

# The Food Waste Fight: Measurement and Planning

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Gover  
CEO, WRAP  
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# About us ...



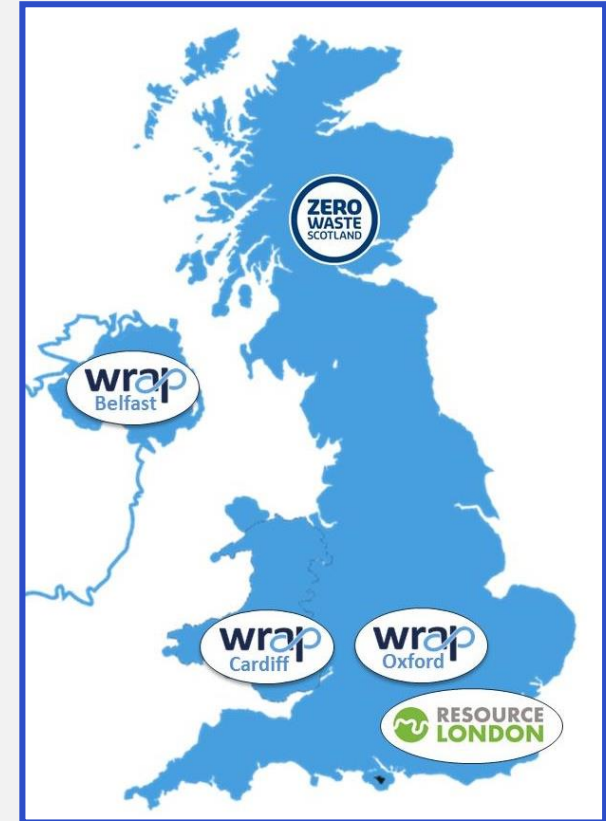
Set up as UK Government's resource efficiency delivery body in 2000

- registered as a charity in 2014
- 200 staff, HQ in Oxford

Established operations across UK

- WRAP Cymru (Cardiff)
- WRAP Northern Ireland (Belfast)
- Zero Waste Scotland (Sterling)
- Resource London (JV with LWARB)

Funded by governments, businesses and international organisations



# Our approach ...



## **RE-INVENTING**

*How we design & sell products*

## **RE-THINKING**

*How we use & consume products*

## **RE-DEFINING**

*What is possible through re-use & recycling*

**1.3 billion tonnes food waste/year  
globally**



# The true cost of waste



Disposal costs

Visible costs

Invisible costs

- Lost materials
- Energy costs
- Lost labour
- Water costs

The true cost of wasted materials is about 10 times the cost of disposal.

