

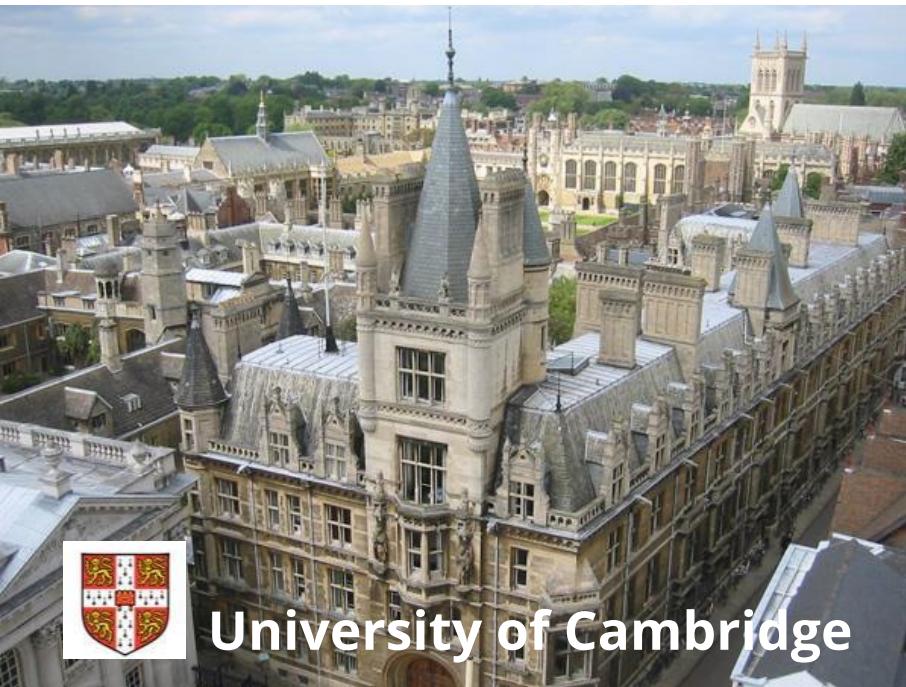
# Identifying Needs and Challenges in Reducing Food Loss and Waste

Bojana Bajzelj  
Technical Specialist (WRAP)

NAS Washington DC  
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## About me



