.

#### **It highlights:**

- The critical role that the food system plays in tackling climate change.
- Gives a clear picture of the GHG emissions associated with the UK food system.
- Shows the pathway to achieving a 50% reduction by 2030.

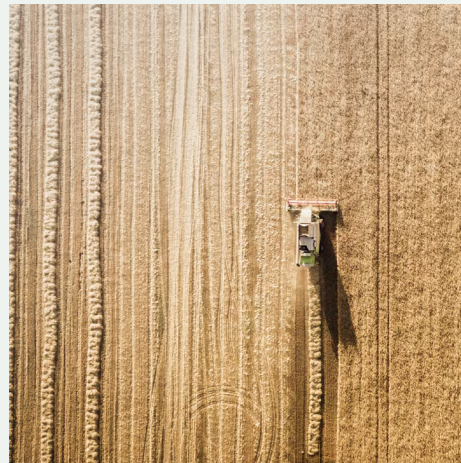
Equivalent to 35% of the UK's total emissions arise from the production and consumption of the country's food and drink, including emissions overseas for imported food.

The report outlines **five urgent actions for businesses:**

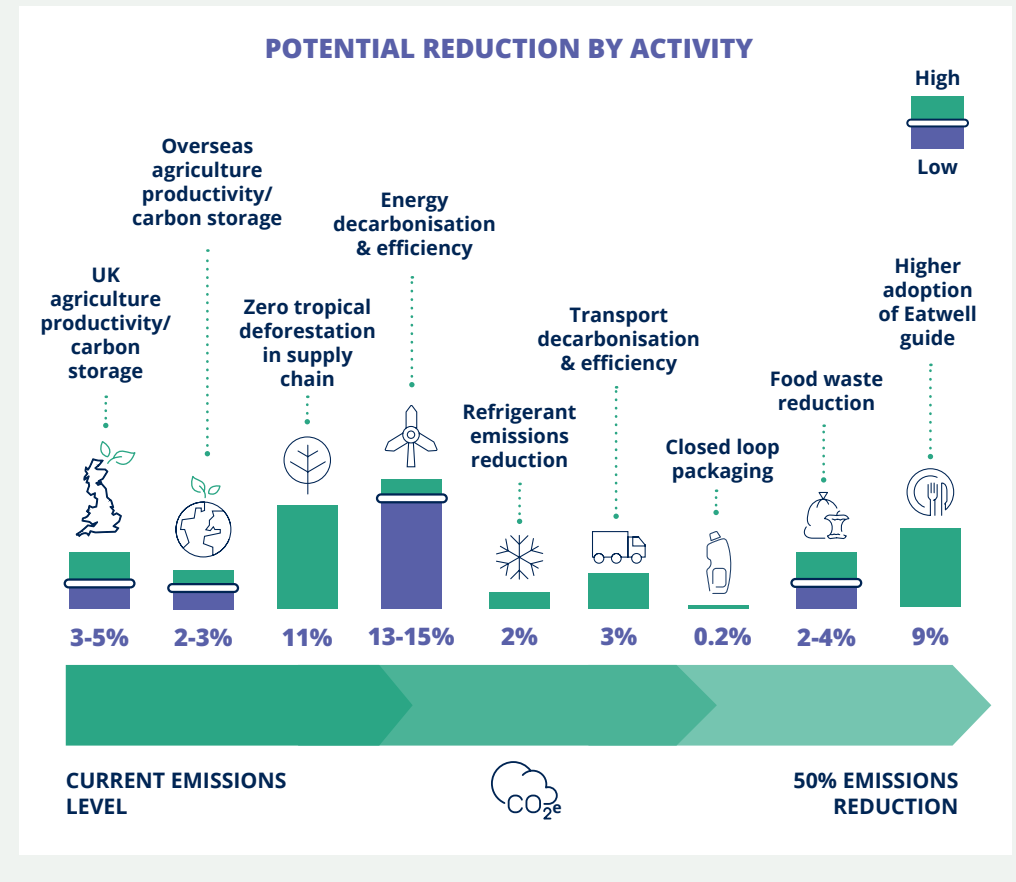
1. **Continuing** to focus on decarbonising operations.
2. **Developing** a better understanding of emissions throughout supply chains.
3. **Meeting commitments** to zero deforestation in supply chains.
4. **Taking action** to reduce food waste.
5. **Influencing** consumer behaviours, including around their diets.

“  
**This report is a useful reminder of the scale of the challenge faced by countries aiming to achieve net zero targets and the important role that reducing food loss and waste can play.**  
 ”

**Dr Liz Goodwin, OBE,**  
 Senior Fellow and Director,  
 Food Loss and Waste,  
 World Resources Institute



**Figure 1: Pathway to achieving 50% emissions reduction by 2030**



<sup>1</sup> Our 2020 Food Systems data update includes a small restating of emissions in previously reported years (1-2% increase in emissions) due to a number of changes and improvements to the data used and model function. These changes, the reasons for them and their impact are discussed in the [Tracking UK food system greenhouse gas emissions: 2022 update](#).

## Addressing the challenge of Scope 3 GHG reporting

Food and drink businesses are setting ambitious GHG reduction targets, which often include Scope 3 emissions.

