



Food Waste Action Week

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Level of adoption vs. usefulness of food management behaviours



**WHY IS
UNPACKING FRUIT
AND VEG SO
IMPORTANT?**

If all apples, bananas and potatoes were sold loose:

Food waste
60,000
TONNES SAVED

Plastics
8,800
TONNES ELIMINATED
of primary packaging

CO2e
80,000
TONNES SAVED

WRAP's research - potential to reduce household food waste by removing the plastic packaging

Significant reductions in the amount of hard to recycle single-use plastic

In the UK, about 60% of wasted food comes from the home, with fresh fruit and veg being the main offenders.



The image shows the cover of a WRAP report. At the top left, there are logos for 'C 2030 food and drink' (a green circular logo), 'THE UK PLASTICS PACT' (text with a stylized 'P' logo), and the 'wrap' logo (text with a blue infinity symbol). The background features a top-down view of fresh produce: a potato, a bunch of yellow bananas, a head of green broccoli in clear plastic packaging, and a red apple. The title 'UNPACKING THE OPPORTUNITY' is in a dark blue box, followed by the main title 'PATHWAY TO SELLING MORE UNCUT FRESH FRUIT AND VEGETABLES LOOSE' in bold black text. Below this, the subtitle 'Reducing household food waste and single use plastic packaging' is in a smaller font. At the bottom, the publication date 'Publication Date: March 2023, updated September 2023.' is listed.



Barriers to selling loose and buying loose!

- Introduction of scales in store
- Some products when sold loose may be more prone to damage
- Selling packed can be more cost efficient
- Selling loose on-line - how to handle, deliver and provide product information which would normally be included on a packaged label
- How do you deal with imported products being packed at source?
- How do you protect the fruit and veg during supply train and transportation?
- Consumer behaviour change around buying loose over packaged and overcoming the convenience/cost barriers

The Pathway ambition and targets

The Pathway has been developed in consultation with industry, to provide highly challenging but feasible targets. It supports the delivery of targets under [The UK Plastics Pact](#), [The Courtauld Commitment 2030](#) and [WWF Basket 25](#).

As a minimum, retailers are encouraged to work towards the following targets:

2023

By end 2023: retailers to **sell at least one option of each of the fruit and veg lines listed below loose, if 2 or more lines of that product are stocked**. Retailers are encouraged to look at additional items to sell loose wherever possible.



2024

By end 2024: retailers to **sell at least one loose option of each of the fruit and veg lines listed if that product is stocked**. Retailers are encouraged to look at additional items to sell loose wherever possible.



How does Food Waste Action Week fit?

Recent omni-survey shows that 75% of people want to be able to buy fresh fruit and veg loose

We know the main motivations behind doing this are:

- Quantity
- Quality – size, shape, colour, smell

Food Waste Action Week will focus on both the above

Driving awareness of the benefits of buying loose



Aim of the campaign

Get: UK citizens

To: Want to buy loose, where they can

By: Driving awareness of the benefits of buying loose



Choose what's right for you

The size, quantity, colour, shape, etc.

Loose fruit and vegetables are the best you can buy because you can choose the items that are perfect for you