**WRAP & WRI Research - \$14 of financial benefit realised for each \$1 invested in food waste prevention**



**Production**



**Supply Chain**

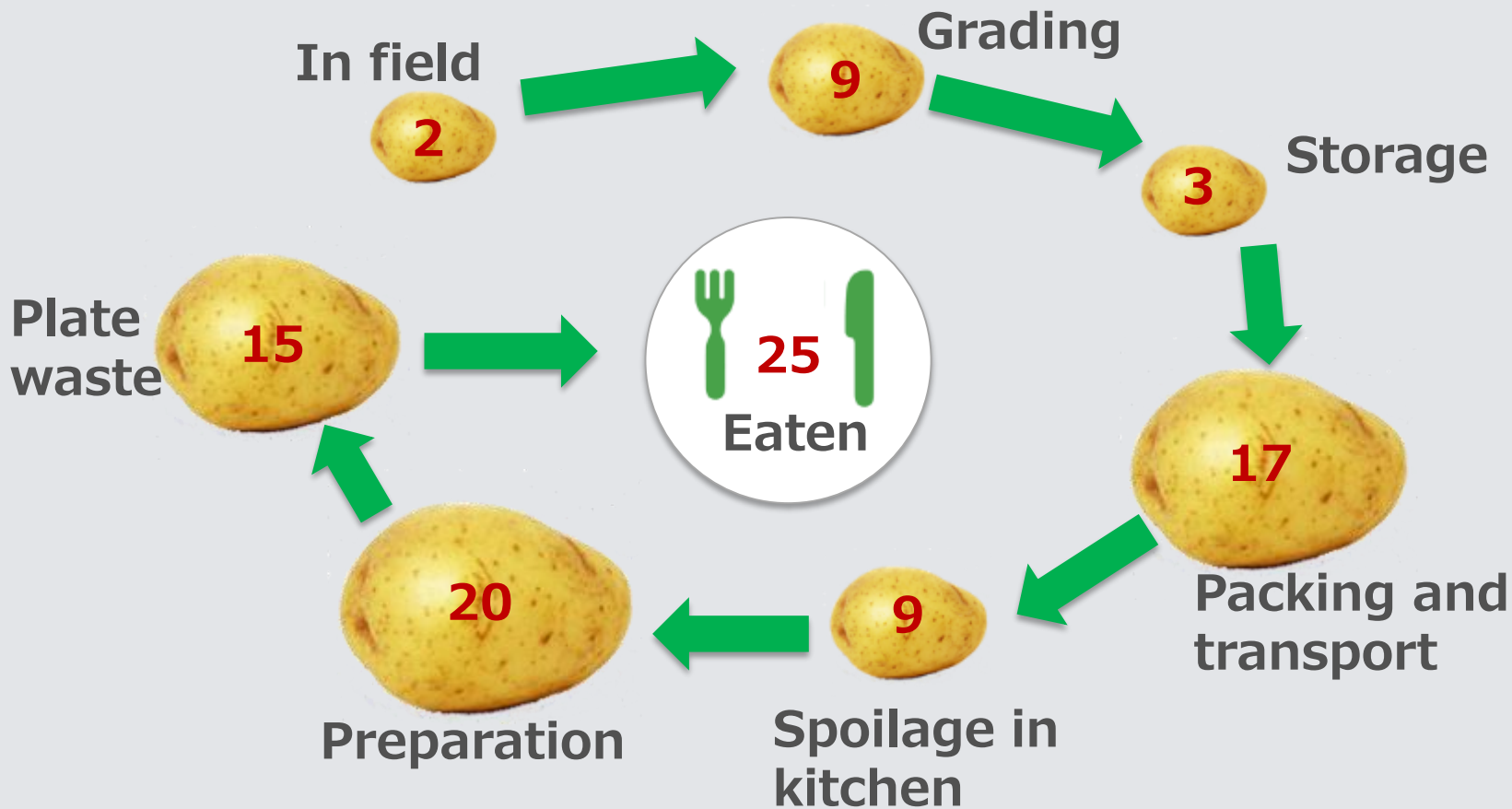