However, the majority face the same issue - how to consistently measure and monitor them.

The launch of our Scope 3 Reporting Protocols this year marked a major breakthrough in equipping businesses to do this, and accelerating action on halving GHG emissions from food and drink by 2030.

The Protocols are supported by:

- **Emission Factor Database** - This pools publicly available emission factors into one place alongside a clear breakdown of what is included
- **Supplier Product Footprint Questionnaires** - Questions to ask supply chains when requesting data.

By applying these Courtauld 2030 resources, businesses are likely to see savings in time and cost.

## Real-world testing

The Protocols and supporting resources are currently being piloted with Courtauld 2030 signatories including ABP, AB World Foods, Albert Bartlett, Apetito, AVARA, Barfoots, Bidfood, CH&Co, Co-op, Dunbia, Kepak, Sainsbury's, Tesco and Westmill.

Read our detailed GHG update [here](#).



The FDF welcomes WRAP's new protocols as a response to industry demand for credible and consistent measurement of scope 3 GHG emissions and will help propel the sector towards the Courtauld 50% GHG reduction target by 2030.



**Emma Piercy,**  
Head of Climate Change & Energy Policy,  
The Food and Drink Federation



I am very supportive of WRAP's leadership in this area. Without your assistance I feel the UK sector would have fragmented into sectoral interests and we would be unable to progress.



**Chris Brown,**  
Senior Director Sustainable Supply Chains, Asda Stores

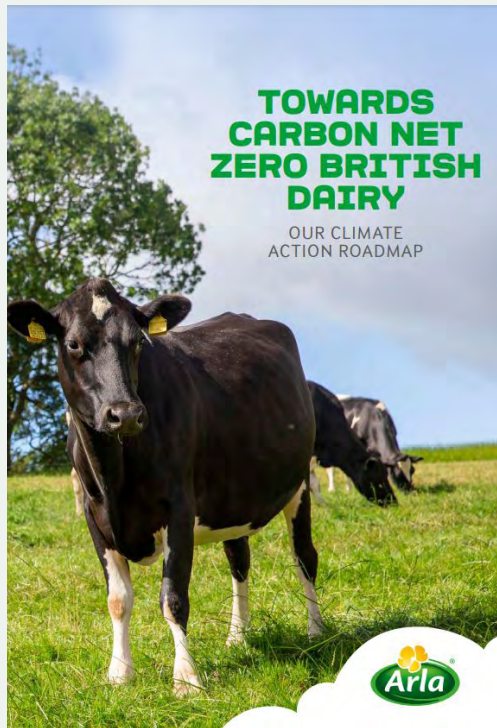




**Case study:**  
Arla Foods takes action on GHGs

Arla Foods has launched a climate action roadmap which sets out how it will meet climate targets by reducing emissions across its entire value chain.

By 2030, Arla aims to reduce farm emissions by 30% per kg of milk against a 2015 baseline. As one of the first food businesses to publish a climate roadmap, this Courtauld 2030 signatory is leading the way in embracing a long term approach to net zero.



**Case study:**  
Premier Foods and GHG footprinting

Building on previous work on Scopes 1 and 2, Premier Foods embarked on a new exercise to map their Scope 3 emissions. Like many food and drink manufacturing companies, a significant part of Premier Foods' total environmental impact sits outside their walls, with around 95% of their carbon footprint being in the products and services they purchase.

They started with a full inventory of all purchased goods and services across the business and worked with a specialist consultant to develop the best possible emissions estimates using reputable sources, such as Ecoinvent 3.8, BEIS 2020 and 2021, Agri-footprint and WFLDB (World Food LCA Database).

This will help Premier Foods refine their measurement approach and focus on priority areas.



## UK meat sector rises to the challenge

### Meat in a Net Zero World is Courtauld 2030's cross-industry vision to optimise productivity and minimise waste from farm to fork.

During 2021-22, work has concentrated on gaining a better picture of meat waste across three themes: in homes, hospitality, and the animal feed industry.



## Setting priorities

Findings from the Hospitality and Food Service (HaFS) meat working group showed data from some of the sector on causes of meat waste. The sub group will focus on interventions to reduce this.



**Working to achieve climate net zero in the food sector requires a collaborative commitment from all food businesses. WRAP's 'Meat in a Net Zero World' initiative is a positive step to ensure all those in the food industry are working together to achieve more sustainable operations and solutions.**



**Michael Hickman,**  
Foodservice Director,  
Compass Group UK & Ireland

## Progress across the industry



Trade bodies, researchers and academic institutions are sharing good practice across the industry, resulting in some great examples of action:

- **The Agriculture and Horticulture Development Board (AHDB)** is producing a Beef and Lamb roadmap, which will include a range of potential climate mitigation measures.
- Waitrose supplier **Dovecote Park** has started to measure scope 3 emissions from farm gate to distribution centre.
- **ABP Food Group** and **Harper Adams University** have discovered that slaughtering cattle at the optimal time could improve profit by up to 38% and reduce methane emissions from cattle rumination by around 30%.