**University of Cambridge**

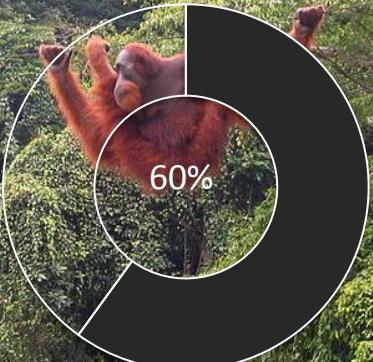


**wrap**  
GLOBAL

**A world where  
resources  
are used  
sustainably**

# How much does food contribute to most pressing env. issues?

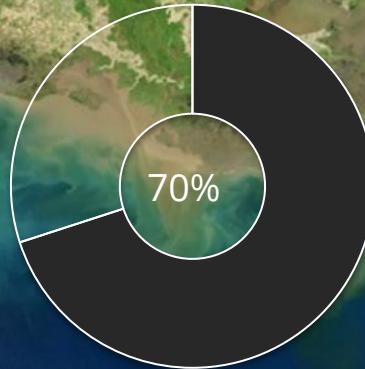
## Biodiversity loss



## Land conversion



## Nutrient overloading



## Global warming



**~ 1/3 of all food is lost or wasted.**

# Food system challenges & opportunities

Importance of food-demand management for climate mitigation

Bajzelj et al 2014 *Nature Climate Change*



