



# Courtauld Commitment 2025 2020 Annual Report

Fixing our food system

# Contents



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# Foreword

Marcus Gover, CEO, WRAP



The global pandemic has tested us like nothing we have faced before in our lifetimes. It has pushed supply chains and services to breaking point. But it has also unleashed innovative thinking and decisive action. It has demonstrated what we can achieve when we work together. If ever we needed a compelling argument for why the Courtauld Commitment 2025 is needed, this year has been it.

Courtauld 2025 signatories and supporters were among the leaders of the national collective response to the lockdown. They kept supplies on shelves and were at the forefront of a massive food redistribution effort which saved surplus food from going to waste and helped to feed thousands of hard-hit families.

We now need to harness that agility and ingenuity to tackle the greatest challenges of our generation: fixing our unsustainable global food system so that it enables both people and planet to thrive.

It's why I believe that businesses have remained fully focused on their commitments to Courtauld 2025. It's why, even in these challenging times, it has been heartening to be able to showcase the many achievements on tackling food waste, climate change, and water stress.

Courtauld 2025 has played a major role in helping the UK to be the first country in the world to reach halfway towards meeting Sustainable Development Goal Target 12.3 to halve food waste by 2030. The latest [Champions 12.3 report](#) cited the UK as a shining light in an otherwise gloomy global picture. It's why Courtauld 2025 is a model which is being replicated around the world.

Although reducing food waste is the primary focus of Courtauld 2025, we are also seeking to decarbonise the supply chain and address the increasing problem of water stress in the UK and internationally through our Water Ambition. It is pleasing to see progress on both. A new working group on reducing greenhouse gas emissions and a new meat sector collaboration (Meat in a Net Zero World) are facing up to the challenges of embodied carbon in food.



# Foreword



## Marcus Gover, CEO, WRAP

But we need to pick up the pace if we are to achieve the Courtauld 2025 targets. We need more collective action in water-stressed regions, and more collaboration to further decarbonise the food supply chain. We need more businesses committing to 'Target, Measure and Act' on food waste and for public reporting of food waste to become the norm. We need the Courtauld 2025 network to deploy its skill and resources to support citizens to stop wasting food. Recognition for Love Food Hate Waste has never been higher, and we are pushing the envelope with 'Wasting Food, It's Out of Date' to open citizens' eyes to the impact of wasted food on climate change. We need more Courtauld 2025 signatories to help amplify our messages.

Through Courtauld 2025 we are not only responding to the present but shaping the future.

A handwritten signature in black ink that reads 'Marcus Gover'.

We have much to be proud of in what has been a very difficult year. But the scale of the challenge ahead is daunting, and the world is watching. Together, we can build back better, for the good of the economy, the environment, and the communities we live in.

# Our progress: Food waste



As reported in the [Courtauld Commitment 2025 Milestone Progress Report](#), WRAP's data show that the strategies developed under Courtauld 2025, and delivered through wide-ranging partnerships, are working.

Target for 2025	Progress 2015-18	On	Key actions and outcomes in 2020
A 20% per person reduction in food and drink waste associated with production and consumption of food and drink in the UK, post farm gate.	7% reduction (480,000 tonnes)	✓	<ul style="list-style-type: none"> <li>Over \$4m awarded under the <b>COVID-19 Emergency Surplus Food Grant</b> ensures that surplus food can reach people in need or those considered most vulnerable during the pandemic.</li> <li>In the second year of the <b>Food Waste Reduction Roadmap</b> more than 70 new food organisations have joined, committing to 'Target, Measure, Act' on food waste in their operations, supply chain and customer base. What's more, 180,000t of food (worth £300m) across 45 companies reporting comparable data has been saved from becoming waste by Roadmap members.</li> <li>New online learning platform - <b>Guardians of Grub: Becoming a Champion</b> - equips hospitality and food service professionals with the skills they need to take action on food waste in their establishments.</li> <li>Work continues within high-impact sectors – meat, dairy, fresh produce, and bakery – to develop and act on new insights on food waste priorities, including measurement of pre-farm gate waste.</li> <li>Almost four in five UK citizens (79%) undertook additional food management behaviours during the spring lockdown, and these behaviours endured as lockdown eased., as shown in WRAP's latest <b>Food Waste Trends Survey report</b>.</li> <li>However, fewer than 30% of us see a link between wasting food and climate change, so we've launched a new brand – <b>Wasting Food: It's Out of Date</b> – to help citizens make the link between wasted food and climate change.</li> <li>Ongoing Behaviour change interventions projects investigating on-pack guidance and lockdown food habits (see p26).</li> </ul>

**“Work continues under Courtauld 2025 within high-impact sectors – meat, dairy, fresh produce, and bakery.”**

# Our progress: Reducing greenhouse gases



Target for 2025	Progress 2015-18	On track?	Key actions and outcomes in 2020
A 20% per person reduction in the greenhouse gas (GHG) emissions associated with production and consumption of food and drink in the UK.	7% reduction (7.1 million tonnes CO <sub>2</sub> e)	✓	<ul style="list-style-type: none"> <li>• New Courtauld 2025 Supply Chain GHG Working Group convened to help make faster and more effective progress towards reducing GHG emissions in food &amp; drink supply chains (where the majority of emissions occur).</li> <li>• More than 80 organisations have contributed to developing the scope of work and progressing actions. These organisations span the whole of the food chain, including farming bodies, manufacturers &amp; processors, retailers, hospitality &amp; food service businesses, industry bodies, Government representatives and other stakeholders.</li> <li>• Advised by these stakeholders, we will work together on the following important barriers to reducing supply chain (scope 3) emissions:               <ol style="list-style-type: none"> <li>1. Harmonising supplier asks on GHG measurement / reporting;</li> <li>2. Supporting the drive for reduction in UK agricultural emissions;</li> <li>3. Tackling overseas production emissions; and</li> <li>4. Exploring solutions for more robust data to support reduction efforts and monitoring progress.</li> </ol> </li> <li>• <b>Meat in a Net Zero world</b> - a major new cross-industry vision to optimise productivity and minimise waste from farm to fork.</li> </ul>

**“New Courtauld 2025 Supply Chain GHG Working Group convened to help make faster and more effective progress towards reducing GHG emissions in food & drink supply chains.”**

# Our: progress: Reducing water stress



Target for 2025	Progress 2015-18	On track?	Key actions and outcomes in 2020
<p>A reduction in impact associated with water use and water stress in the supply chain.</p>			<ul style="list-style-type: none"> <li>• <b>Courtauld 2025 Water Ambition</b> established in 2018 for businesses to act in own operations and work together in key catchments.</li> <li>• 95% of Courtauld 2025 signatory businesses are already taking action to improve water efficiency in their own operations.</li> <li>• 6 collective action catchment projects mobilised across the UK, South Africa, and Kenya. Discussions are commencing regarding a new project in important sourcing regions of Southern Spain. Together the initial project areas cover source locations for more than 2/3 of the UK's vegetables (excluding potatoes) and 1/3 of the UK's fruit.</li> <li>• More than 80 food &amp; drink businesses and 2000 farmers are engaged across projects, with farm visits undertaken leading to a range of interventions based on tailored advice received. These have included soil/land management improvements across a quarter of a million ha, installation of silt traps/wetlands, and planting of trees (18,000) in strategic locations – contributing to net zero aims.</li> <li>• Through these actions 750 million litres of water have been Replenished back to nature.</li> </ul>

“More than 80 food & drink businesses and 2000 farmers are engaged across Courtauld 2025 Water Ambition projects, with farm visits undertaken leading to a range of interventions based on tailored advice received. These have included soil/land management improvements across a quarter of a million ha, installation of silt traps/wetlands, and planting of trees (18,000) in strategic locations – contributing to net zero aims.”