- **Asda** has engaged in a range of consumer-focused actions, with Community Champions educating school children on how to reduce food waste.
- **McDonald's** joined the United Nations Race to Zero campaign in 2021, and through the SBTi Business Ambition for 1.5°C campaign has committed to climate targets to help keep global temperature rises below 1.5°C.

Read our 2021-22 Annual Progress Summary [here](#).



# Action on Food Waste



Working across the supply chain, from farm to fork to reduce food waste

**Businesses are facing rising costs and supply chain challenges, and growing numbers of citizens are going hungry globally through a cost-of-living crisis.**

Against this background, the ethical, environmental, and economic case for reducing food waste and ensuring surplus 'good food' is always redistributed has become ever more critical.

Achieving SDG 12.3 and halving food waste by 2030 is a matter of food security and sustainable business.

With not much time left to achieve the 2030 target, it is incumbent upon all large food businesses in the UK to play their part in delivering SDG 12.3.

Courtauld 2030 is the primary mechanism to facilitate delivery of the SDG 12.3 target in the UK, and is taking action from farm to fork.



## Improving productivity and increasing profits on-farm

WRAP research has shown that UK farms produce an estimated 3.6 million tonnes of food surplus and waste.

Reducing this waste is challenging, as it requires engagement with many small and diverse businesses, but it offers a potential 20% increase in profits for farm enterprises.



## Expanding successful pilots

WRAP has extended the successful 'Target Measure Act' approach to farms. By providing support to small groups, the industry can now generate comparative data which identifies significant differences in performance and opportunities to improve productivity and reduce waste.

We have discovered that working with farm advisers is key to success. They provide credibility to the need for measurement and can play an influential role in supporting delivery. WRAP is now **upskilling farm advisers** so that businesses can continue to deliver the benefits of reducing waste for themselves.



## Progress in 2021:

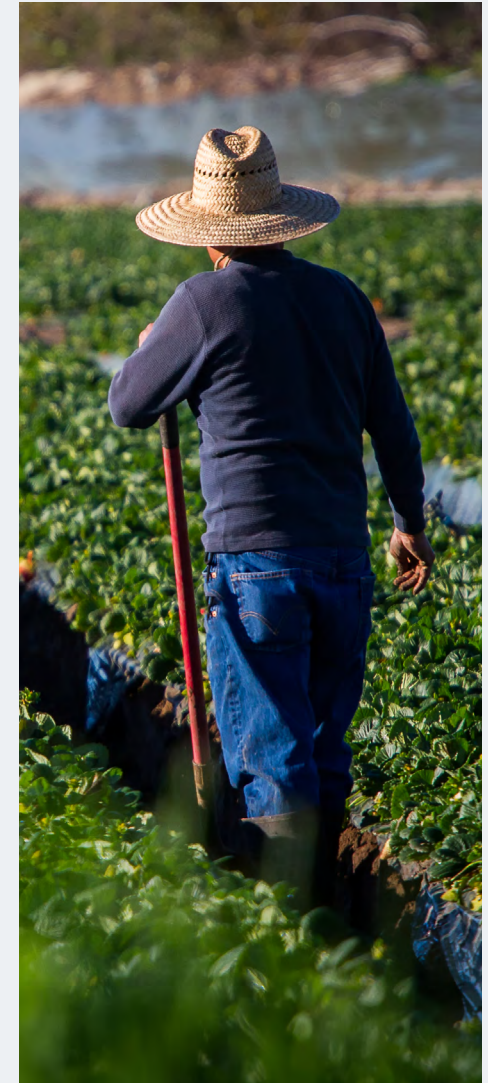


9

supply chain businesses were upskilled to support farms.

34

farms completed waste measurement projects.





**Case study:  
Suntory**

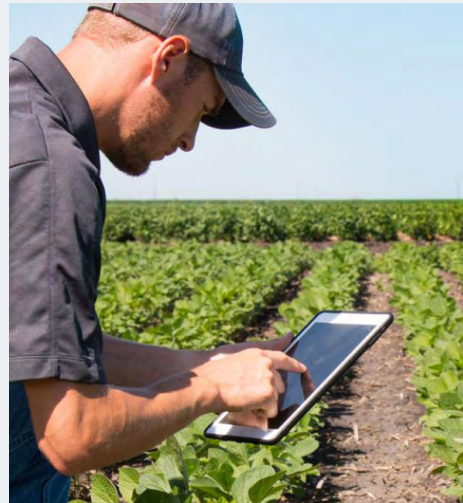
In this [video case study](#), Suntory (producers of Ribena) and their blackcurrant growers explain how they have managed to reduce on-farm food surplus and waste.



We were really surprised by the results: we felt harvest losses were minimal, so this project has really focused the mind and helped us to target those key losses and direct ongoing research.



**Rosie Begg,**  
Blackcurrant Grower at  
Gorgate Farm, Norfolk



**Case study:  
Berry Gardens**

A Food Waste Reduction Roadmap project recruited four of Berry Gardens' strawberry growers for a group measurement project to assess the quantity of and reasons for food waste in field (and in packhouse) after harvesting.

The project recorded an in-field food waste percentage of 16% in aggregate (across participating growers, scaled for the 2021 season). Sampling identified over a third of the in-field waste as marketable fruit.