**1. Increase production efficiency**



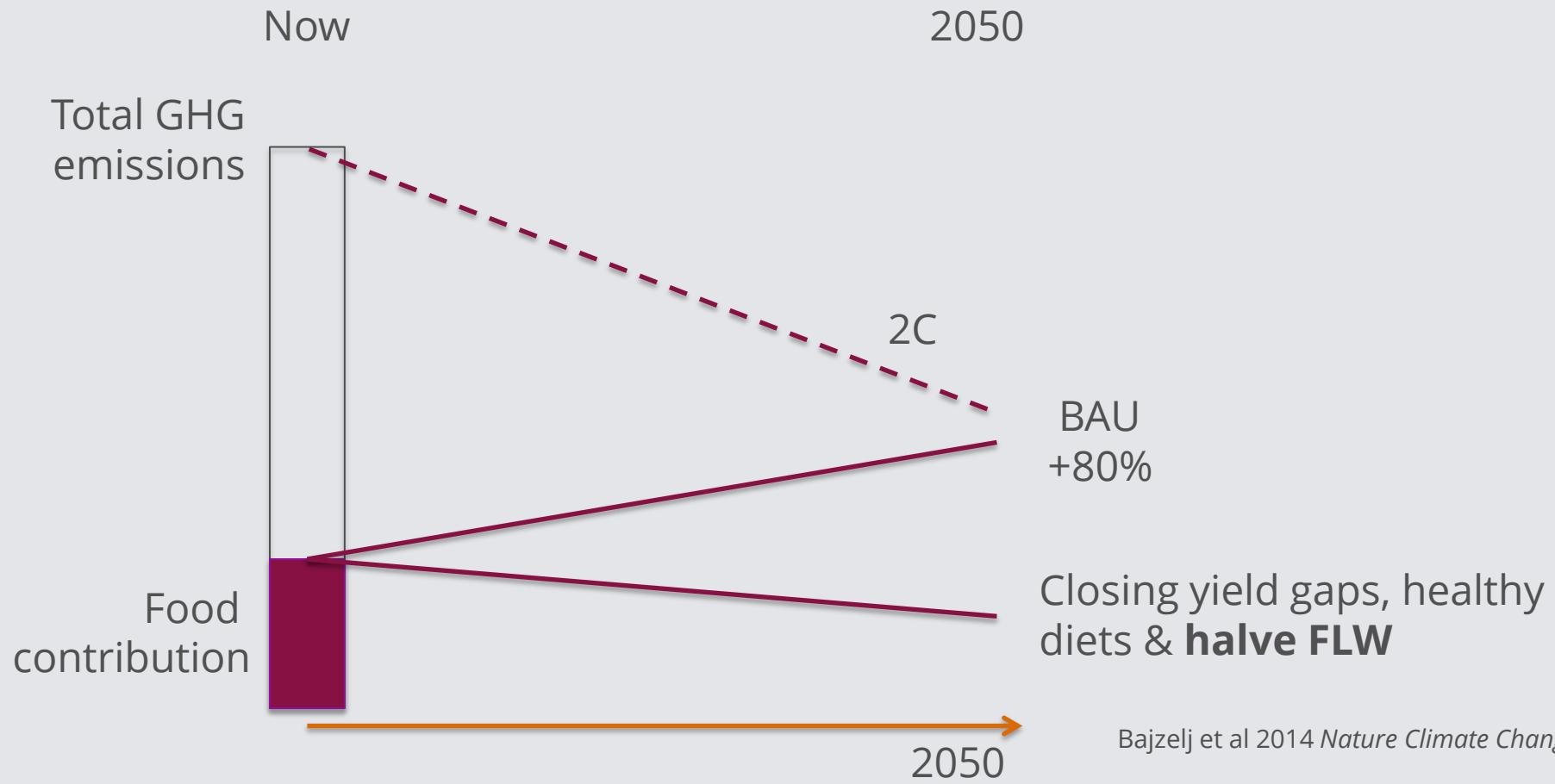
**2. Reduce meat consumption**



**Halving FLW =  
Reduce GHG of food  
by 20-30%**

**3. Reduce Food Waste**

# Food contribution to climate change





# THE GLOBAL GOALS

## For Sustainable Development

Target 12.3: By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest loss



# Progress on Food Loss & Waste: Supply chain perspective



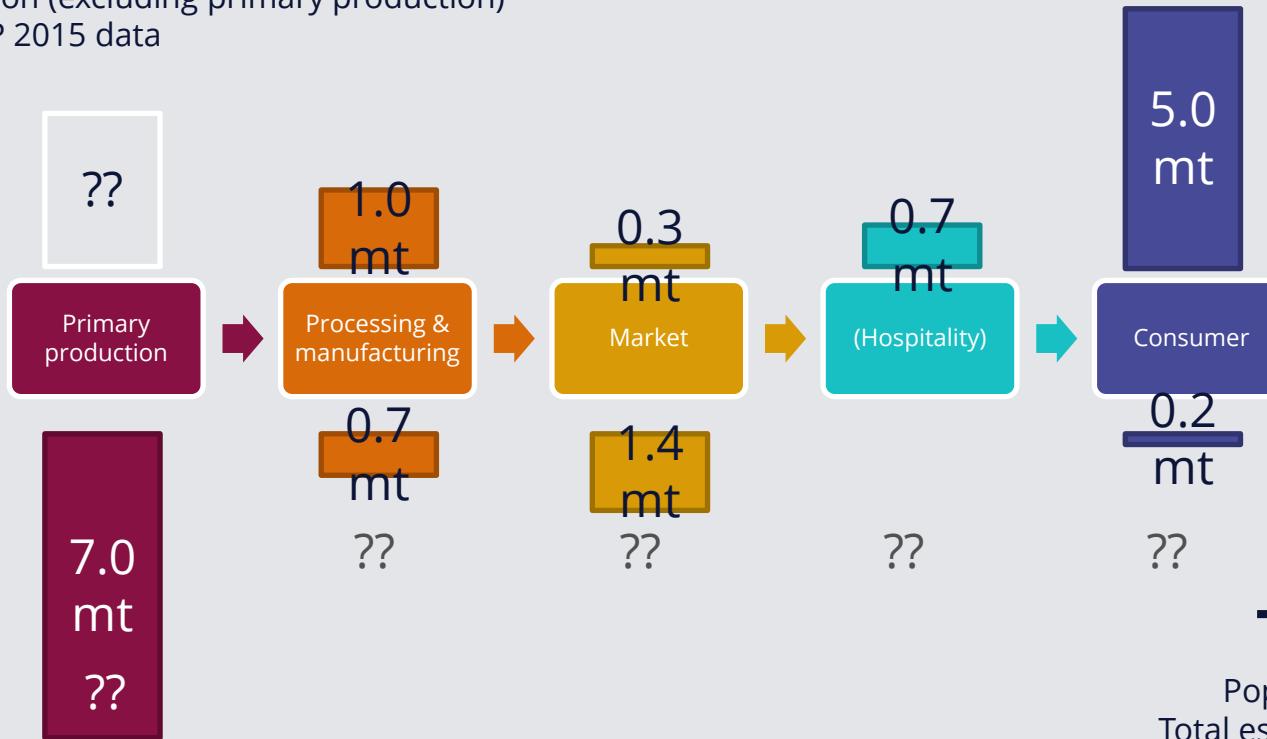
# Supply chain perspective

## UK

Population 65 million

Total 7.0 million (excluding primary production)