# Highlights in 2020



Businesses committed to the Food Waste Reduction Roadmap have saved at least 180 kt of food (worth £300m) from becoming waste.



Love Food Hate Waste continues to break records for awareness. New brand Wasting Food: It's Out of Date helps citizens make the link between wasted food and climate change.



Guardians of Grub: Becoming a Champion - new learning platform for tackling hospitality and food service sector food waste.



Revised 'Best Before' guidance for surplus food redistribution and new emergency funding gets more food to those who need it most.



750 million litres of water has been Replenished back to nature. 80+ food & drink businesses and 2000 farmers engaged.



New Courtauld 2025 Working Group to help reduce CO<sub>2</sub>e across the sector. Meat in a Net Zero world - new cross-industry vision to optimise productivity and minimise waste from farm to fork.



# Courtauld Commitment 2025 targets



## Food waste



A 20% per person reduction in food and drink waste associated with the production and consumption of food and drink in the UK, post farm gate.

## Greenhouse gases



A 20% per person reduction in the greenhouse gas (GHG) emissions associated with production and consumption of food and drink in the UK.

## Water



A reduction in impact associated with water use and water stress in the supply chain.

The following sections of the report outline the collaborative work that has taken place over the past year to achieve these targets.

# Food waste reduction



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

**£4m**

Over £4m has been awarded under the COVID-19 Emergency Surplus Food Grant



# Food waste reduction



## Responding to COVID-19

This has been a turbulent year for food and drink, and yet the sector has continued to prioritise food waste reduction in key areas. The Courtauld Commitment 2025 provides opportunities for organisations to collaborate on common issues in a pre-competitive space.

The pandemic and subsequent nationwide lockdown presented unique challenges for UK food and drink. Significant changes to food production, supply and consumption took place, creating new opportunities, and some significant new barriers, to the redistribution of surplus food. Some businesses found themselves with unexpected surpluses, whilst redistribution organisations found themselves with an unexpected surge in demand.

Courtauld 2025's [Food Surplus Network](#) has recently been updated and expanded. The Network provides a unique platform for linking food organisations who have surplus with redistribution organisations. Whether you want to sell surplus to an alternate market or redistribute it, the Network helps to find and contact the right organisation quickly, easily, and directly.

In addition to this support, and in the immediate stages of the spring lockdown, WRAP created the [Emergency COVID-19 surplus food redistribution resource hub](#), which continues to provide the sector with critical information to help them make informed decisions about how to redistribute surplus food to those in most need.

### Brokering new partnerships

WRAP was also instrumental in brokering more than 30 opportunities to increase the redistribution of surplus food in the early stages of the spring lockdown. Many hospitality and food service businesses were no longer able to operate, so this sector had an immediate need to get surplus food and drinks redistributed.

- One of the earliest examples was connecting Hilton Hotels with key contacts in redistribution organisations. Working through this network, Hilton were able to redistribute approximately 5,000 pizzas. WRAP also linked them up with Open Kitchens, an organisation giving free meals

to those most in need, with the potential for Open Kitchens to utilise the hotel chain's kitchens during this crisis.

- During these first few days of lockdown, over 20,000 bottles of milk, and more than 100,000 eggs were redistributed.
- McCain requested help to redistribute bags of triple-cooked gastro chips totalling just over 90 tonnes. WRAP sent this opportunity out to suitable redistribution contacts and quick responses were received from The Real Junk Food Project (TRJFP). McCain now have TRJFP and another redistributor, His Church, as potential contacts for future opportunities.



# Food waste reduction



## Emergency support to redistribute more surplus food

[The COVID-19 Emergency Surplus Food Grant](#) also addressed the immediate challenges faced by food redistributors as a result of the COVID-19 outbreak. It opened with an initial fund of £3.25 million and was expanded with an additional £1.6 million from the Government in May; taking the total to nearly £5 million.

The grants were designed by WRAP to direct urgently needed funding to where it would have the biggest impact in organisations of all sizes, based right across England.

The first recipients of COVID-19 Emergency Surplus Food Grant funding included small and medium sized not-for-profit organisations, as well as some of the UK's largest redistribution charities.

Funding was allocated under a three-phase structure to ensure as many organisations as possible receive the right support at the right time, and according to their scale of operation. To date over £4million has been awarded.

Although these immediate responses to COVID-19 have been hugely beneficial to preventing food waste, it is important to state that the longer-term effects of the pandemic on the UK food and drink sector are yet to be fully assessed.

### Improving labelling advice

Pressures on food supply resulting from the Covid-19 outbreak made it essential for UK food businesses to work as efficiently as possible to get food to people in need.

To help with this, WRAP, the Food Standards Agency and Defra revised the [best practice labelling guidance](#) so that all food that is unsold and "surplus" in the supply chain, but still safe to eat, should be redistributed for human consumption, ahead of using it in animal feed or sending it to a waste management route such as anaerobic digestion.

Some food businesses and redistribution organisations have previously decided against donating or accepting food products that are past or close to their 'Best Before' date (although still of good quality and safe to eat), whilst others have taken a more flexible approach.

The new guide seeks to minimise this waste of good food by providing guidance on determining whether products are fit to eat and redistributable after their 'Best Before' date. All food businesses and redistribution organisations are urged to implement this guidance and redistribute all safe-to-eat food where possible.

The updated guidance was produced through the work of the [Courtauld 2025 Surplus Food Redistribution Working Group](#) which seeks to address the challenge of increasing the amounts of food surplus redistributed, through sharing best practice, identifying barriers and opportunities, overseeing the development of relevant new resources and research and approaches to monitoring progress.



# Food waste reduction



## Measurement as a means to action

Waste is a bottom-line cost for businesses but cannot be managed if it isn't measured. Key to this has been the development of the [UK Food Waste Reduction Roadmap](#), the joint WRAP-IGD initiative which builds on Courtauld 2025's collaborative engagement to encourage wider industry participation on food waste reduction.

At its core, the Roadmap consists of a set of milestones for all major food & drink retailers, manufacturers and hospitality & food service companies to adopt the 'Target, Measure, Act' approach to reduce their food waste.



In 2020 the Roadmap marked its second year with:

- A new [Progress Report](#), showing that more than 70 new food organisations have joined the Roadmap in the last twelve months, and that businesses implementing 'Target, Measure, Act' have increased from 121 to 171.
- A new [Whole chain food waste reduction plan toolkit](#) – to help bring together partners from across the value chain in using a collaborative problem-solving approach to reduce food waste from farm to fork. The toolkit equips businesses in all stages of running a WCP, from targeting products and partners to initiating projects, and from identifying waste hotspots and root causes to surfacing solutions to trial.
- New [Grower guidance](#) for measuring in-field food surplus and waste - practical guides developed with industry to help plan and undertake field measurements, enabling growers to identify opportunities to reduce

waste and increase marketed yield.