This project, as well as upskilling our team, has given us new insights into the amount and causes of food waste at harvest. As a result, we plan to do further investigations – such as looking at the impact of variety on waste – while tracking food waste with our growers at more points across the season.



**Wayne Raines,**  
Technical Director,  
Berry Gardens

Read the full case study [here](#)

## Delivering SDG 12.3

The Food Waste Reduction Roadmap is our pathway to achieving the Courtauld 2030 food waste target, and meeting SDG 12.3.

### Progress in 2021-22



#### Retailers:

A reduction in food waste by over

# 19,000

tonnes (8%), equivalent to almost **£62 million** of food that did not end up as waste, saving **60,000 tonnes** of GHG emissions.

Businesses committed to the roadmap reached **300**, including all major grocery retailers.

# 221

large businesses implementing 'Target, Measure, Act', **an increase of 6%**, representing around **60%** of their sectors (by turnover).

# 89%

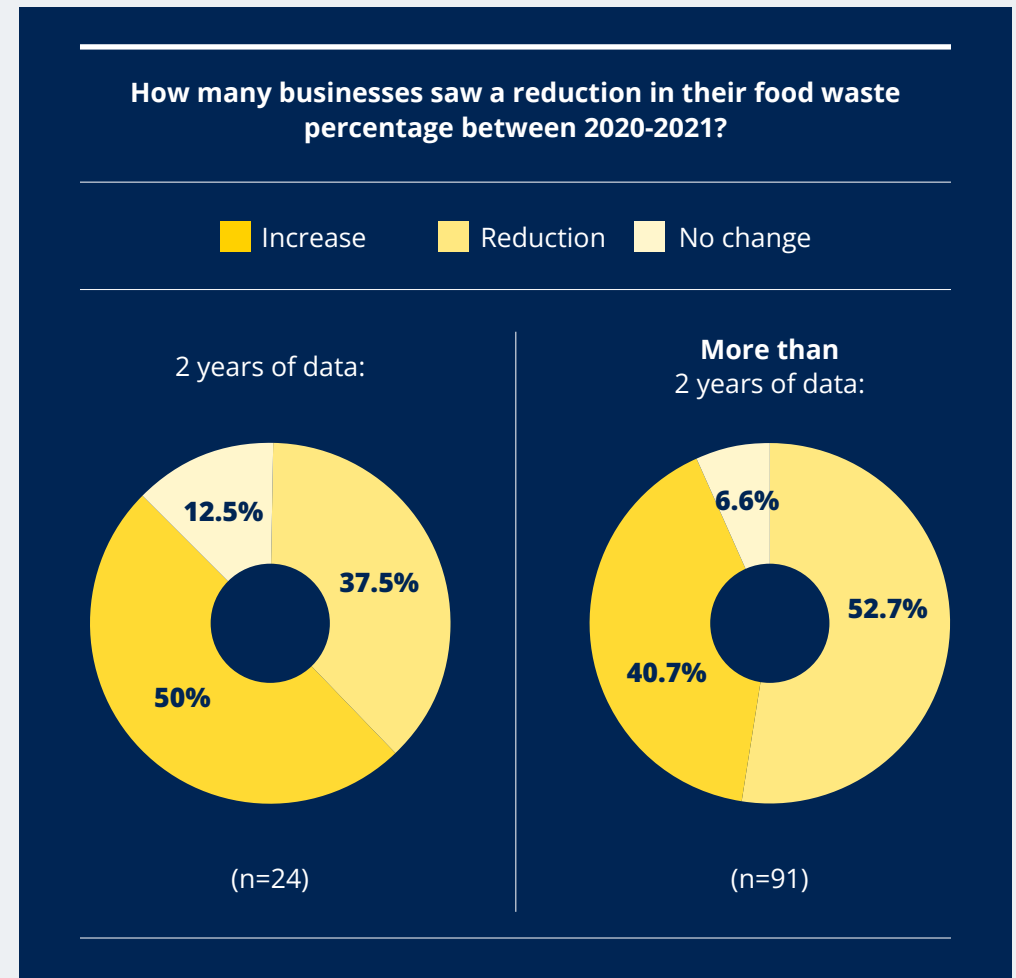
of large businesses that have committed to the Roadmap are now providing evidence of implementing 'Target, Measure, Act'.

# 20

whole chain plans now in progress or completed (double the number reported last year).

More on these results can be found in the [Food Waste Reduction Roadmap progress report](#).

**Figure 2:** Businesses showing a reduction in food waste percentage between 2020-21



## The need to accelerate progress

Despite these successes, there is a pressing need to go further and faster. For producers and manufacturers, total food waste (including both edible and inedible parts) has increased by over 100,000 tonnes, or 9%, compared to their individual baselines (which range from 2015 to 2020).

Between 2018 and 2021, food waste as a percentage of total food handled has increased from 3% to 3.8%. This reflects the challenges of the past few years as well as the need for more businesses to commit to delivering 'Target, Measure, Act' in their operations.

Our evidence shows that businesses signed up to Courtauld for more than two years are seeing greater reductions than the newest members.

