

2025  
Food and drink

# Changing food waste behaviours and the COVID moment

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# Agenda

- Introduction to WRAP
- Progress in food waste reduction pre-COVID-19
- What has happened during COVID-19?
- Implications for tackling food waste in Europe

**WRAP is a  
not-for-profit  
organisation  
working with partners  
in 25 countries**







# Signatories- over 85% of retail food sales

**Business signatories**

The collage includes logos for the following brands and retailers:

- M&S (EST. 1884)
- Premier Foods
- Associated British Foods plc
- UK Grocery
- OQS
- CYT UK (PREMIUM WINES FROM THE AMERICAS)
- Morrisons (Since 1888)
- Nestlé
- Kingsland Drinks
- Bidvest Foodservice
- BirdsEye
- ALDI
- Pizza Hut RESTAURANTS
- Warburton's
- Iceland
- KFC
- The co-operative Central England Co-operative
- DAIRY CREST
- TESCO
- HEINEKEN
- Arla
- sodexo QUALITY OF LIFE SERVICES
- puffin PRODUCE LTD
- Greene King
- Sainsbury's
- Waitrose
- Coca-Cola Enterprises Ltd
- Nando's
- dawnfresh
- ASDA (Save money. Live better.)
- Boots
- The co-operative food
- MUSGRAVE GROUP
- LIDL
- Unilever
- TREASURY WINE ESTATES
- CASTELL HOWELL FOODS LTD.
- apetito



# Headlines – edible food waste

On-track: 27%  
reduction 2007  
to 2018

UK  
1.7 Mt annual reduction from 2007 to 2018  
US \$6 billion/y less food wasted in 2018 vs 2007



- >1.4 Mt reduction
- 30% less per person

- 230kt reduction
- 13% less per capita
- Driven by reductions at manufacture



# Making sense of '1.7 Mt less food wasted' .....

- That's enough food to fill:
  - The Royal Albert Hall 34 times
  - 180,000 bin lorries which if lined up end to end to stretch from Oslo to Berlin
- Reduces GHG emissions by same as taking 2.4 million cars off the road
- Could make over 4 billion meals & feed UK population 3 meals a day for 2 months.





# Priorities during Covid-19

- Redirect food from Hospitality to Retail & Food Banks
- Help scale up re-distribution
- Help Citizens make full use of what they buy







# Expanding Redistribution

**NEW FUNDING**

## COVID-19 Emergency Surplus Food Grant

Phases 2 and 3 of £3.25 million fund now open

**Resource Action Fund**



# Progress – over £3 Million awarded



- *£2.2 M awarded to 212 small NFPs*
- *£0.9 M awarded to 19 larger NFPs*

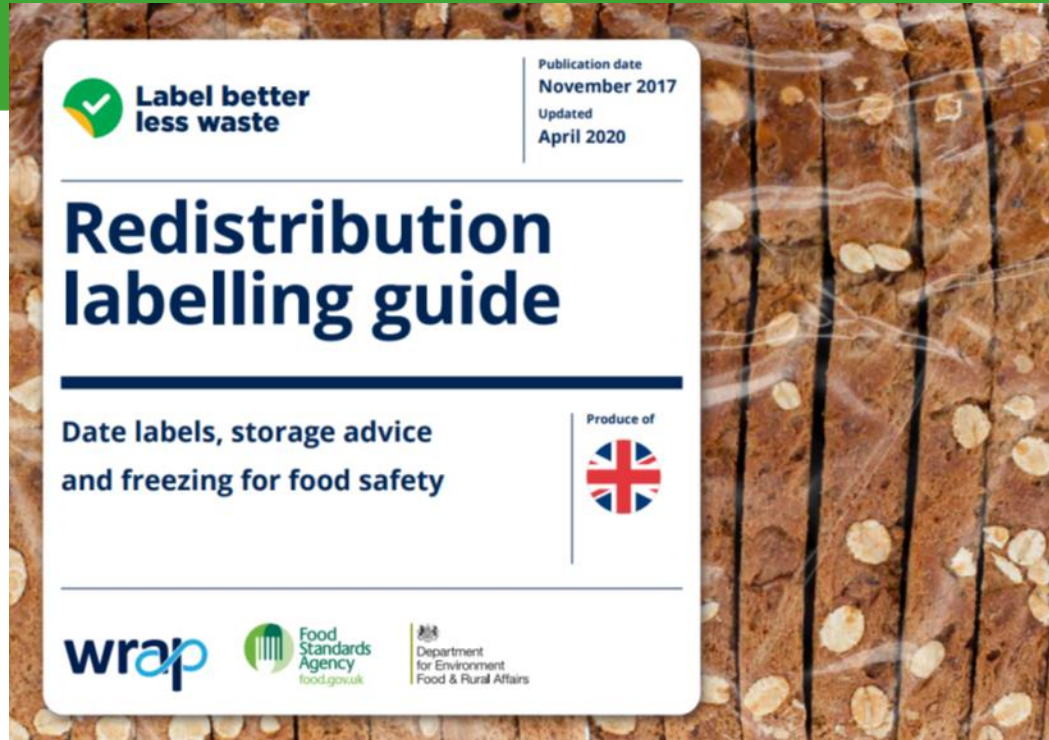
## Resource Action Fund

The Resource Action Fund is an £18million fund, provided by Defra to support resource efficiency projects, with the goal of diverting, reducing, and better managing, waste.