**Retail**



**Consumer**

# The story of 100 potatoes



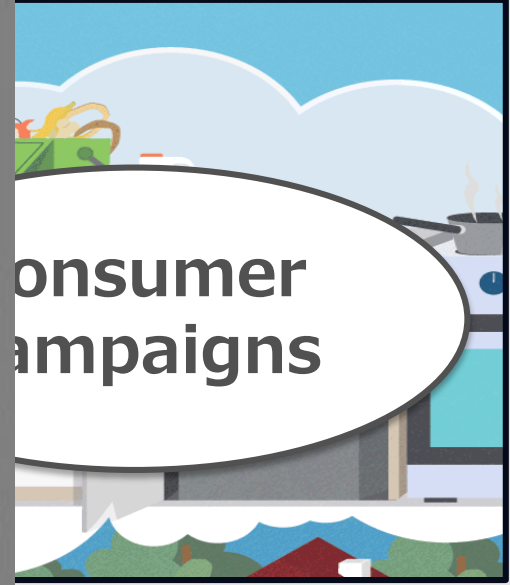
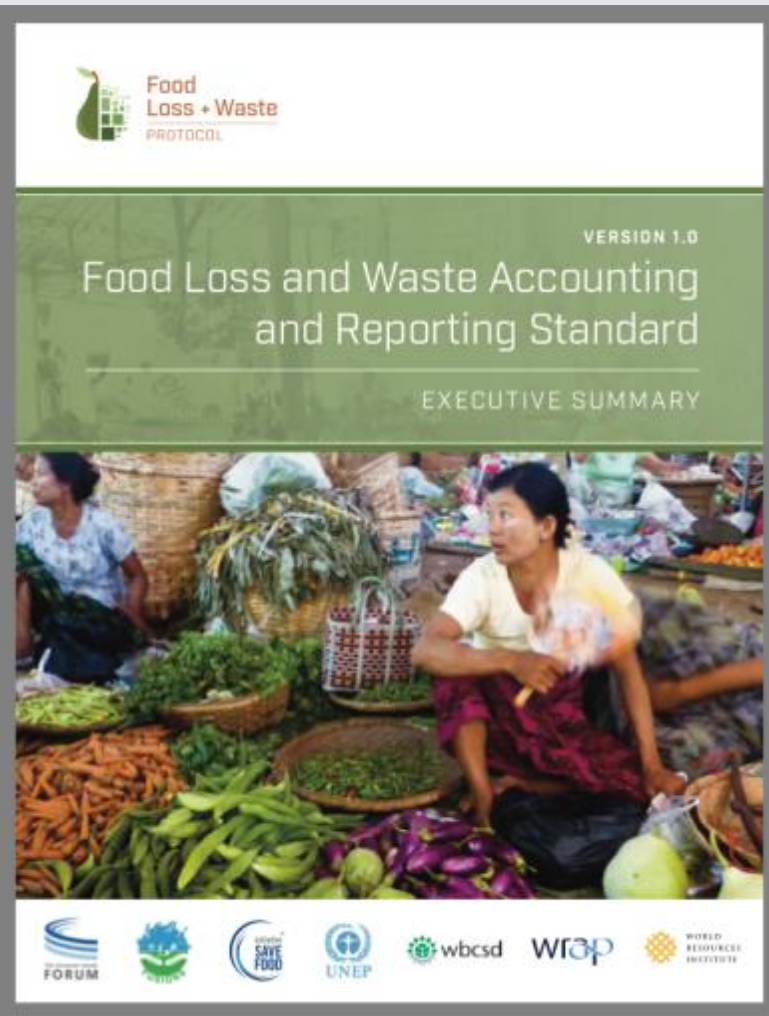
# WRAP's approach - food & drink