Source: WRAP 2015 data



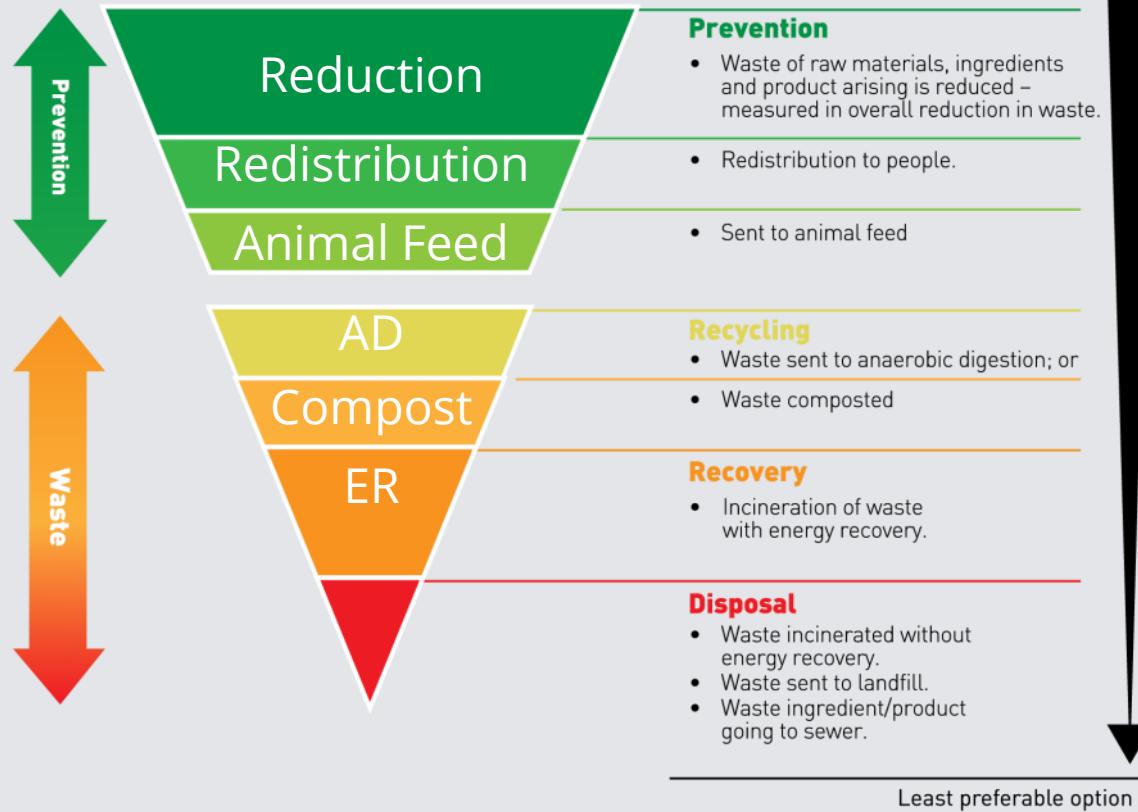
## Tanzania

Population 55 million

Total estimate 9.2 million

Source: own calculation based on FAO 2011 estimates

## Food and drink material hierarchy





# Champions 12.3 Progress report

Target

Measure

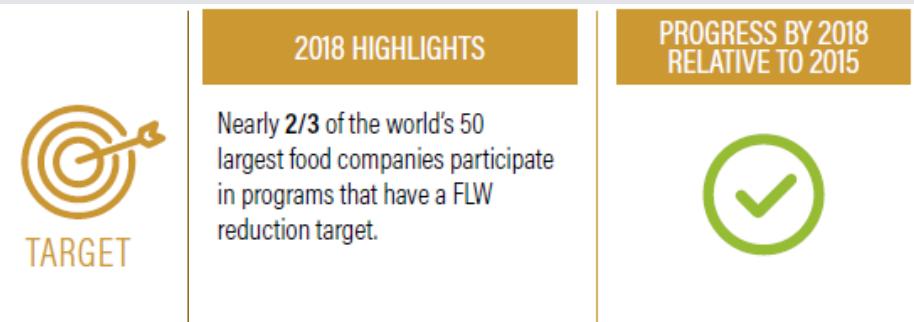
Act

TOP 50 global food companies

% of global population covered by  
national policies

# Progress on targets

## Companies



### Consumer Goods Forum

- Global Agribusiness Alliance
- US FLW 2030 Champions

### More Working with suppliers



### USA

- UK
- Australia
- Canada
- Japan
- EU

- African Union

### China

- Brazil
- India
- Indonesia
- G20?

# Progress on measurement

## Companies



MEASURE

**More than a quarter** of the world's 50 largest food companies now measure FLW within their operations, with the vast majority of these companies also publicly reporting.



- Walmart
- Tesco
- ...

More public reporting

## Governments



MEASURE

Countries representing **10%** of the global population are measuring FLW.



- UK
- Japan
- USA
- Mexico
- Denmark
- Norway

## SUPPORTING INFRASTRUCTURE:

- FLW Standard
- FLW ATLAS
- Food Loss Index
- Food Waste Index

# Progress on action

## Companies



ACT

20% of the world's 50 largest food companies have established FLW reduction programs.



