



Collaborating with Supply Chain Partners and Supporting Citizens

Example actions businesses can take to reduce field to fork food waste through collaborating with supply chain partners and supporting citizens.

Introduction

As well as taking action to reduce their own operational food waste, businesses on the UK's [Food Waste Reduction Roadmap](#) have committed to help reduce field to fork food waste through collaborating with supply chain partners and supporting citizens reduce their food waste.

Businesses should provide details and – where appropriate – evidence of their actions in these areas through their annual data submission to WRAP on the [food loss and waste data capture sheet](#).

This guide sheet provides examples of actions businesses could take to deliver on their commitment in these areas.

These example actions are not comprehensive and there are other actions you could be taking; the aim will be to expand this list with more ideas and inspiration over time.

You do not have to deliver every one of these actions and not all are equally appropriate for all types of business; you should be delivering actions that enable you to make the most impact given your circumstances. Where your business has a greater influence across the supply chain, or with citizens, you should be doing more in these respective spaces.

No matter where you are in the supply chain, there are actions you can take in each of these areas (for example all businesses have employees they can engage on food waste reduction which can help reduce food waste in the home).

Over time, you should aim to increase your impact and progress with your actions in terms of scope and/or scale. In most cases, you should not just report the same actions every year or rely on actions from previous years.

Please provide more details of your actions than are covered in these examples, where possible, so that WRAP can better understand your impact and learn from best practice.

Collaborating with supply chain partners

- ▶ Write to your suppliers, encouraging them to adopt a 'Target Measure Act' approach and to [sign up to the Food Waste Reduction Roadmap](#) if they are large businesses.
- ▶ Host a workshop for your suppliers to help educate/upskill them in measuring and reporting food waste.
- ▶ Build food waste measurement and reporting clauses into future terms and conditions / contracts / codes of conduct with suppliers.

- ▶ Support your primary producers in measuring on-farm food surplus and waste (for example following WRAP's [Farm Advisor approach](#)).
- ▶ Participate in a [Whole Chain Food Waste Reduction Plan](#) to reduce end-to-end food waste.
- ▶ Embed food waste reduction targets / projects into joint business plans and ensure food waste is an agenda item during joint planning meetings.
- ▶ Create KPIs that target field to fork food waste.

Supporting citizens to reduce their food waste

- ▶ Raise awareness through your marketing and consumer engagement channels (e.g. social media).
- ▶ Support existing campaigns (e.g. [Love Food Hate Waste](#), [Food Waste Action Week](#)).
- ▶ Adopt best practice guidance for [product labelling and storage](#).
- ▶ Develop and trial ideas around packaging, portion sizes, and on pack messaging etc., to reduce food waste.
- ▶ Trial [behaviour change interventions](#) (BCIs) designed to help change consumer behaviour and reduce household food waste.
- ▶ Engage your own staff to help embed the food waste reduction message at home (e.g. using WRAP's [Love Food Hate Waste guide](#)).
- ▶ Review your promotional activities/ensure these take potential impact on food waste into consideration.

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
wrap.org.uk/taking-action/food-drink/initiatives/food-waste-reduction-roadmap

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