This reflects the positive journey of our tried and tested 'target, measure, act' approach. It likely reflects a typical journey for less experienced businesses whereby initial focus is

on improving accuracy and scope of food waste measurement – which can result in an apparent increase in reported food waste – before uncovering reduction opportunities and delivering on those.

This is why it is critical that all large food businesses join Courtauld 2030 as soon as possible, to accelerate their contribution to SDG 12.3 and realise the associated cost savings.



**We know we cannot tackle the problem of food surplus and waste alone – we need to work collaboratively, which is why we are passionate about working with our suppliers on whole chain food waste reduction projects.**



**Sophie Davies,**  
Sustainability Manager,  
Asda

## Cross-chain collaboration

**Collaboration at any level within supply chains is key to identifying efficiencies.**

Whole chain food waste reduction plans (WCPs) bring together partners, using a collaborative problem-solving approach to reduce food waste from farm to fork.

Facilitated by WRAP's technical team and supported by a suite of freely available tools and resources, over 20 large food businesses have begun (and in some cases completed) projects to implement WCPs and reduce wasted food in their supply chains.

By focusing on measurement, hotspot analysis and root causes, these projects have identified a wide range of waste reduction opportunities.

## Achievements include:

- **Fullers Foods** and **Greencore** trialling skin-on potatoes for both frozen chips and ready meals, to improve yields and reduce waste.
- **Worldwide Fruit** saving 5 million more apples from waste and redistributing them to people.
- **Abel & Cole** home delivery achieving 10 days longer product life on carrots for customers by speeding up transport from source.
- **Waitrose** reducing around 30 tonnes of waste in its fish supply chain by diverting smaller underweight fish to alternative markets at the processing/packing stage and developing a new product line.
- In collaboration with **Greencore** and their supplier, **Troy Foods**, a **Co-op** review of ready meal production resulted in a 2.5% reduction of processed potato waste.

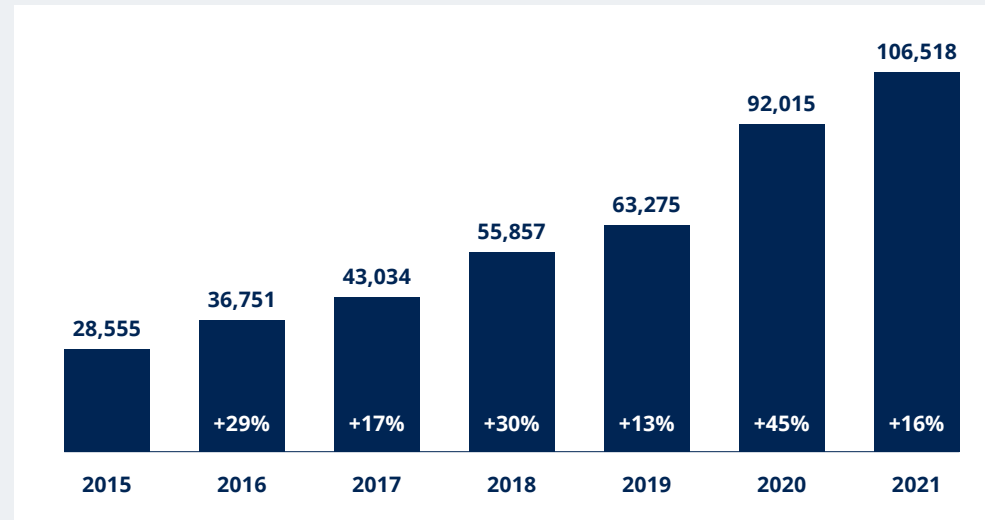
Read more case studies [here](#).

## Redistribution rising, but still more to do

New **WRAP data** published this year showed levels of food redistribution heading in the right direction (see figure 3):

- The collective efforts of the food sector delivered a **16% increase**.
- More than **106,000 tonnes of surplus food** - the equivalent of 253 million meals - was redistributed, with a value of **more than £330 million**.

**Figure 3:** Tonnage of food surplus redistribution



Since UK-level data was first reported in 2015, levels of redistribution have increased over three-fold. However, there remains significant opportunities to increase the amount of surplus food redistributed.



**We urge all food businesses and their suppliers to adopt our guidance on redistribution as a priority and help more food get to the people who need it. The surplus food is there, and there is so much more that could be saved at this difficult time for UK families.**



**Catherine David,**  
Director,  
Collaboration and Change,  
WRAP



## Supporting hospitality and food service

**Courtauld 2030's Hospitality and Food Service Working Group (HaFS) continues to be central to ensuring that our support for the sector is aligned to the needs of businesses.**

And despite the challenges that businesses face, they are continuing to see sustainability as a win-win – helping their customers, their staff and the planet.

### Progress in 2021-22



- A new strategic partnership with Unilever Food Solutions, including a **Hellmann's pilot project** to encourage food professionals to 'feed people not bins'.

- A series of **themed webinars** on **People, Planet and Profit**, sharing insights and across the sector.
- Support for Food Waste Action Week from leading HaFS businesses including IHG Hotels & Resorts, KFC, OLIO and Sodexo.
- Guardians of Grub went social, with new **Facebook** and **Instagram** channels to encourage sharing of tips to reduce wasted food.