## Governments



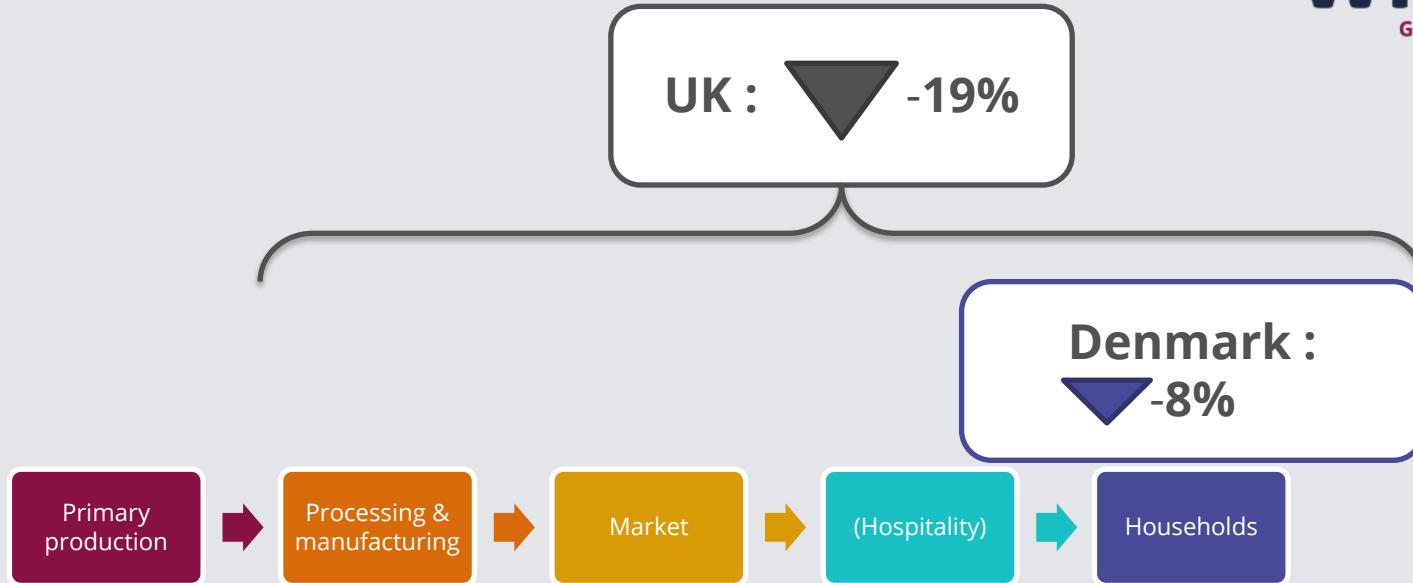
ACT

Countries representing 14% of the global population are acting at scale to reduce FLW.



- UK – Food waste reduction Roadmap
- USA
- Japan
- Denmark
- Netherlands
- Saudi Arabia

# Progress on reduction



5 African countries are on track to achieve the postharvest loss reduction MALABO target by 2025: Malawi, Mauritania, Rwanda, Togo, and Uganda

# How did we do it?

Public campaign. Working with businesses. Economic context.



## BROCCOLI LOVERS hate waste

Broccoli is the business. Ask Mum, it's the only green thing I eat. The way she does it with cheese sauce is the best. She's been getting all adventurous lately and now it's popping up everywhere, in stir-fries, curries... There's always some of it in the fridge, well wrapped up, so it doesn't go soft like Mum.

[lovefoodhatewaste.com](http://lovefoodhatewaste.com) has more tips and recipes to help you waste less food and save up to £50 a month.



## EGG LOVERS hate waste

Eggs are magic. We always have a dozen in the kitchen. After footie on Saturday I do a big omelette for the kids using the leftovers in the fridge. They never get bored of them as every one I make is different. Veg, potatoes, meat... whatever, it all goes in the pan, then I just pour over those eggs. Nice.