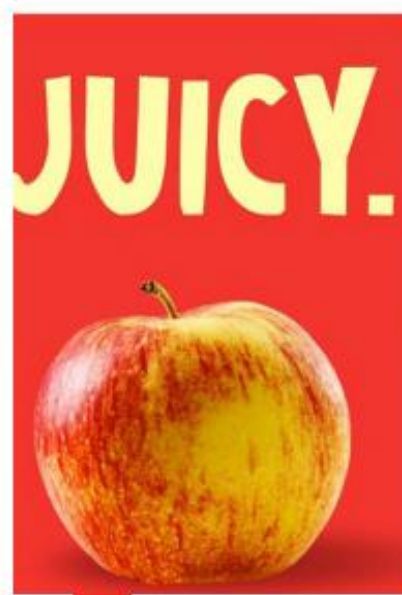
The launch
Earned
media



Schools pack



Influencer
campaign



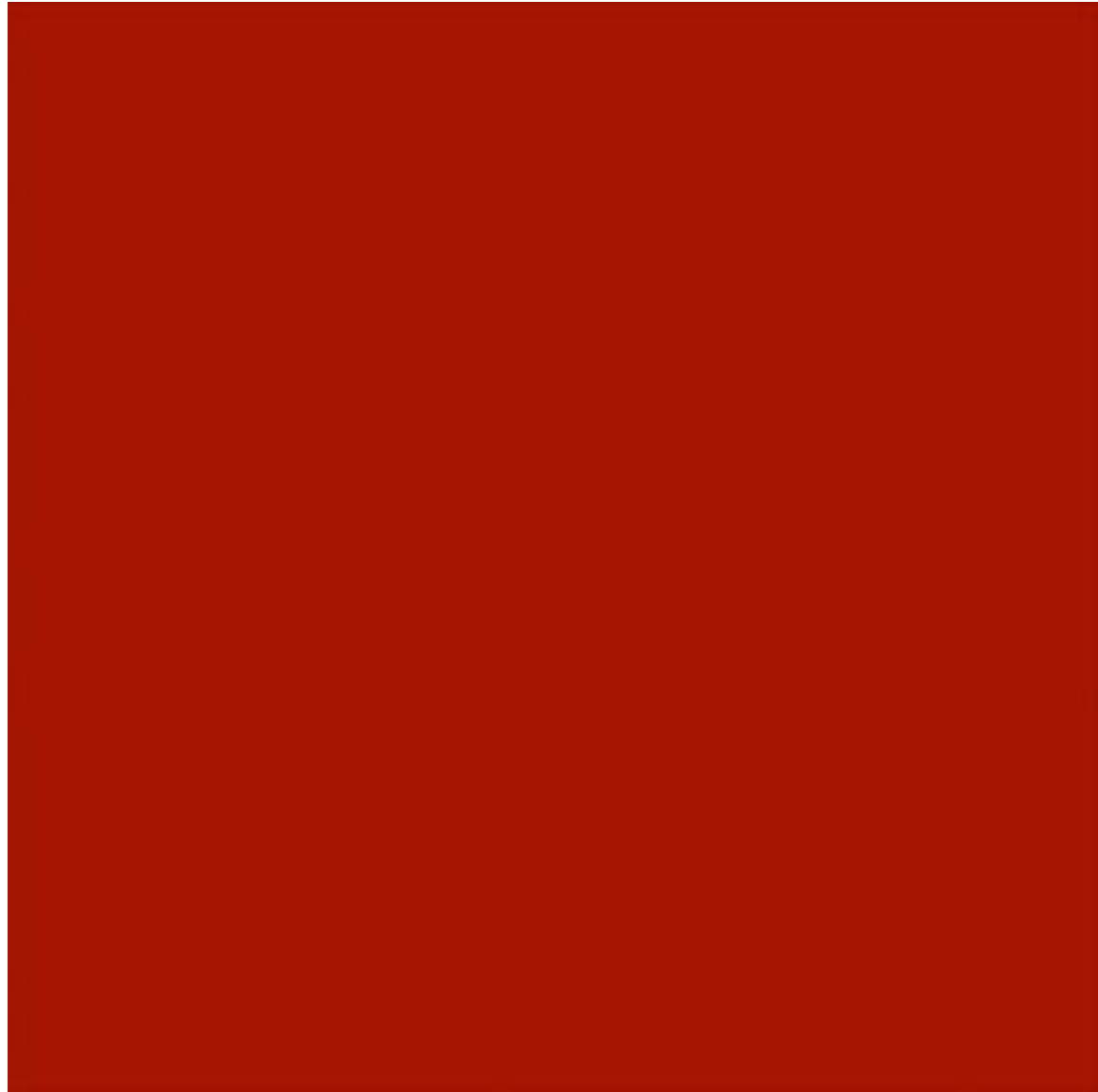
Partner assets

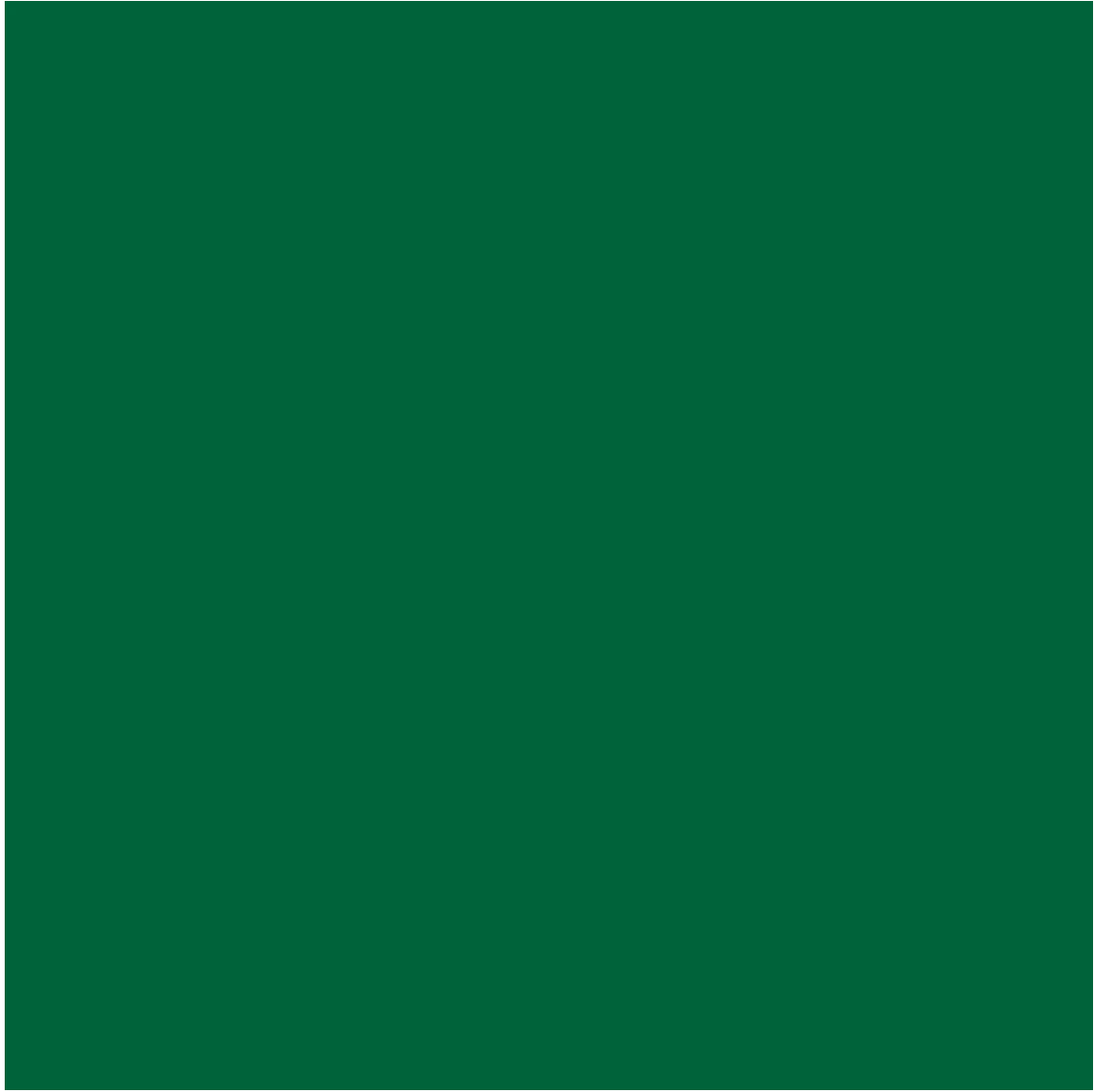


Paid media

The campaign theme

**CHOOSE
WHAT
YOU'LL
USE**









[Food Waste Action Week 2024: Campaign toolkit | WRAP](#)

THE QUIZ

The Love Food Hate Waste Quiz is a quick survey that allows us to categorise the relationship citizens have with their food. The quiz will take 1-2 minutes to complete, citizens will receive tailored advice, empowering them to make their food go further. By signing up for our newsletter, they'll also unlock access to tips and advice designed to save them time and money.

All our campaign assets will direct people to the quiz, but if you'd like to include it in your own communications or share it internally with colleagues, simply add the following link: LoveFoodHateWaste.com/fwaw

Schools' engagement

Schools' pack for primary schools to include:

- Presentations for classes and assemblies, with teacher notes.
- Activity sheets for classroom/homework activity

Resource aims:

- Help children to understand why food waste is a problem and how we can all play a part in reducing it.

Learning objectives:

- Explain that we can save money and protect the environment by not wasting any edible food
- Name ways you can reduce waste e.g. by buying loose fruit and vegetables
- Give examples of the choices people have when shopping to select the size, quantity, colour and shape of fruit and vegetable that is right for them and their needs.
- Ensure these learnings are taken home and shared with parents in a fun homework activity





B2B partner event – 21st March

Objective

To position HHFW as the most pressing area of work on food waste of all (and unpacked fresh produce as the most immediate opportunity within that) and drive home the message that everyone in the value chain/local and national governments can play a key role in tackling this huge problem and needs to in order for us to reach the SDG12.3/Courtauld target of a 50% reduction per capita by 2030. To identify WRAP as the thought leader and partner of choice to deliver action in this space.

Online event

Audience: Value chain, Government both UK and internationally, NGOs, media etc. Some sessions will be invite only but most sessions being open to all.

The event will share best practice around the introduction of fresh fruit and veg lines in-store as well as work being done on HHFW more broadly, showcasing success stories (retailers/suppliers), WRAP's wider work on insights/tracker/segmentation data, and will talk more broadly about the introduction of food waste recycling and how this has a causal effect on food waste prevention.