### Guardians of Grub continue to rise up



The '**Guardians of Grub**' campaign has increased its reach over the last year, with new and improved tools and resources, including a clearer

link to the net zero agenda, as well as cost savings criteria.

For example, the **tracking calculator** has been updated to include cost, weight and carbon savings, so that businesses can easily see how much they are saving.

The great work that Courtauld members are doing is being shared by our growing number of Guardians of Grub Ambassadors – leading figures in the sector who can amplify our campaign and increase engagement.



**Using the Guardians of Grub tools and approach, Olympia London has managed to reduce food waste by 17%.**



**Guardians of Grub Ambassador Abbey Short,**  
Venue Catering Manager,  
Olympia London

Looking ahead, new research on citizen food waste behaviours 'out of home' is scheduled for publication in 2023. An updated Guardians of Grub resource pack will provide businesses with the latest guidance on actions to reduce food wasted from customers' plates.

### Case study: The Kimpton Clocktower



Taking part in WRAP's 'Guardians of Grub: Becoming a Champion' initiative has made a tangible difference to our operations.



**Paul Beckley,**  
Executive Chef,  
The Kimpton Clocktower

Read the full case study [here](#).

## Household food waste: trends and implications

**More food is wasted from UK households than any single sector in the supply chain: 70% of post farm-gate waste is from our homes.**

We cannot meet SDG 12.3 and the Courtauld 2030 food waste target without substantial reductions in household food waste (HHFW). WRAP and our partners are changing the retail environment to help prevent HHFW and we have successfully engaged a large proportion of the UK population on the subject.



## Recent trends

Recent evidence suggests that we need to adapt and strengthen our approach to achieve our ambitious HHFW targets.

In 2021, WRAP published trends in self-reported data on food waste from UK homes<sup>2</sup> showing that, during the most restrictive period of the Covid-19 pandemic (April 2020), self-reported levels of HHFW were much lower than previously.

Yet this apparent drop was short-lived, with levels returning to pre-pandemic levels later in 2020 and into 2021 (see figure 4).

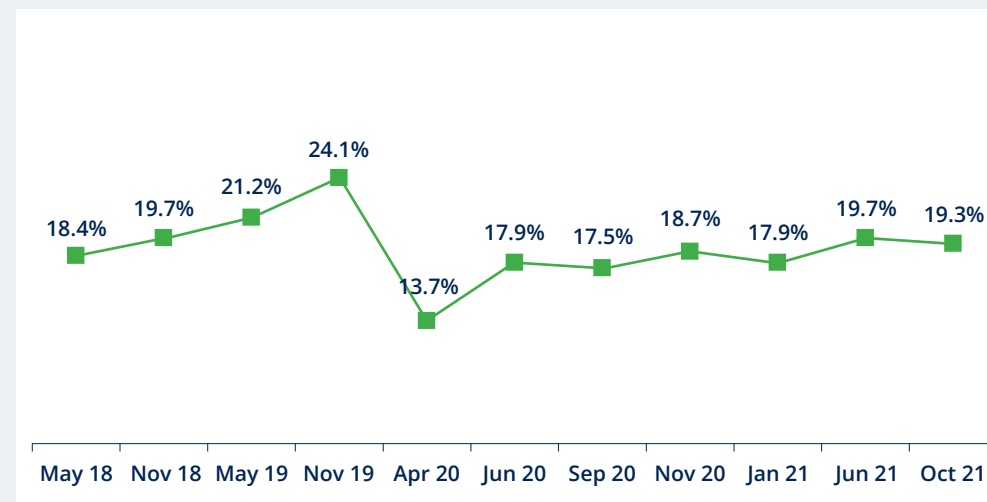
More recent indications of UK HHFW, based on measurement of food waste from the home rather than self-reported food waste, are showing a similar pattern. Whilst these indicators are preliminary – we will have more robust estimates available in 2023 – there is no indication of the substantial,

sustained reduction in HHFW required to meet food waste targets.

We have seen a correlation between trends in food waste, and the fall in food prices relative to the average income (see figure 5), which has weakened the incentive for people to reduce food waste. In addition, during the Covid-19 restrictions there was an increase in the amount of food eaten inside the home (rather than out of home), which would put upward pressure on levels of HHFW, all else being equal.