- Expanded [guidance for retailers](#) to measure and report food waste.
- In addition, extensive engagement and training sessions have been held with around 400 businesses, hosted by WRAP, IGD, major retailers, brands, and other organisations.



# Food waste reduction



## Measurement as a means to action

### Growing support

Almost 50 supporting organisations contribute in a variety of ways, actively using their communication channels to promote the Roadmap to their members, clients & partners, and identifying opportunities to promote the Roadmap at appropriate events, working groups and workshops. These include many hospitality and food service sector trade bodies, including the British Beer and Pub Association, the Sustainable Restaurant Association and UKHospitality. These organisations join other supporters including waste management companies Veolia and Suez.

*With the 2023 targets for separate food waste collections from households & businesses across England fast approaching, followed by the end to landfill for food waste in England in 2030, there has never been a greater imperative to review your operations to plan your transition to a food waste-free future.*

Dr Adam Read, SUEZ recycling and recovery UK's External Affairs Director

### Progress made

Businesses implementing 'Target, Measure, Act' are finding that simple and often low-cost measures are providing benefits across all areas of their organisations.

- 180,000t of food (worth £300m) across 45 companies reporting comparable data has been saved from becoming waste by Roadmap members.
- More than 40 new ['Target' Measure, Act' case studies](#) have been published, showing how different businesses are implementing 'Target, Measure, Act', their learnings and the benefits realised.

Great progress has been made, but we need 400 more food businesses to implement 'Target, Measure, Act' to enable the UK to achieve the Courtauld 2025 targets, as well as the UN's Sustainable Development Goal 12.3 to halve food waste by 2030.

*We have seen the number of companies pledging their support to the roadmap increase, with some big new names on board. Against such a challenging backdrop, this is no mean feat – and shows how businesses understand the need to keep building resilience into their DNA.*

Susan Barratt, CEO, IGD



# Food waste reduction



## Hospitality and food service

This has been a particularly challenging and sensitive time for those businesses and individuals working in the hospitality and food service sector. However, it is also a time in which many leading sector businesses have been energised to continue working with WRAP and Courtauld 2025, demonstrating that 'building back better' by delivering a more sustainable food system remains a key priority.

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

The causes of food waste in the sector are often more varied and complex than for other parts of the supply chain, and the sector is fragmented, increasing the nature of the challenge. However, it is a challenge that needs to be met head-on if we are to fix our food system.

### Guardians of Grub: Becoming a Champion

Building on the [Guardians of Grub](#) awareness-raising campaign launched under Courtauld 2025 in 2019, the [Guardians of Grub: Becoming a Champion](#) pilot programme has been developed by WRAP to provide the hospitality and food service sector with an online learning approach to reducing wasted food.

The sector throws away over one million tonnes of food every year, 75% of which could have been eaten. Unlike other precious resources, food waste cannot be easily measured, particularly in this complex and diverse sector, so taking action requires real behaviour change.



Guardians of Grub: Becoming a Champion helps to develop confidence and competence to understand how to measure and reduce wasted food. The course is flexible for learners who can develop skills from Level 1 through to 5 and develops sector skills in line with the UK Food Waste Reduction Roadmap and delivering SDG 12.3 in the UK.

Businesses and individuals who are ready to join 'Guardians of Grub: Becoming a Champion' can [email the Guardians of Grub team](#).

### Continuing engagement

Despite the current challenges faced by the sector, the hospitality and food service sector has continued to engage in Courtauld 2025 and WRAP's wider work. For example, the number of businesses in the sector committing to the Food Waste Reduction Roadmap has increased, with 11 new businesses making the commitment since 2019. These include major chains, such as Burger King UK, McDonald's UK and Pret A Manger. Collectively these businesses represent around 23% of the entire sector, by turnover.

# Reducing the amount of food households waste



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

## 70%

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





# Reducing the amount of food households waste



Household food waste makes up 70% of all UK food waste post-farm gate, at 6.6 million tonnes (Mt). It is also the stage of the food supply chain which can often be the hardest to influence because it requires millions of citizens to change their behaviour. As such, it is the area where WRAP has focused significant effort and resources, and where Courtauld 2025 partners are helping to deliver change at scale.

Using WRAP's research and frequent consumer survey insights we target the most wasted products, the sectors of the population who waste the most, the behaviours that leverage greatest change and the areas of the UK that contain the highest proportion of our target audiences.

Even under lockdown restrictions we have been able to conduct 3 rounds of citizen research to gain greater insight to how our food habits are changing.

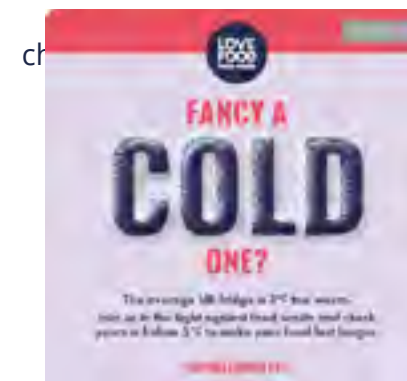
Our research indicates that this approach may be helping to turn the tide on food waste at home, but there is a huge amount still to do. In

particular, most consumers do not make the link between wasting food and climate change (although most are concerned about climate change itself).

## Love Food Hate Waste

WRAP's [Love Food Hate Waste](#) brand provides practical tools and advice to make it as easy as possible to reduce food being wasted at home. New research shows that 7 out of 10 people who recognise Love Food Hate Waste tools go on to change behaviours for the better. And-topic-specific campaigns are focused on the most wasted foods and behaviours.

Spoiled Rotten, a recent Love Food Hate Waste campaign, was developed on the following premise: 'As a nation we waste more than we think. We shop without checking what we've already got at home. Boil too much rice because who knows how much you're supposed to do? Leave salads to wilt in their bags, chuck half a loaf of bread and end up with cartons of out-of-date milk because we bought a spare just in case. When it comes to food we're spoiled for



## 'Great Taste, No Waste'

Love Food Hate Waste Scotland have teamed up with Lidl GB on the new [Great Taste, No Waste](#) campaign - a series of weekly shopping lists and meal plans that will feed a family of four, 3 meals a day for 7 days, with no wasted food. The aim is to take the stress out of shopping, which research shows has increased under lockdown.

Research also reveals that 1.8 million Scots do their big shop without a list, which contributes to the nation's food waste - 60 million meals going to waste in Scotland every month. The 'Great Taste, No Waste' lists are designed to make shopping and cooking easy.

# Reducing the amount of food households waste



## Wasting Food: It's Out of Date

WRAP research shows that while 81% of people in the UK are concerned about climate change, fewer than 30% of us can see a clear link with wasting food.

[Wasting Food: It's Out of Date](#) is WRAP's new brand that has been created to communicate the simple message that wasting food is now as socially unacceptable as littering or not wearing a seatbelt.

