

Your details and overall feedback on guidance

**This section is to understand some details about you (which will be kept confidential) and to get your view on the guidance overall**

\* 1. Name

\* 2. Job Title

\* 3. Name of organisation

\* 4. Nature of organisation

- Food Retailer
- Trade body
- Food manufacturer
- Redistribution organisation
- Local Authority
- Other (please specify)

5. Size of organisation (number of employees)

6. Overall, how useful do you think the Guidance will be to your organisation?

Not useful

Slightly useful

Moderately useful

Very useful

Extremely useful

Please describe why it was or wasn't useful here:

7. Does the Guidance include all the information your organisation needs to make decisions on labelling and guidance, which help consumers reduce food waste?

None of the information

Some of the information

Most of the information

All of the information

Please provide any other comments

8. Does the Guidance follow a logical structure?

- Yes
- No
- No opinion

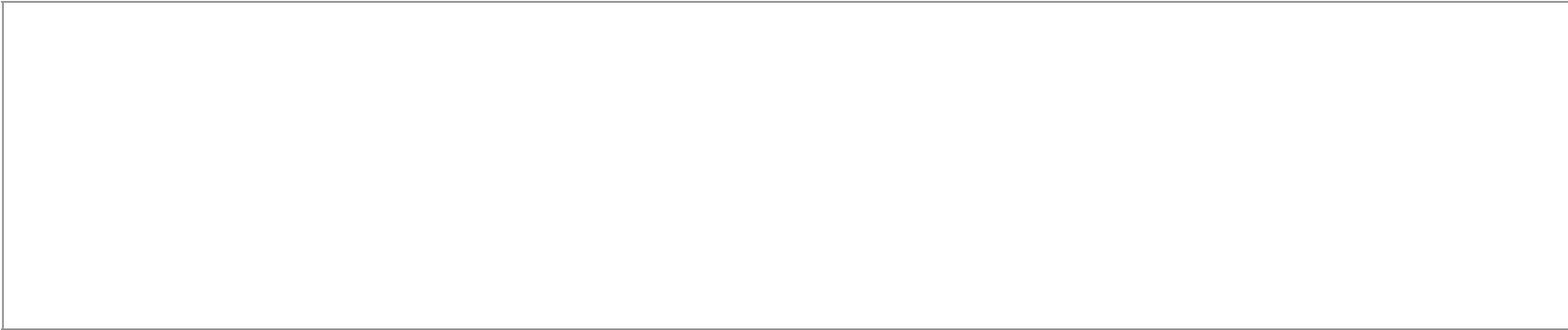
If no, please provide suggestions for improvement

9. Does the Guidance contain the right level of detail?

Insufficient detail                      About right                      Too much detail

Any other comments

10. Should this Guidance document reference other guidance, case studies or resources? (Please provide details/links and highlight if you would be interested in providing additional case studies).



Guidance Contents

**On this page, each section of the Guidance is listed, so you can feedback on each of the sections individually. For each section, there is space for you to select an answer with your view on its usefulness, as well as free text boxes, where you can provide more detailed input.**

11. How useful is the Summary, Introduction, Legal status, definitions section?

Not useful

Somewhat useful

Fairly useful

Extremely useful

Please provide comments

12. How useful is Section 1 (date labelling)?

Not useful

Somewhat useful

Fairly useful

Extremely useful

Please provide comments

13. How useful is Section 2 (setting product life)?

Not useful	Somewhat useful	Fairly useful	Extremely useful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide comments

14. How useful is Section 3 (storage guidance)?

Not useful	Somewhat useful	Fairly useful	Extremely useful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide comments

15. How useful is Section 4 (freezing guidance)?

Not useful	Somewhat useful	Fairly useful	Extremely useful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide comments

16. How useful is Section 5 (responsibilities through the life of a product)?

Not useful	Somewhat useful	Fairly useful	Extremely useful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide comments

17. How useful is the decision trees in Annex B?

Not useful	Somewhat useful	Fairly useful	Extremely useful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide comments

Guidance Recommendations

**On this page, we would like your input into some of the recommendations currently contained in the guidance.**

18. WRAP recommends that open-life guidance (e.g. "once opened use within x days") is only included on products for which food safety is a potential issue once the pack is opened (e.g. a jar of cooking sauce). It is not when either a) the limiting factor is quality (e.g. a loaf of bread) or b) where the food safety risk is already covered by the 'use by' date.

Where open-life guidance is **not required from a food safety** perspective, which option would you support:

- Not having any** open life guidance on date labels, where open life is not required for food safety reasons
- Having 'once opened **best** within x days' on date labels, where it open life is not required for food safety reasons
- Having 'once opened use within x days' on date labels, where it open life is not required for food safety reasons
- Other

If other (please specify). Or use this space to provide any comments to support your answer

19. WRAP's current recommendation to help consumers reduce food waste, is that pre-packed, uncut fresh fruit and vegetables carry a 'best before' date. However, some of this pre-packed produce is now sold without any date code. There is no legal requirement for one. What is your opinion?

- No fresh produce should use Best Before
- Some fresh produce should use Best Before
- All fresh produce should use Best Before

Please explain your choice above and what labels you think should be used.

If you are aware of any research or insights to help inform the review of this recommendation please state here.

20. WRAP recommends the use of more prominent symbols or logos on front of pack to convey key storage information (e.g. relating to 'keep in the fridge', 'keep me in the dark' etc.). Do you think that a commonly agreed set of symbols should be developed and used across the industry?

- Yes
- No
- Not sure
- If yes, please list the symbols you think would be most used

Guidance Format and Dissemination

**On this final page, there is an opportunity to feedback on what the guidance might look like, how it could become widely adopted, and what additional resources would help.**

21. This Guidance will be designed to be clear and easy-to-use. We plan to make it available as a downloadable PDF. Are there any design, layout or other features that you think would help make the Guidance easier for people to use and implement?

- Yes
- No
- Not sure

if yes, please provide details of your suggestions below

22. In addition to a downloadable PDF, are there other resources and Guidance that would be useful in order for you to implement this guidance in your organisation?

- Yes
- No



23. Please select up to three other resources and guidance that would be most useful in order for you to implement this guidance in your organisation

- Checklists
- Product category-specific guides
- Visual guides and examples
- Posters
- Video guidance
- Apps
- Please list other useful resources

24. Please can you let us know of good examples of existing guidance that could be used as a model for the new Guidance.

25. Which elements of the Guidance will be most relevant and useful to your sector/organisation? (This is to help design tailored materials for different sectors).

26. What do you think are the best ways of promoting the new Guidance?

27. If your organisation is able help with the promotion of the Guidance, please state what it could do so below (e.g. what communications channels does your organisation have?)

28. In your view, what could be done to ensure that the recommendations in the Guidance are implemented?

29. If you have any other comments, please add these below.

30. If you are willing for WRAP to contact you to discuss any of your feedback in more detail, please check the box below.

Yes, I would be happy to be contacted by WRAP to discuss my comments on the guidance