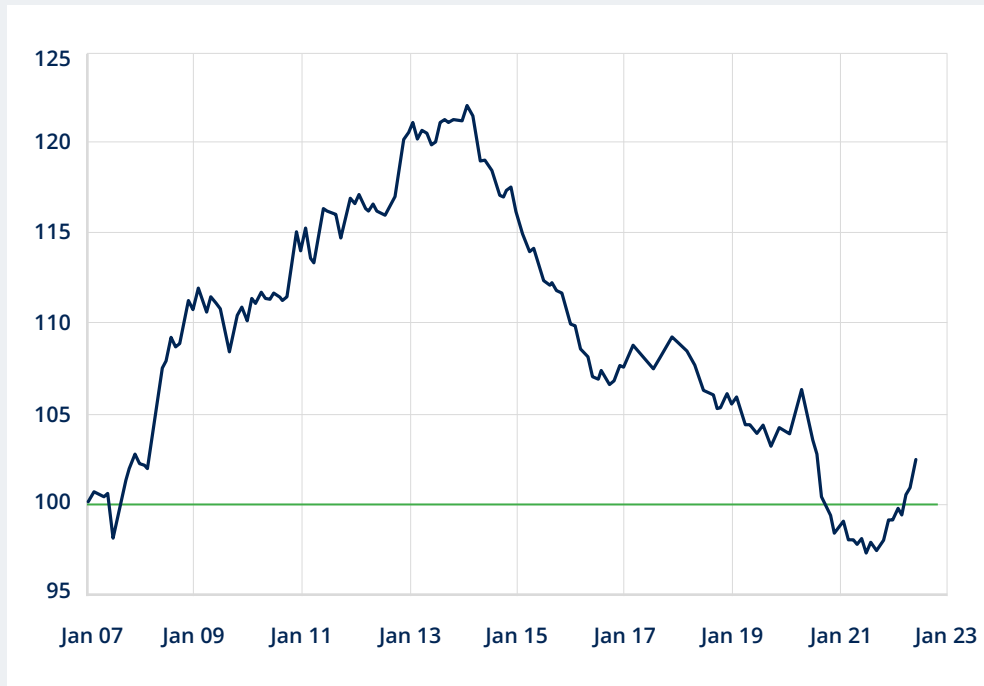
Nevertheless, to make progress on the issue of HHFW at the scale required, we need to reduce HHFW during periods when change is difficult. So, how should WRAP, Courtauld 2030 signatories and others in the UK respond to this?

**Figure 4:** Percentage of waste from four key products (self-reported)



<sup>2</sup> <https://wrap.org.uk/resources/report/food-waste-trends-survey-2021>

**Figure 5:** Food prices relative to earnings (indexed to January 2007)



**Please note:**

1. This data is presented as an Index, relative to January 2007, so the numbers in the vertical axis are dimensionless.
2. The horizontal line in the chart represents the base year of the index (January 2007).

**Priorities for action**

We need systemic change to create the right conditions for helping people only buy what they need and eat what they have bought.

**This includes:**

- Removing ‘Best Before’ dates from most fruit and vegetables.
- Removing packaging from a wide range of uncut fresh produce.
- Providing correct storage information and fridge temperatures.



WRAP will build on existing strengths, however we will also identify new opportunities for reducing household food waste, including:

- Utilising our detailed evidence base and testing **behaviour change interventions**.
- Assessing the use of ‘**citizen science**’.
- Making the most of the planned roll out of **food waste collections** in England, when many people become aware of the extent of food waste in their home.
- Working with partners to **shift the narrative on food**; creating a society in which food is more valued, including building on the brand strength of Love Food Hate Waste and Food Waste Action Week.

## Love Food Hate Waste's second 'hero' week hits the headlines



No one hates seeing good food go to waste more than I do, and often it's simple changes in how we store food that make the biggest difference. That's why I'm delighted to support this year's Food Waste Action Week and Love Food Hate Waste.”



Gregg Wallace,  
TV Presenter



## Food Waste Action Week 2022

Anchored around the theme 'Food waste feeds climate change', the week united organisations across the supply chain in encouraging citizens to reduce food waste by using up food from their freezers.

Motivational imagery depicting animals in different scenarios being

affected by the impact of climate change, was instrumental in driving citizens to take action.

# 8.1m

UK adults heard or saw something about Food Waste Action Week 2022.

# 55%

of these people said they changed their behaviour as a result; equivalent to 4.4 million UK adults.

## Food Waste Action Week 2023

Focusing on the theme of 'Win. Don't bin,' the 2023 campaign will demonstrate how valuable food is in our lives, how it unites people and how using up everything we buy saves money, time and the planet.

WRAP calls on key partners to amplify the campaign's messages and reach as many people as possible.

If you would like to find out more about our plans for the week and how you could get involved, either by being an official sponsor of the week or by helping to amplify our messages during the week, please get in touch at [lfhw@wrap.org.uk](mailto:lfhw@wrap.org.uk).



### Case study: Hellmann's puts a spotlight on food waste

Unilever's Hellmann's brand partnered with Channel 4 to commission a new food waste series, 'Cook Clever, Waste Less'. Prue Leith and Dr Rupy Aujla worked with families to understand how food is wasted in their home and shared easy-to-make recipes using kitchen cupboard staples and a budget-friendly approach. The series aimed to raise awareness of the impact of food waste, as well as inspiring the behaviour change and action needed to tackle the issue at scale.

Hellmann's supported the series with a free 'Food Waste Hacks' handbook offering practical ways to help reduce food waste and save money, supported by WRAP. The series was viewed over 3.2 million times, with the Hellmann's food waste handbook downloaded nearly 10,000 times.



## Reaching households via our supermarkets

WRAP's latest Retail Survey reports on progress made in implementing WRAP's best practice guidance across key action areas.

The survey focuses on the products that are wasted most at home and includes a number of high value items, such as cheese and red meat, which are priorities for food waste prevention.

Together, these products contribute roughly:

- **50%** of the food wasted because it is not used in time - that's 1 million tonnes each year.
- **2 million** of the 6.6 million tonnes of total household food waste each year.