[lovefoodhatewaste.com](http://lovefoodhatewaste.com) has more tips and recipes to help you waste less food and save up to £50 a month.



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Material change  
for a better environment

## POTATO LOVERS hate waste

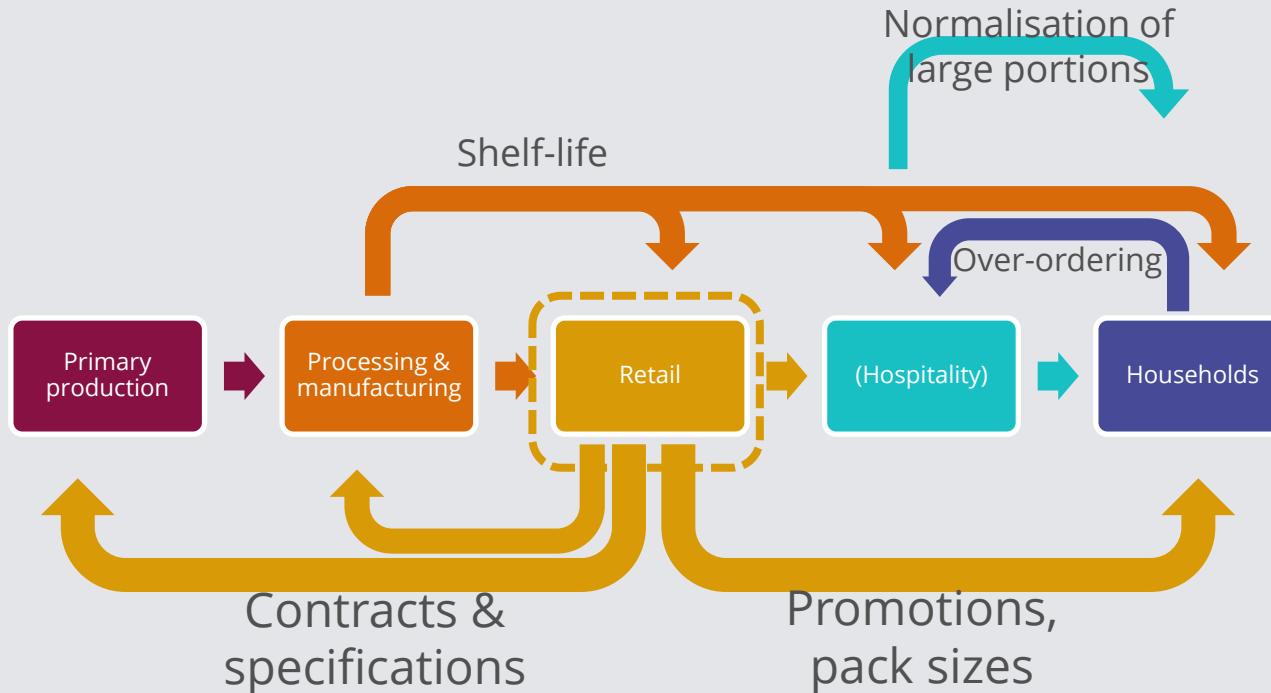
I love spuds. So I store mine in a cool dark place to make them last longer. If they've gone sprouty, after a proper peel they're ready to mash. And I always like freezing any leftovers in bags for a quick and easy shepherd's pie topping. Lovely, jubbly.