**Mobilising businesses, optimising supply chains,  
helping citizens prevent and recycle food waste**



**WRAP's approach**



**Mobilising businesses and helping citizens**

**Engaging supply chains, and reducing food waste**

# WRAP's approach - food & drink



**Mobilising the industry, optimising supply chains, helping citizens prevent and recycle food waste**

**sodexo**  
QUALITY OF LIFE SERVICES

**Bidvest**  
Foodservice

**M&S**  
EST. 1884

**ASDA**  
Save money. Live better.

**COMPASS**  
GROUP

**Pizza Hut**  
RESTAURANTS

**Sainsbury's**

**KFC**

**GREENE KING**  
BURY ST EDMUNDS

**LIDL**

**ALDI**

is to cut the amount of  
resource needed to provide  
our food & drink by

**TESCO**

**one fifth in  
ten years**

**M**

**MORRISONS**

**HEINEKEN**

**PREMIER  
FOODS**

**Waitrose**

**Unilever**

**Warburton's**  
Family  
Butcher

**Birds Eye**

The **co-operative**

**Nestlé**

**Coca-Cola Enterprises Ltd**

**Arla**

**apetito**

**2025**  
food and drink

# WRAP's approach - food & drink



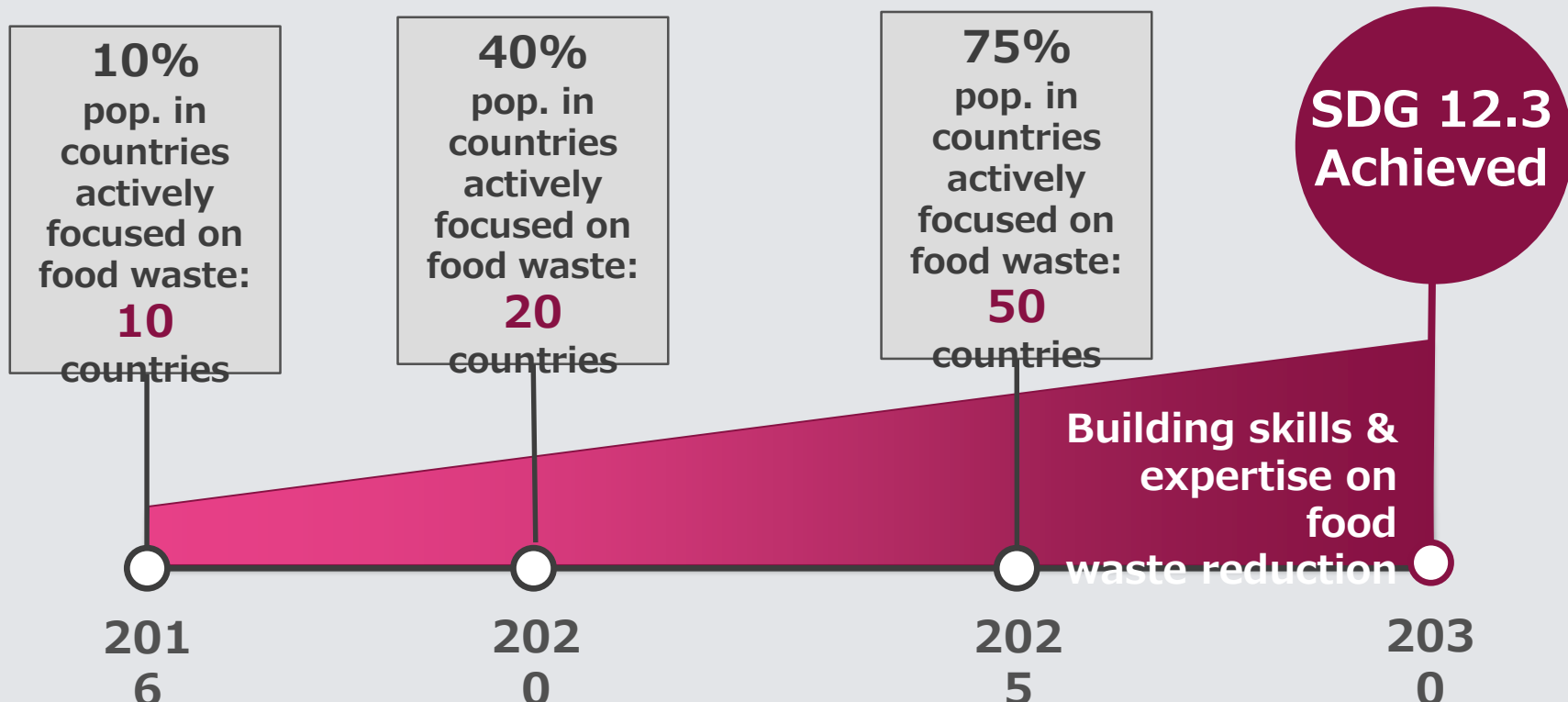
**Mobilising the industry, optimising supply chains, helping citizens prevent and recycle food waste**