The brand will partner WRAP's existing [Love Food Hate Waste](#) campaigns but use more direct and harder-hitting messaging to reach those people who may not yet be aware of the connection between wasting food and climate change. It will show that we all have the power to help to reduce the UK's CO<sub>2</sub> emissions, and halve our food waste by 2030. It will put initial focus on 18–34-year-olds through social media to show that, like plastic pollution, wasting food has a huge impact on the environment.

The launch of the brand in October 2020 was supported by a variety of partner organisations including HiSense, Co-op, M&S, and Unilever.

Partners will use their own channels to support **Wasting Food: It's Out of Date** (partner assets are available [here](#)) and highlight the waste of precious resources that go into producing our food – like water, agricultural land, and energy – when food ends up in the bin.



# Reducing the amount of food households waste



## Case study – Arla Foods

In this case study Arla Foods demonstrate how being a signatory to Courtauld 2025 has helped the company support consumers in reducing milk being thrown away.

### Summary:

- Made use of WRAP's insights and data to develop their own campaign
- Worked closely at all stages with WRAP's citizen campaigns team to develop a campaign with maximum impact.
- Co-branded campaign with Love Food Hate Waste logo which has strong resonance with Arla's consumers.

'In 2018 WRAP's report 'Opportunities to reduce waste along the journey of milk, from dairy to home' uncovered the scale of the milk waste across the supply chain. 330,000 tonnes of milk waste each year were identified, and 90% of this occurs in the home equating to 490 million pints of milk. For a farmer-owned business like Arla, these were shocking statistics.

'We calculated that it equates to 198 farms' worth of milk being poured down the drain. We decided to act and make tackling food waste at home a priority action within our sustainability strategy.

'WRAP's Household Simulation Model showed us the actions that could have the biggest impact in helping consumers reduce waste at home. For milk, giving as much product life as possible is key to reducing waste. We are using our Arla Cravendale milk, which is filtered to last longer, together with WRAP's Love Food Hate Waste to promote this message.

'In addition, all of our milk brands now carry a 'Best Before' instead of a 'Use By' date, which gives householders even longer to use the product, and further opportunities to reduce waste. We have also found that few people currently freeze dairy items, like milk and cheese for use later, partly because they are not aware they can do so with these foods. . To help counter this we have added freezing messaging onto our website and aim to include on our packs in 2021.

'To help counter this we have added freezing messaging on Cravendale packs and on our website. 'We continue to work with WRAP under Courtauld 2025 to find ways for consumers to make the most of what they buy.'



# Reducing the amount of food households waste



## Behaviour change interventions

Combining WRAP's extensive knowledge of food waste with the power of behavioural science, the Behaviour change interventions programme has been designed to test, learn and adapt interventions, ready for roll-out or co-creation with partners with a particular interest, such as date labels.

Working at the cutting edge of behaviour change, specialist agencies and a range of partners have devised several citizen food waste prevention projects together. Many of the partners to date have been Courtauld 2025 signatories, and several ideas and pilots have been developed in collaboration with Courtauld 2025 whole chain working groups such as meat and dairy. Recent research projects to inform behaviour change interventions have included:

### Project PAC (Packaging And Consumers)

On-pack guidance is known to play a role in how citizens interact with food, and consequently, how much they waste. However, studies have shown that this guidance is not always noticed,

understood or applied as intended.

Using qualitative and quantitative surveys, WRAP set out to investigate claimed vs. actual behaviour when it comes to on-pack guidance, identify to what extent citizens are using on-pack guidance, and explore opportunities for interventions that can ultimately influence citizens to reduce waste. In addition, the research looked at how WRAP can influence retailers to further change on-pack guidance. Findings of the research included:

- Most citizens recognise the difference between 'Best Before' and 'Use By' dates. However over 25% are still unable to differentiate between the two.
- Over 9 in 10 citizens interact with expiry dates, so there is a big opportunity for WRAP to work with retailers to make guidance clearer at shelf and through their websites.

The next steps in the project are to dig deeper into the data for additional insight, identify priority areas for follow-up with qualitative research, and then design evidence-based interventions and guidance.

## Lockdown Food Diaries

The spring lockdown had a major impact on the role of food and food management in people's lives, giving rise to a range of positive food behaviours. These surveys were a snapshot of habits, behaviours attitudes during Covid-19, but we wanted to go further and obtain a moving picture of behaviours and attitudes during lockdown.

'Lockdown Food Diaries' were provided to a sample of citizens over several weeks in May/ June for them to record their food habits. The objective was to find out how WRAP and the wider food sector can support citizens to maintain and continue building on the positive behaviours for the immediate future and in the long term.

The research in this project is ongoing and will be published at a later date.

# Reducing the amount of food households waste



## Building a better picture of the food we waste

WRAP undertakes an annual survey to track food waste attitudes, knowledge, and behaviour. As the COVID-19 lockdown continued through 2020, we undertook more frequent surveys to monitor the effects.



## Food waste trends 2019 survey

In January, the results of the annual tracker survey were published. The [Food Waste Trends Survey](#) provided insights to inform WRAP's work, as well as playing an evaluation role in assessing any changes in attitudes and behaviour. With over 2000 interviews undertaken in May 2019, the survey's main findings were that:

- 22% recall seeing the Love Food Hate Waste logo in the past year – a record high.
- But less than 30% of us make a strong link between throwing away uneaten food and climate change.

## Citizens and food during lockdown

With the Covid-19 lockdown having such a profound effect on UK citizens' daily lives from March, WRAP wanted to find out how it was impacting on food behaviours. This new research was published in June 2020 in the report [Citizen responses to the Covid-19 - food purchasing, management and waste](#), examining the impact of the lockdown on citizens' planning, purchase, storage and consumption behaviours; and the implications for changes in levels of food waste. Insights from this research allowed WRAP and partners to develop maintenance and mitigation strategies to support a continued reduction in household food waste.

The results were encouraging, with UK citizens managing their food better in lockdown, including more pre-shop planning, better in-home food management and using creative approaches to cooking. These new behaviours led to a reported 34% reduction in waste of potatoes, bread, chicken, and milk.



*WRAP will continue to seek out opportunities to reach people at home, providing easy ways to maintain this progress, and work in partnership with businesses, local authorities, and government to make this approach to valuing food the new normal.*

**Marcus Gover, CEO, WRAP**

# Reducing the amount of food households waste



## Our food habits as lockdown eased

Further citizen research in June 2020 found that (reported) household food waste was starting to creep back up, although it was still significantly below pre-lockdown levels. Citizens were undertaking an average of seven behaviours each to manage food better, including better pre-shop planning and creative cooking. 70% of people intend to continue these behaviours after lockdown, although many see time as a barrier, and are less motivated now by wanting to avoid supermarkets.

Following publication, this research was covered extensively by the media, including features in the Guardian, Telegraph, Mail Online, and inews, as well as in radio interviews with WRAP spokespeople on regional BBC stations across the country, and a full piece on BBC Midlands Today.