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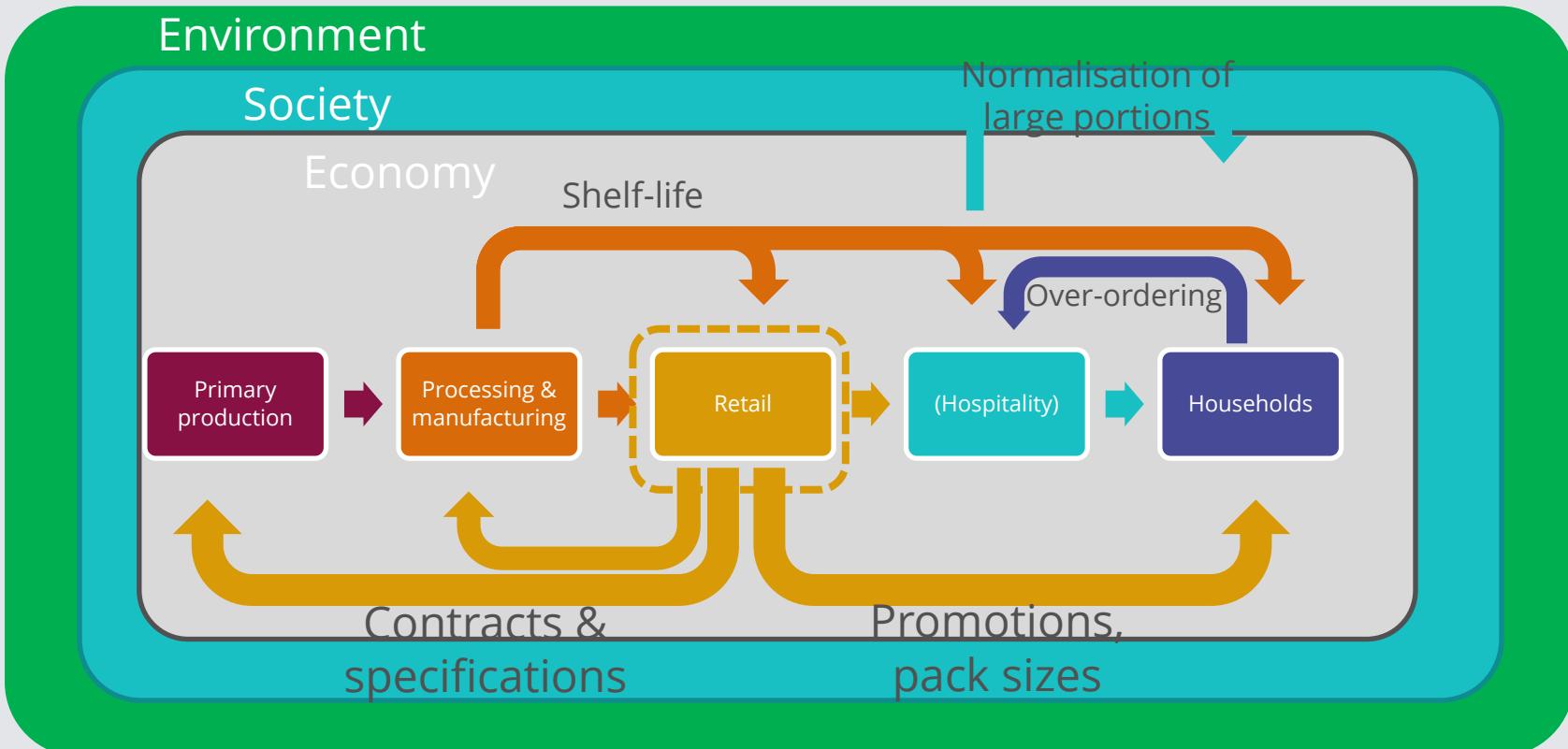
# Progress on understanding Supply Chain Power/influence



New UK Roadmap is built with this understanding in mind

# But wider context not (yet) well understood

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# The main barriers and how to overcome them



## 1. National policy

- Many more countries should adopt FLW targets, policies & measurement

## 2. Visibility

- Increase visibility at every level: national, business, facilities, individual

## 3. Proactive understanding

- Understand the challenges that come with FLW reduction and address them proactively, to realise large potential for social, environmental and economic benefits



We need to move  
from a food system  
that is hugely  
negative for the  
environment to one  
that is  
**net positive**,  
in one generation

**Food loss and  
waste reduction  
can become a  
blueprint for this  
transition due to its  
systemic nature &  
large potential**

# Contact



## Questions?

[www.wrapglobal.org](http://www.wrapglobal.org)

**Dr Bojana Bajzelj**  
Bojana.bajzelj@wrap.org.uk  
+44 (0)1295 819900  
+44 (0)7540515596  
@b0jana