SUSTAINABLE  
DEVELOPMENT

GOALS 12.3

wrap

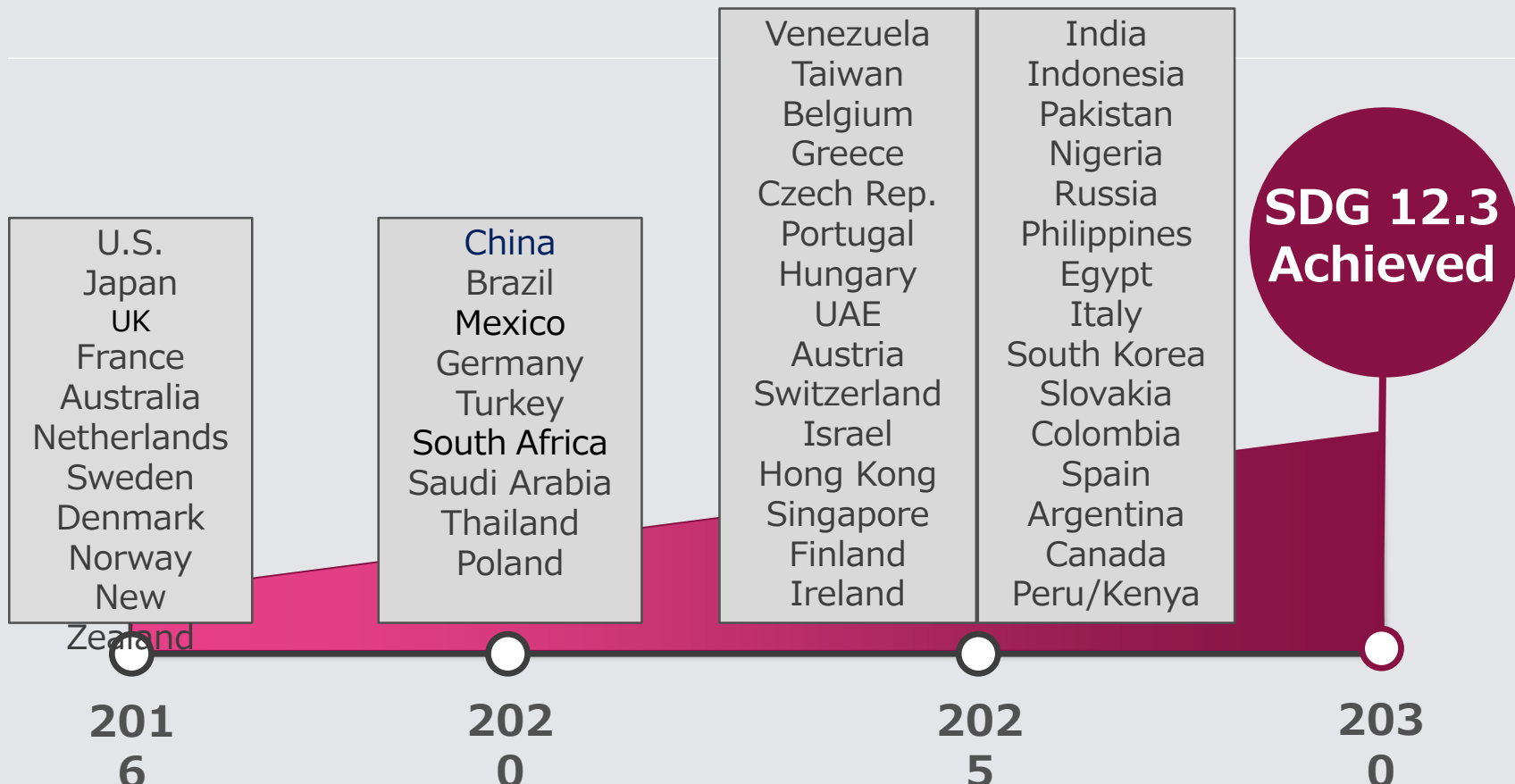




SUSTAINABLE  
DEVELOPMENT

# GOALS 12.3

wrap



# Where we are working in partnership





SUSTAINABLE  
DEVELOPMENT

GOALS 12.3



## WRAP International Food Waste Atlas

- Provide data to business on food waste across the supply chain, for all food types, around the world
- Data package to track progress for national voluntary agreements and behaviour change campaigns
- Can be used to track progress towards SDG 12.3
- Link to information on how to reduce food waste through Knowledge Hub already developed by WRAP





UNITE IN THE  
#FOODWASTEFIGHT