*NFPs= Not for Profit Food Redistributers*



# New Guidance: done in 4 weeks





What is happening in homes?

## WE'RE MORE 'FOOD SMART'

We have responded positively to lockdown. On average we are doing six food management behaviours more often.



Almost half (47%) of us are checking our cupboards more often before shopping, and 45% the fridge.



More and more of us (37%) have been organising the food in our cupboards and the fridge.



One in three (33%) are cooking more creatively during lockdown, and 30% have started saving leftovers.

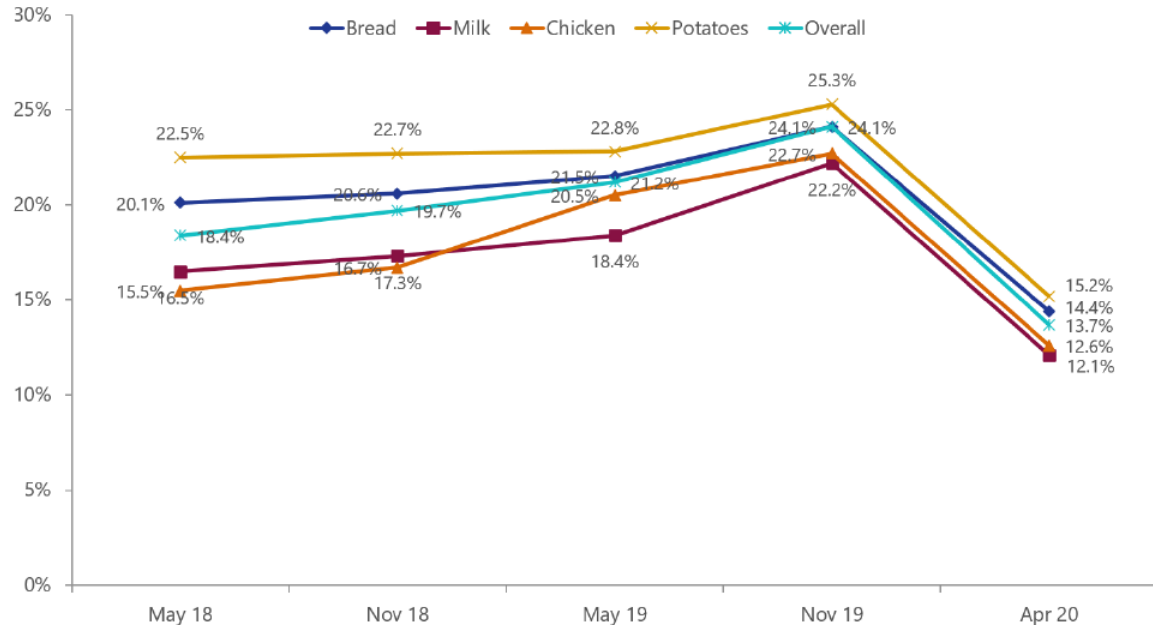
April  
2020



# Significant reduction in self-reported food waste

36%

## Over time

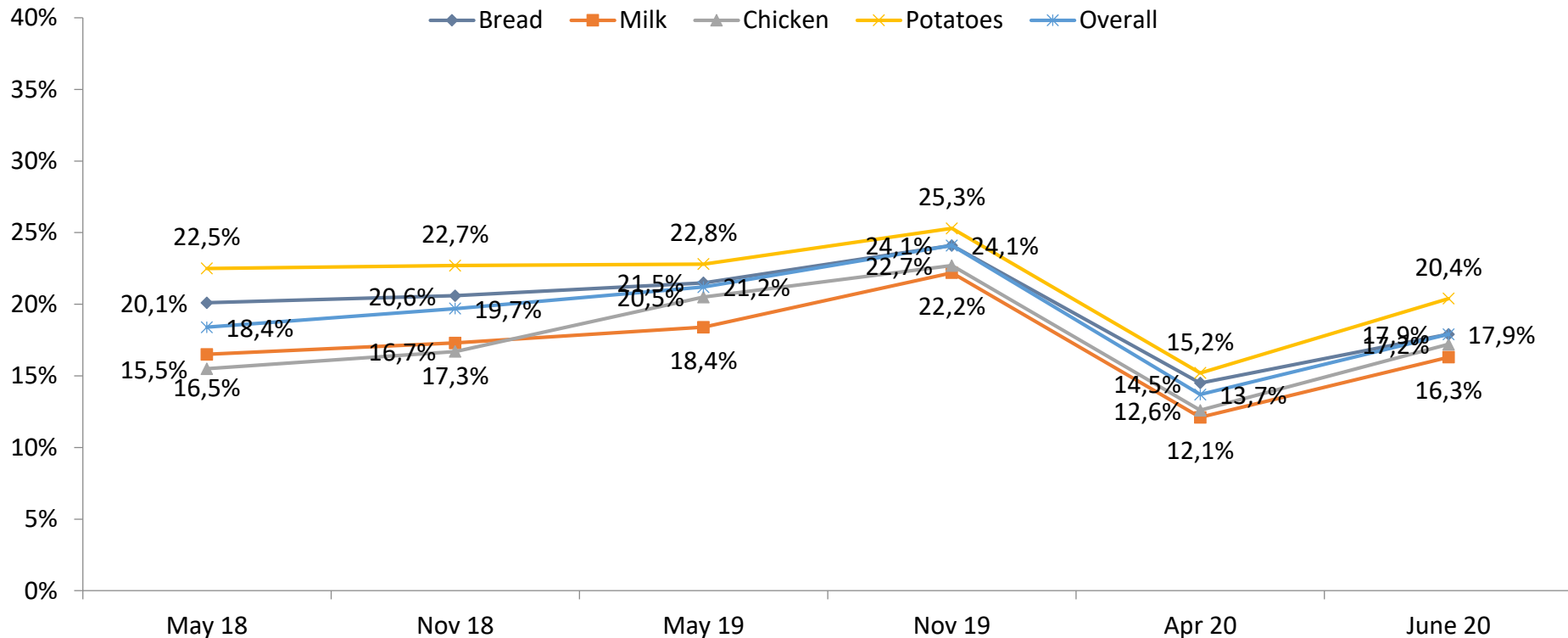


The proportion of consumers saying they are throwing away less uneaten food than usual in the past month



# Changes over time

% of each item uneaten and thrown away on the last occasion





# Latest data

- April: citizens adopted a suite of food management behaviours & levels of food waste dropped substantially.