Read the full Retail Survey report [here](#).

Progress in the 2021 report has been seen in:



- **Date label application:**  
Following WRAP's 2022 report Reducing household food waste and plastic packaging, many of the UK's largest retailers have begun removing 'Best Before' dates from uncut fresh produce.
- **Use of 'open life'** ('best within x days of opening'):  
WRAP's best practice recommends removing 'open life' statements where possible. In some products there has been a significant improvement, such as hard cheese up from 1% in 2019 to 19% of hard cheeses in 2021 with no 'open life'. WRAP also found an increase in products with no 'open life' across meats in general.



- **Consumer advice** (storage advice and freezing, defrosting and use advice). WRAP found general storage advice remains good on where best to store items, and a marked increase in advice promoting fridge temperature settings, rising by 10% on 2019 levels to 41% on relevant products.

The results of this survey provide retailers and brands with clear evidence and actions they can take to move the dial on household food waste.

We have already seen some significant changes within the retail environment since the data was collected and look forward to working with brands and retailers to continue the momentum.

**Case study:**  
Ocado and 'Best Before' dates

WRAP research shows that removing Best Before dates from fruit and veg can reduce household food waste by 7 million shopping baskets' worth each year. In a customer survey, Ocado found that 69% of respondents were receptive to the idea.

Through working with their operational teams and with suppliers, Ocado have been able to remove Best Before dates from 63% of their own-brand lines. The company is using social media and customer emails to promote recipes and tips for leftovers.



**Case study:**  
Premier Foods' 'Fresh Take on Food Waste' campaign

Premier Foods' cooking sauces team took up the challenge of inspiring consumers to use up their leftovers creatively by using sauces from its popular brands Sharwood's, Loyd Grossman and Homepride.

The campaign features an on-pack QR code which directs consumers to recipes based on the food items most commonly found at the back of people's fridges. Using an app, users can select the ingredient they want to use up and then pick from a bank of recipes to make at home.



## Reducing household food waste and plastic packaging

An 18-month research project delivered by WRAP in collaboration with Courtauld 2030 signatories and UK Plastics Pact members revealed that selling fresh produce loose has huge potential to reduce food waste in our homes and save plastic packaging.

The ground-breaking evidence shows the positive impacts from switching to selling fresh produce loose, without date labels, and with advice to store in the fridge at below 5°C.

Making these changes to the five fruit and vegetable items tested could mean:

- **100,000** fewer tonnes or 14 million fewer shopping baskets worth of food from going to waste.
- **1,100** fewer rubbish trucks of avoidable plastic.
- A combined CO<sub>2</sub>e emissions saving of **130,000 tonnes** a year.

WRAP has convened an industry consortium provided by Courtauld 2030 and UK Plastics Pact memberships to develop a pathway to selling significantly more loose fresh produce by 2025 to be published early 2023.

The work includes updating industry guidance to support optimal decision-making and a focus on communicating these changes to householders effectively, so that we can all enjoy the benefits of less waste and increased savings.



# Next Steps

**Courtauld 2030:  
looking to the future**

## The Courtauld Commitment 2030 has begun the transformation of our food system.

We have developed world leading protocols for measuring Scope 3 GHG emissions, established a Water Roadmap to support the security of our food supply, and we are focusing action on reducing food waste in the home, and throughout the supply chain. However, we need to go further and faster to achieve a thriving world in which climate change is no longer a problem.

### Our priorities for action in 2022-23 are:

#### Water



Our **Courtauld 2030 Water Roadmap** set out an ambitious vision for how to protect critical water resources for food supply, nature and local communities. Delivering on the Roadmap requires many more businesses supporting and actively participating in collective action projects in key water catchments.

#### GHG



The **Scope 3 GHG measurement and reporting protocols** need to be adopted sector-wide, to bring consistency and clarity to what is a complex and challenging area. Furthermore, **high-impact actions** will need to be taken in order to make progress towards our GHG target.

#### Food waste



Food businesses of all kinds need to continue action to reduce their own waste and in supply chains, with many more businesses needing to set targets, measure and act – including on farms – and accelerate action. Significant action is needed to reduce household food waste, which makes up most of the food waste in the UK post farm gate.

## Industry-wide action

Transformation can only be achieved by working together.

Courtauld 2030 is the catalyst that brings together businesses, governments and experts to make significant reductions in GHG, water and food waste through innovation and collaboration.



## We urgently need more businesses to join us

This is how you can play your part:

- Play a leading role in tackling climate change and meeting our targets by joining as a **Delivery Signatory**.
- Stay connected to the transformation in a supporting role sign-up as a **Courtauld Associate**.
- If your business can enable others to contribute to the delivery of the GHG, Water and Food Waste targets, please talk to us about becoming an **Affiliate Signatory**.
- See who you'll be joining as a **Courtauld Signatory**.

## We need to act now



**Contact our expert team** to find out how your business can play its part in transforming the food system.





**The Courtauld Commitment 2030 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 commitment to identify priorities, develop solutions, and implement changes to cut the carbon, water, and waste associated with food and drink and deliver its targets.



**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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**#Courtauld2030**

VFU012 December 2022

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