## Keep Crushing It

To motivate and inspire citizens to keep up their good lockdown habits, Love Food Hate Waste has launched a new campaign. [Keep Crushing It](#) is an upbeat, vibrant campaign showing the simple actions that can make a huge difference – saving time and money as well as looking after the environment.

Keep Crushing It features some climate-focused messaging to help people make a connection between wasting food and the environment, paving the way for other climate campaigns planned for later in the year.

Courtauld 2025 signatories have been active in promoting the campaign to their audiences.



## The A-Z of Food Storage

A one-stop guide to helping people make food last up to 2 weeks longer, the [A-Z of Food Storage](#) tells you exactly where and how to store your fresh produce. From freezing herbs to bringing wilted broccoli stalks back to life, the website has plenty of practical advice - for instance putting a sheet of kitchen roll in a container or bag with lettuce or spinach leaves can keep it fresh for up to three days longer. Courtauld 2025 signatories such as Warburton are helping the message go further through active promotion on their social media channels.



# Reducing the amount of food households waste



## Love Food Hate Waste - always social, always in the news

In a challenging year the Love Food Hate Waste message continues to cut through. We have seen more than 150 individual pieces of coverage in titles including The Sun, the Daily Mail, Good Housekeeping and Huff Post.

The number of Love Food Hate Waste followers across all social media platforms has increased by 9.6% since January 2020. On Instagram we've seen a 97% increase (to c.13,000) in followers. Impressions in particular have gone up by 7.5% across all platforms, but specifically 639% on Instagram.



## Courtauld Commitment 2025 Marketing and Communications Task Force

Key to the success of WRAP's citizen-facing initiatives such as Keep Crushing It is the work of the Courtauld 2025 Marketing and Communications Task Force. Consisting of signatories and supporters who commit to actively engaging to deliver and be ambassadors for change, the Group aims to

- Provide an understanding of WRAP's Citizen Food Waste Prevention strategy and the crucial role that partners play in achieving its core objectives;
- Share their planned campaigns and communications on citizen food waste prevention, and how these fit with WRAP's work;
- Identify opportunities for whole sectors and individual organisations to effectively amplify citizen food waste prevention campaigns to achieve the impact required on citizen food waste reduction;
- Understand what members of the group

hope to achieve through being involved in these initiatives and in the task force itself; and

- Gain commitments of support from group members to support WRAP's Citizens Food Waste Prevention campaigns and communications activities to achieve impact at scale.

The work of Courtauld 2025 Marketing and Communications Task Force continues to be integral to shaping WRAP's citizen food waste reduction, notably with the new Wasting Food: It's Out of Date brand.

# Reducing greenhouse gases



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

## 150 Mt CO<sub>2</sub>e

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





# Reducing greenhouse gases

## A bolder ambition for tackling the climate crisis



When Courtauld 2025 was launched in 2015, we began with a target to reduce the greenhouse gas (GHG) emissions associated with production and consumption of food and drink in the UK by 20% per person.

Last year we reported that around 7.1 Mt of CO<sub>2</sub>e reductions have been delivered across the food and drink system to date: a 7% reduction per person.

We estimate that achieving the Courtauld 2025 food waste target would result in a further c.4 Mt of avoided GHG emissions. This, together with ongoing decarbonisation, will help us to achieve the 20% GHG reduction target.

However, the climate is now widely recognised as the most important issue of our time, and there is a need to go further and faster. As a result, we are proposing to develop a more ambitious target for Courtauld: one that is in line with the pathway needed to help limit warming on a global scale to 1.5°C.

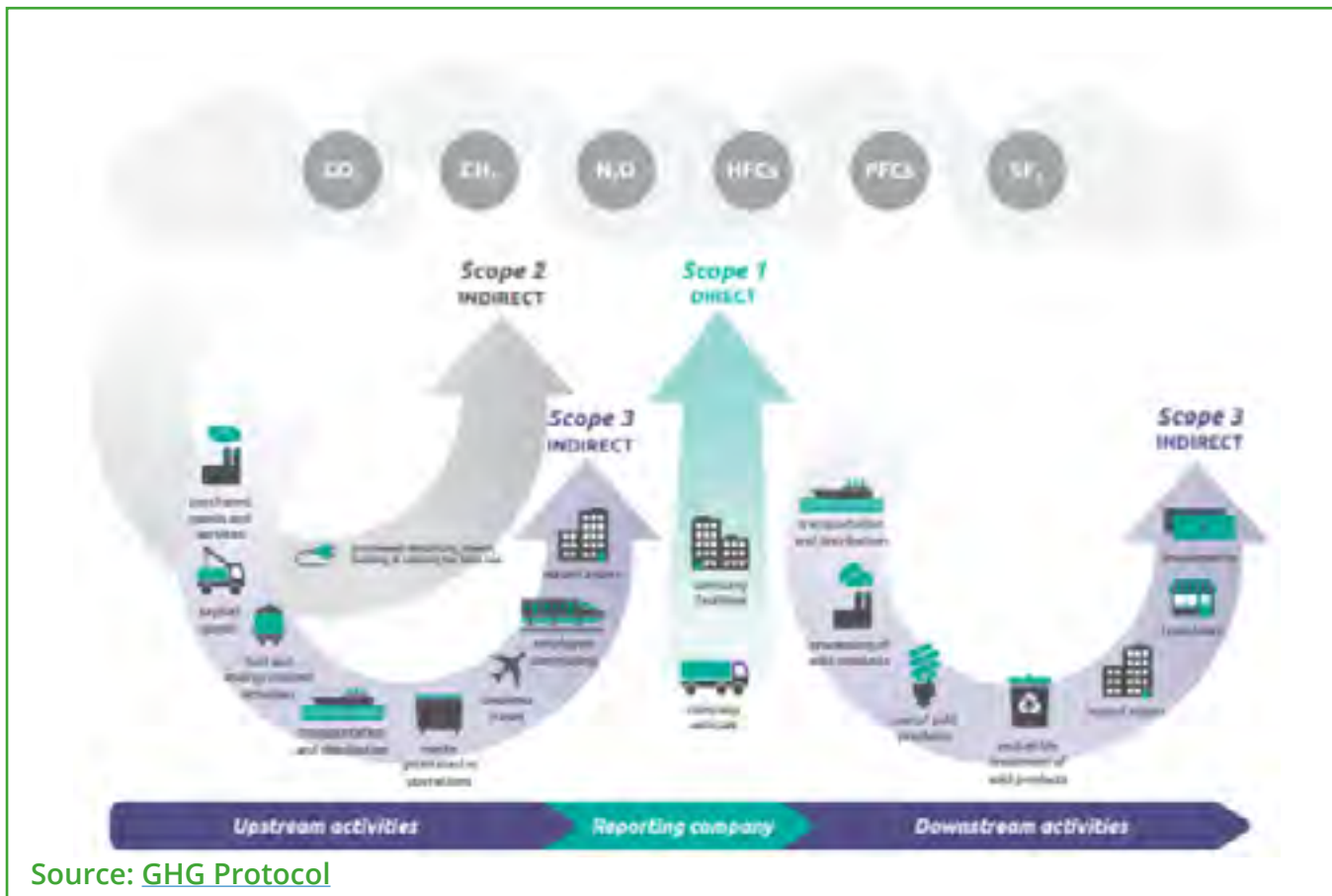
THE UN's Sustainable Development Goals recognise this - SDG 13 calls for 'urgent action to combat climate change and its impacts.'