- June: confirmed the shift towards new food management behaviours but food waste levels had partially rebounded.
- September: confirmed that new food management behaviours had endured and stabilised at June levels around 25% lower than November 2019





# Implications for the fight against food waste



# Conclusions & Implications

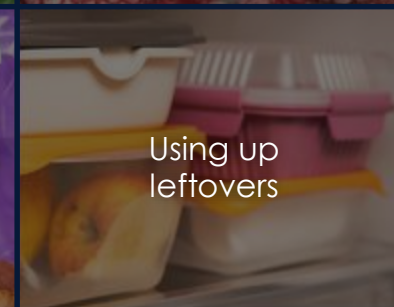
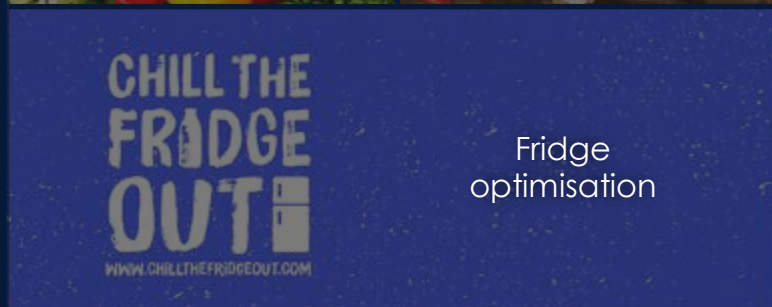
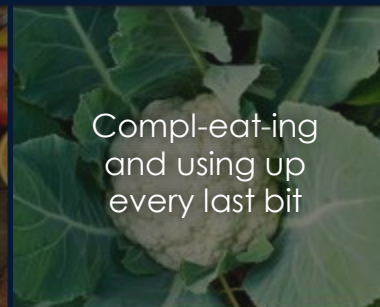
- Behaviour change campaigns help reduce food waste- reduced by 31% per person in the UK saving US \$6 billion/y
- Data from around the world suggests citizens are adopting behaviours to reduce food waste
- Real opportunity to embed these new “low waste” behaviours- now is the time to act
- WRAP delighted to help in any way we can

# Food Waste Action Week

1st-7th March

# THE CHALLENGE

The challenge will focus on a different food management behaviour each day of the week:





**Thank you to our Food Waste  
Action Week stars!**