



# Primary Producers

## Actions to support delivery of the UK Food Waste Reduction Roadmap

**Key steps for Primary Producers** to embed the principles of 'Target, Measure, Act' and to play their part in delivering UN Sustainable Development Goal (SDG) target 12.3 and the Courtauld 2030 food waste target.



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## Engaging your growers and farmers

- ▶ Engage with your key [primary producers and their farm advisors](#) to adopt a 'Target, Measure, Act' approach.
- ▶ Include your primary producers in any collaborative projects across the supply chain to ensure you are reducing food waste from farm to fork.
- ▶ Work together to understand the root cause of food waste with your primary producers and develop solutions collaboratively where the cause is linked to supply chain activities.
- ▶ Encourage primary producers to share actions and progress via their communication channels (website, Sustainability reports etc.) and [case studies](#).

## Measure and track at site

- ▶ Record measurements of on-farm food surplus and waste on the [Food Waste Reduction Roadmap data capture sheet](#). When it becomes available, do this using [WWF's tool](#).
- ▶ Where growers find it helpful, WRAP's [Grower Guidance and Field Record Sheet](#) can be used to support field measurements.
- ▶ Encourage farmers and growers to share their data annually with WRAP.

## Maximising food surplus redistribution

- ▶ Encourage your farmers and growers to establish partnerships with [local/national food redistribution organisations](#).

## Maximising surplus food to animal feed

- ▶ Encourage your farmers and growers to follow the [food waste hierarchy](#) so that more surplus food or ingredients that cannot be redistributed for human consumption are sent to animal feed (where regulations allow).

## Maximising surplus food to biomaterial processing

- ▶ Support your farmers and growers to investigate opportunities to send surplus food or ingredients to be [valorised into other products](#) where these cannot be moved further up the [food waste hierarchy](#); use WRAP's [biomaterials guidance and assessment tool](#) to identify if your material qualifies as the biomaterial destination.

For further specific actions, see [WWF's Hidden Waste Roadmap](#).

# Food Waste Reduction Roadmap



**IGD and WRAP have led an industry-wide programme of work developing the Food Waste Reduction Roadmap, showing how the UK food industry will help achieve the UK's Courtauld 2030 targets, and the UN's Sustainable Development Goal 12.3 to halve food waste by 2030.**

To find out more and get involved, contact our experts [FoodWasteRoadmap@wrap.org.uk](mailto:FoodWasteRoadmap@wrap.org.uk)  
[wrap.org.uk/taking-action/food-drink/initiatives/food-waste-reduction-roadmap](https://wrap.org.uk/taking-action/food-drink/initiatives/food-waste-reduction-roadmap)

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