**Take urgent action  
to combat  
climate change  
and its impacts**

# Reducing greenhouse gases

On average, supply chain greenhouse gas emissions are 5.5 times\* greater than those of a company's direct emissions.



Source: [GHG Protocol](#)

Different 'scopes' of GHG emissions have been defined by the GHG Protocol (for reporting purposes), and are commonly used terms.

**Scopes 1 and 2** include any GHGs that are emitted directly in a business's own operations (e.g. process emissions, fuel for heating/transport, refrigerant gases), or through electricity consumed.

**Scope 3** includes any GHG emitted in the production and supply of 'purchased goods' (e.g. raw materials / ingredients / products / packaging); as well as the use of products and management of any wastes.

For most food and drink business, the upstream/supply chain scope 3 emissions linked to 'purchased goods' will be **by far** the most significant part of the business's environmental footprint.

\* [CDP Global Supply Chain Report 2019](#)

# Reducing greenhouse gases



## The biggest challenge: supply chain GHG emissions

Many food & drink businesses and industry bodies are setting either net zero emissions targets, or science-based GHG reduction targets. For both there is a need for businesses to address emissions across their value chains (i.e. scope 3 emissions).

Reducing scope 3 emissions - which mostly arise during the production of raw materials - is a daunting challenge.

With shared supply chains for these raw materials it makes sense to work together on this challenge, and working with peers, suppliers, customers and industry experts through Courtauld 2025 provides a means to do so.

A new [Courtauld 2025 Supply Chain GHG Working Group](#) has been established to help address this challenge.

There has been an overwhelming response, with more than 80 organisations contributing to developing the scope of work and progressing actions. These organisations span the whole of the food chain, including farming bodies, manufacturers & processors, retailers,

hospitality & food service businesses, industry bodies, Government representatives and other stakeholders.

*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 2025. It is vital to maintain strong links between the range of actors and initiatives needed to address this complex challenge.*

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

We are also focusing action on key sectors like the meat industry – with whom we helped launch a new commitment to action to work from farm to fork to optimise efficiency and productivity, minimise waste, protect natural assets and reduce GHG emissions.

### Meat in a Net Zero world

In June 2020 all the major grocery retailers together with meat processors representing 80% of UK production, and hospitality and food service companies established Meat in a Net Zero world, a joint vision of improved resource efficiency from farm to fork.

#### Influencing and delivering whole chain improvements:



Developed under Courtauld 2025 and facilitated by WRAP, the aim is to make the UK meat industry a world-leading example of efficient and sustainable meat production and supply.

# Reducing greenhouse gases



## Forward priorities for action

### Courtauld 2025 Supply Chain GHG Working Group

Many food and drink businesses are facing the same challenge regarding how to robustly track and deliver progress against supply chain GHG targets. Working in silos has led to a proliferation of different approaches for GHG accounting and a difficulty for businesses in some parts of the supply chain facing multiple requests for information. In some cases these challenges have created an uneven playing field and a barrier to progress.

Recognising this, WRAP has convened a forum to bring together different parts of the supply chain to consider what is needed to help the whole industry move forward faster.

Advised by Courtauld 2025 signatories, this new group is focusing on the following:

1. Harmonising supplier asks on GHG measurement / reporting.
2. Supporting the drive for reduction in UK agricultural emissions.
3. Tackling overseas production emissions.

4. Exploring solutions for more robust data to support reduction efforts and monitoring progress.
5. Identifying and signposting action groups on key topics.

*This is an absolute godsend, WRAP's role in coordinating this is vital to ensure a balanced and impartial representation.*

**Julie Finch, Agriculture Governance and Compliance Manager, Kepak**

### Why get involved?

- Work with peers, suppliers, customers and industry experts to align your scope 3 approach with others.
- Understand the role that you can play in helping to reduce GHG emissions in your supply chain.
- Help shape future data requests.
- Help develop future data solutions.

*We don't want to be acting alone and are very keen to collaborate. WRAP has been able to do so much by providing a 'safe space' for us to work together on this topic.*

**Sophie Throup, Head of Agriculture, Fisheries and Sustainable Sourcing - Wm Morrison plc**

For more information contact [Karen Fisher](#).



# Reducing water stress



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

## 40%

The UN predicts a 40% shortfall of the available global water supply by 2030



# Reducing water stress



## Why take action on water?



The facts are stark on current state of water resources in key food and ingredient production regions both in the UK and overseas.

Water pressures disproportionately affect the food & drink sector because of the importance of water for agriculture. Agricultural supply chains use 70% of global freshwater resources.

Climate change will increase pressures on farmers, with more unpredictable weather and the disruption faced from both water scarcity and flooding. For example, The UN predicts a 40% shortfall of the available global water supply by 2030.

Security of supply in this context is a real commercial – and national – concern. Particularly with a future shift to more fruit & veg in diets (most of which is imported).

Suppliers need the means to become more resilient to water pressures. This can mitigate future risks – but also have positive effects. For example, it is estimated that better water management could boost crop production by 20% globally.

There are also wider risks & opportunities. Food and businesses share their water needs with communities and wildlife. Food and drink businesses are exposed when their supply chains are linked to practices that negatively affect these water resources. Examples include the spotlight placed on avocado production in Chile, and asparagus production in Peru, or recently on free-range egg production in the UK.

There are simple, nature-based solutions that can be implemented for multiple benefits: to restore habitats, protect soils, increase carbon storage, conserve water, reduce pollution and protect against flooding.

**This is a win-win for all.**

**The Courtauld 2025 Water Ambition is a response by food and drink businesses to tackle this challenge.**

# Reducing water stress



The [Courtauld 2025 Water Ambition](#) aims to achieve the following:

1. Business signatories are monitoring water use in their own operations and have improved efficiency; and
2. Business signatories are participating in collective action to improve the quality and availability of water in key sourcing areas.

The Courtauld 2025 Water Ambition's objectives mirror the core steps in the Water Stewardship Ladder (opposite) – a framework defined by WWF to guide businesses towards being a water steward and reducing exposure to water risks.

The top steps of the ladder (4 and 5) are the hardest challenge, but the most critical need, because water is a shared resource and trying to tackle water pressures in isolation won't work.

This is where the power of working together through Courtauld 2025 can help deliver meaningful change. Reducing water-related risks, but also helping to reduce GHG emissions and improve biodiversity through interventions at the primary production stage.



Steps 1-3 - More than 95% of Courtauld signatory business are already taking action to monitor water use in their own operations and improve water management.

**WWF Water Stewardship Ladder (2013)**

# Reducing water stress



## A framework of collective action projects to reduce water stress in key food & drink production areas

Initially we are focusing collective efforts in a small number of locations – to serve as pilots to demonstrate that this approach works.





# Reducing water stress



## South Africa project: improving supplier resilience to drought

### The problem and exposure for UK food & drink businesses

South Africa is a major production area for the fruit we consume in the UK: around 20% of the UK's citrus fruit and grapes are sourced from the country, and it is a leading non-EU source of other fruit categories, such as apples and stone fruit.

Fruit growing areas have been heavily affected by drought in recent years, and this in turn has affected fruit crop yields, availability, and price stability. For example, the 2017/18 drought in the Western Cape resulted in an economic loss of around £280m in agriculture and a 13-20% drop in exports.

Water levels have re-charged in winter 2020, but future rainfall is uncertain and presents significant risks for both producers in the region, and businesses purchasing from the region.

*A large component of our supply base is situated in the Western Cape region of South Africa. This is a water scarce area and climate models suggest that we may experience even drier conditions in future. Water is a crucial resource required for sustainable fruit production and the golden thread that connects us all. Without this precious resource, the production and availability of export quality fruit would not be possible and as a result we would not have a business.*

Willie Wood, Head of Technical,  
Worldwide Fruit

**To find out more about the Water Ambition's international collective action projects contact [Conor Linstead](#), [WWF](#).**

### What can UK food & drink businesses do?

Collective action is the only way to address a problem of this scale.

As part of the Courtauld 2025 Water Ambition, WWF-South Africa is coordinating a programme of activity in key fruit growing regions. The focus is clearance of alien invasive species; and supporting farmer-to-farmer learning on water issues and best practices through employment of a local co-ordinator. A groundwater monitoring programme is also being implemented, to help track progress over the long term.

Working together means a much greater reach to effect change at landscape-scale.

The more businesses that support this coordinated effort, the better the coverage, the more consistent the messages to local growers and the greater the likelihood of meaningful change.

# Reducing water stress



## UK project progress: East Anglia - Cam, Ely & Ouse (CamEO) and Broadlands

These catchments are key sourcing areas for cereals (wheat, barley, and oats), oil seeds, sugar beet, potatoes, vegetable, and salad crops, as well as pig and poultry production.

Diffuse pollution from agriculture has been identified as the most significant factor contributing to poor ecological health in the region's rivers - which are internationally recognised for their rare habitats and species.

There have been issues with prolonged wet weather in winter 2019/20 causing high soil loss and water pollution. With predictions of increased rainfall in future winters, the current system for late harvested crops may become unsustainable. Future water availability pressures in this area are also well-known.

### Objective of the project

Extend the existing, successful [Water Sensitive Farming](#) initiative, to reach a wider area. This includes targeting farm support to deliver practical on-farm measures that improve water retention, reduce runoff, protect soils, and improve the resilience of the surrounding water environment.

### Key outcome measure

Area of land covered by soil and water improvements (aiming for 1500ha over 3 years) and the amount of water replenished back to the environment.

### Progress to date

Interventions have been implemented across nearly 630ha land, including cover crops, cultivations changes, buffer strip creation, tree

and hedge planting and tramline disruption. 43 silt traps/wetlands have also been installed in strategic locations to prevent soil loss into the rivers. Through these actions more than 750 million litres of water have been replenished back to nature since July 2018.

**For more information about the Water Ambition's UK collective action projects contact [Alex Adam](#), The Rivers Trust, or visit The Rivers Trust [website](#).**



# Reducing water stress



## UK project progress: Wye & Usk

These are important production areas for poultry, dairy, sheep, beef, vegetables, orchard fruit, soft fruit, and cereals.

The rivers are internationally important habitats for vulnerable and endangered species, support a major recreational fishing industry and provide drinking water for Birmingham, Herefordshire, Gloucestershire, and South Wales.

The health of both rivers is threatened by diffuse pollution, in particular nutrient and sediment losses from agri-businesses.

In particular, [recent media reporting](#) has highlighted the growth of the free-range poultry/eggs sector in the last ten years – which has been linked to record levels of phosphate in the Wye, has severely impacted water quality and is preventing housing development in Hereford.

More information about the project can be found in the [Wye Agri-Food Partnership 2020 Newsletter](#).

### Objective of the project

Target farm support, through the local expertise of the [Wye & Usk Foundation](#), to deliver practical on-farm measures that address the specific challenges identified for key agricultural sectors in the area.

### Key outcome measures

Area of degraded soil structure improved (aiming for 4500ha over 3 years); tonnes topsoil retained (aiming for 7400 tonnes / year by year 3); amount of water replenished back to the environment; and sector-specific interventions (e.g. free range areas with interventions to reduce phosphate installed, dairy units with reduction in nutrient losses).

### Progress to date

Interventions (delivered via Countryside Stewardship) include 1600ha of grassland management improvements; 254km of watercourse buffers to protect from soil erosion, nutrients and sprays; 245km of

fencing to protect habitats; 2175 bankside trees coppiced to create mixed habitat along watercourses; over 7km of guttering; almost 6km of underground drainage; and 57,000m<sup>2</sup> of roofing for manure stores. With the addition of 3 new undersowing maize drills, over 600 ha of maize has also been undersown to reduce the risk of soil erosion and nutrient runoff.

**For more information about the Water Ambition's UK collective action projects contact [Alex Adam](#), [The Rivers Trust](#), or visit [The Rivers Trust website](#).**



# Reducing water stress

## UK project progress: South West England – Tamar



The Tamar is a major sourcing area for dairy and meat. As with much of the West Country land is naturally dominated by grassland and livestock rearing.

It is a strategically important river system, spanning the Devon/Cornwall border and provides drinking water for a large population of Devon & Cornwall, including Plymouth.

The health of the river is threatened by diffuse pollution, in particular linked to soil degradation, nutrient losses from yards or fields, and historic loss of protective wetland and woodland habitats.

### Objective of the project

Through the [Tamar Water Stewardship Business Board](#), build a network of all of the major agri-food businesses operating in the catchment, to: share evidence on environmental impacts at a catchment level; map areas of high priority/

shared interest to focus effort on reducing these impacts; implement interventions with the greatest benefit; and consolidate and streamline messaging to suppliers across the catchment.

### Key outcome measures

Area (ha) of land with positive active management as a result of interventions; amount of water replenished back to the environment; and specific interventions (e.g. no. trees planted in catchment; kms of river/stream frontage protected, no. interventions for nutrient loss reduction)

### Progress to date

Interventions include 273 ha soil management improvements, 16,000 trees planted, 8.5 kms of fencing, 3.7 ha of buffer strips. Other outcomes include: broad mapping of producer locations

& water risks to help target interventions appropriately; development of [new best practice guidance for farmers](#); and launching a series of [business interviews](#) to illustrate the benefits of the approach from all involved.

**For more information about the Water Ambition's UK collective action projects contact [Alex Adam](#), The Rivers Trust, or visit [The Rivers Trust website](#).**



# Reducing water stress



## UK project progress: Kent – Medway

The Medway is the UK 'Soft Fruit Basket' – producing strawberries, raspberries, blackberries, and other soft fruit. Around 1/3 of the UK's strawberries are sourced from here.

The industry has grown significantly in the last 10 years, but water-related pressures are a threat to further growth, because of:

1. **Pressures on water availability.** Surface & ground waters in the area are already fully abstracted, so without better water management new businesses cannot grow.
2. **Problems with run-off.** The large surface area of polytunnel enterprises can cause flashy runoff that results in localised flooding, soil erosion, nutrient loss, and poor water quality in watercourses. As a result, polytunnel development applications require the demonstration of flood risk management interventions.

### Objective of the project

Design, test and demonstrate combinations of nature-based water capture and retention features – to encourage polytunnel growers to rationalise their on-site set-up to improve water security and increase the use nature based methods to reduce flood risk, improve soil and water quality and increase levels of biodiversity (including the presence of important pollinators and pest predators).

### Key outcome measures

Number of growers reached; number of nature-based water retention interventions implemented (aiming for 20+ over 3 years); Number of rainwater harvesting systems designed and implemented.

### Progress to date

South East Rivers Trust, Kent County Council and NIAB EMR have teamed up to develop the [Holistic Water for Horticulture](#) project. Progress

has focused on grower engagement initially – which has been slowed by Covid-19 restrictions. In the interim, the team have established two demonstration sites in the area, developed a high accuracy/low cost rapid polytunnel mapping methodology capable of covering large geographical areas using open access satellite imagery; and are launching a knowledge exchange platform.

**For more information about the Water Ambition's UK collective action projects contact [Alex Adam](#), The Rivers Trust, or visit The Rivers Trust [website](#).**



# Reducing water stress



## Forward priorities and call to action to improve water security

The priority for meaningful action on water stress is to work collectively at catchment-scale.

Leaders recognise the importance of action and around one third of Courtauld 2025 business signatories are supporting collective action projects. However, because of a lack of profile, water can often fall lower on the list of priorities and, for many businesses, an understanding of relevance and knowing exactly how to act is a challenge.

Recognising this, we are commencing the development of a Roadmap toward water security for food & drink supply. The objectives of this will be to:

- Help food & businesses understand their water risks, opportunities and how these link to other commercial and sustainability priorities, such as security of supply, reducing GHG emissions and improving biodiversity;
- Clarify the actions that businesses can take to contribute to sustainable water

management (SDG 6) – and associated benefits; and

- Help the UK food & drink sector deliver its part towards SDG 6 (Ensure availability and sustainable management of water and sanitation for all).

### Why get involved?

- Improve supplier resilience to water pressures & climate change
- Positive outcomes for the wider local environment, wildlife and communities
- Combine influence, experience and resources to maximise the positive outcomes and the likelihood of meaningful change

Contact [Karen Fisher](#), WRAP.

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

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

# Conclusions



How the Courtauld Commitment 2025 is growing as a global influence, and looking beyond 2025.



# Courtauld 2025: A global influence



Food waste continues to move up the agenda for policy makers, businesses, and citizens, in the UK and worldwide. Courtauld 2025 has been instrumental in making this happen and continues to be the model that the rest of the world follows.

## **A food waste voluntary agreement for Mexico**

In 2018/19, working with the World Bank, WRAP prepared 'A conceptual framework for a national strategy on food loss and waste in Mexico.' The framework draws upon WRAP's world-leading expertise in helping to reduce food loss and waste in the UK with Courtauld 2025.

In a similar way to the Courtauld 2025 model, the framework identifies the 'hotspots' where losses and waste occur along the food supply chain and provides an initial list of solutions for the short-, medium- and long-term that could

help prevent and reduce FLW

WRAP and the World Bank developed the framework through broad consultation across a wide range of stakeholders from the public and private sectors, international organisations and trade associations, looking at all the available data on food in Mexico to develop the country's first national estimate. This follows the Courtauld 2025 model of consulting widely, building the evidence base, and taking collaborative action.

## **'FLAWLESS' food waste reduction partnership**

FLAWLESS (Halving Food Loss and Waste by Leveraging Economic Systems) is a global coalition of partners including Bancos de Alimentos de Mexico, Citibank, The Consumer Goods Council of South Africa, The Danish Think Tank, The Global Food Banking Network, The Indonesian Business Council for Sustainable Development, Leanpath, PicknPay, the United

Nations Environment Programme, Verra, as well as WRAP, that will accelerate action on food loss and waste globally.

This will be achieved firstly by mobilising the financial sector to factor in both financial and environmental performance in their lending. This could include, for example, investments that enable the food sector to acquire smart technology to help reduce waste. Secondly, FLAWLESS will build on WRAP's existing partnerships in three partner countries - Indonesia, South Africa, and Mexico.

The FLAWLESS model adapts and implements the Courtauld 2025 approach in working collaboratively with businesses, governments, and citizens to reduce food waste. If scaled up, the pioneering approach could supercharge global efforts to meet the SDG 12.3 to halve food waste by 2030. It will also help to build more resilient supply chains - essential to meet economic recovery needs as the world emerges from the crippling COVID-19 crisis.



# Courtauld 2025: A global influence



## Pacific Coast Collaborative

WRAP is a partner on this recently-launched public-private partnership - one of the largest in the world – to address food waste. [The Pacific Coast Collaborative \(PCC\)](#) represents the world's fifth-largest economy including British Columbia, Washington, Oregon, California, and the cities of Vancouver, Seattle, Portland, San Francisco, Oakland, and Los Angeles. The PCC's goal aligns with UN SDG 12.3 to halve food waste by 2030.



## Love Food Hate Waste - a worldwide success

Building on its success in the UK, Love Food Hate Waste has been licensed in a growing number of territories including Canada, New South Wales and New Zealand.

The Love Food Hate Waste Network's aim is to drive measurable action with citizens through Love Food Hate Waste across the world by sharing their experiences and working together on shared goals and activities. Membership of the Network includes granting a licence to Network Members to use the Love Food Hate Waste brand, the sharing of citizen campaign plans, assets, performance and lessons learnt from campaigns and any other activities members are able to share. Find out more by contacting [LFHW International](#).

# The Courtauld Commitment: Beyond 2025



[The Courtauld Commitment 2025](#) builds on a series of WRAP-led voluntary agreements ([Courtauld 1, 2,3](#) and the [Hospitality and Food Service Agreement](#)), and has targets informed by a thorough cost-benefit analysis and intensive discussions with UK governments, businesses and trade bodies. When adopted in 2015, the food waste and GHG targets were agreed to be realistic but ambitious.

With the announcement of the [UN SDG 12.3](#) (a 50% reduction in food waste), the development of the [Food Waste Reduction Roadmap](#) and an increasing number of individual businesses and sector initiatives (including [Meat in a Net Zero World](#)) adopting a 50% reduction target to align with SDG 12.3, there is now an opportunity to assess the future direction of Courtauld 2025.

With respect to the GHG target, much has happened since the original Courtauld 2025 target was agreed, including most recently commitments to achieving 'net zero' by 2050. The UK food and drink industry will need to go further and faster to reduce GHG emissions to meet the latest global ambitions.

WRAP is currently in discussions with UK governments and the food and drink sector to consider options for extending the Courtauld Commitment beyond 2025. The aim is to make realistic and achievable targets that fully align with UK and international targets and make the UK food system fit for the future.



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



**[wrap.org.uk/courtauld2025](https://wrap.org.uk/courtauld2025)  
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[@WRAP\\_UK](https://twitter.com/WRAP_UK)**

**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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