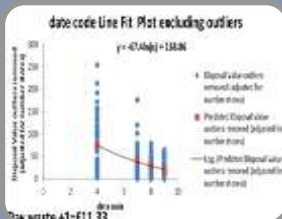


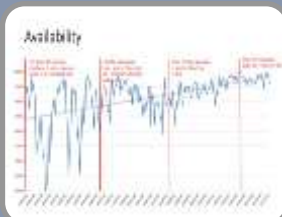
# Extending product life - summary of opportunities for action and review

- This slide deck summarises for each product, a list of challenges and opportunities for extending product life
- The products are ordered by 'ease of change and impact'
- Further data on 'available life' and labelling that can be used by retailers and manufacturers for benchmarking can be obtained by contacting WRAP

# Benefits from taking action



A one-day increase in product life could save 250,000t of waste



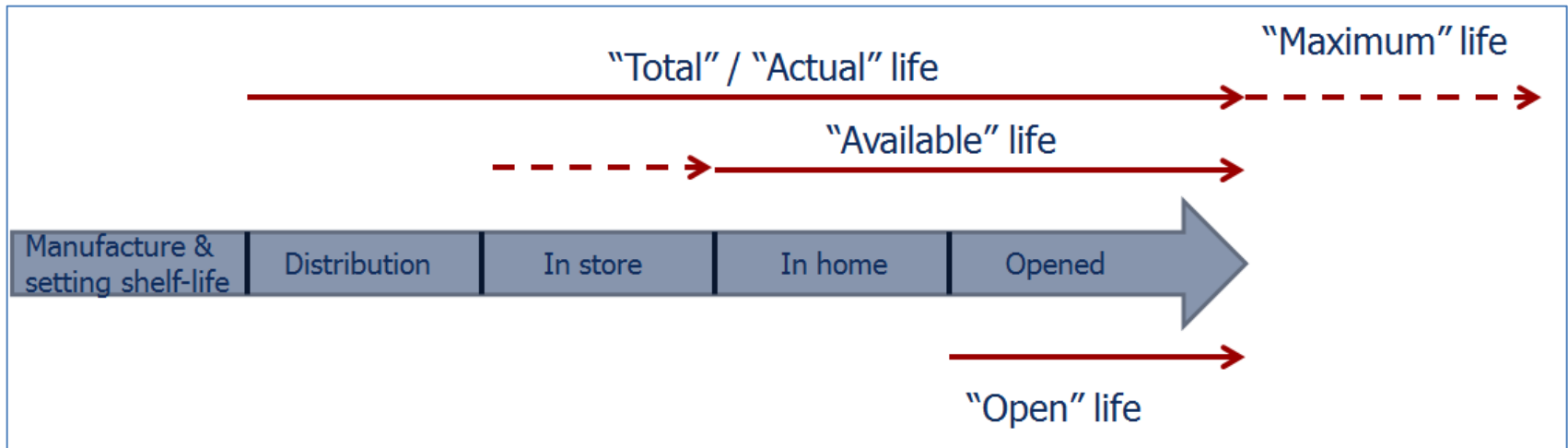
Increasing product life drives up availability and increases sales



Saving household waste leads to trading up and new sales opportunities

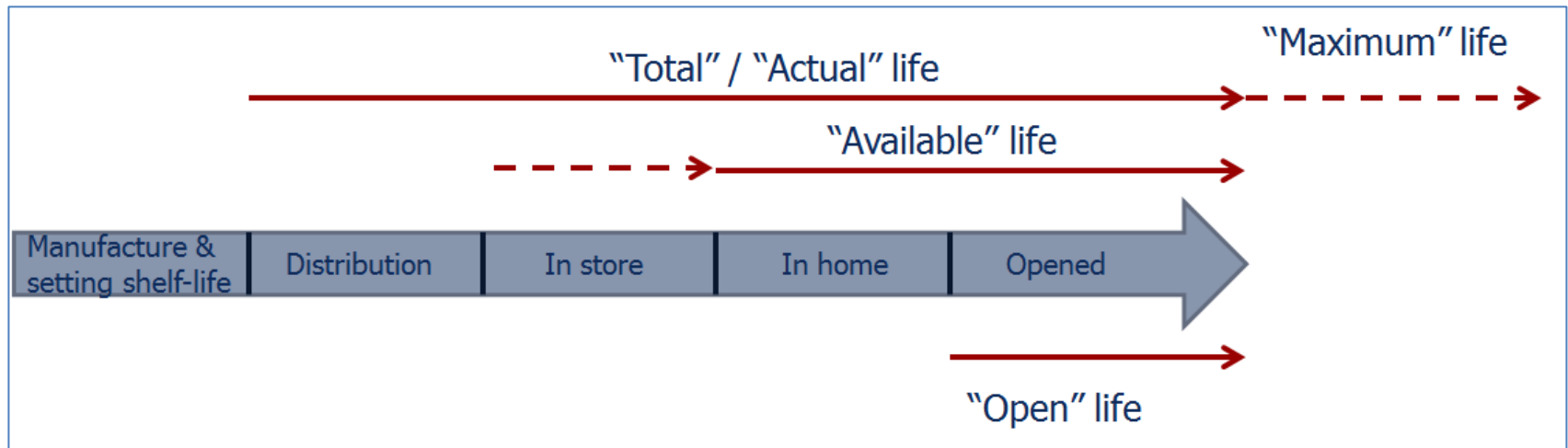
# 5 opportunities to challenge product life

1. Review safety or quality buffers that are in place which may be historic and/or overly cautious



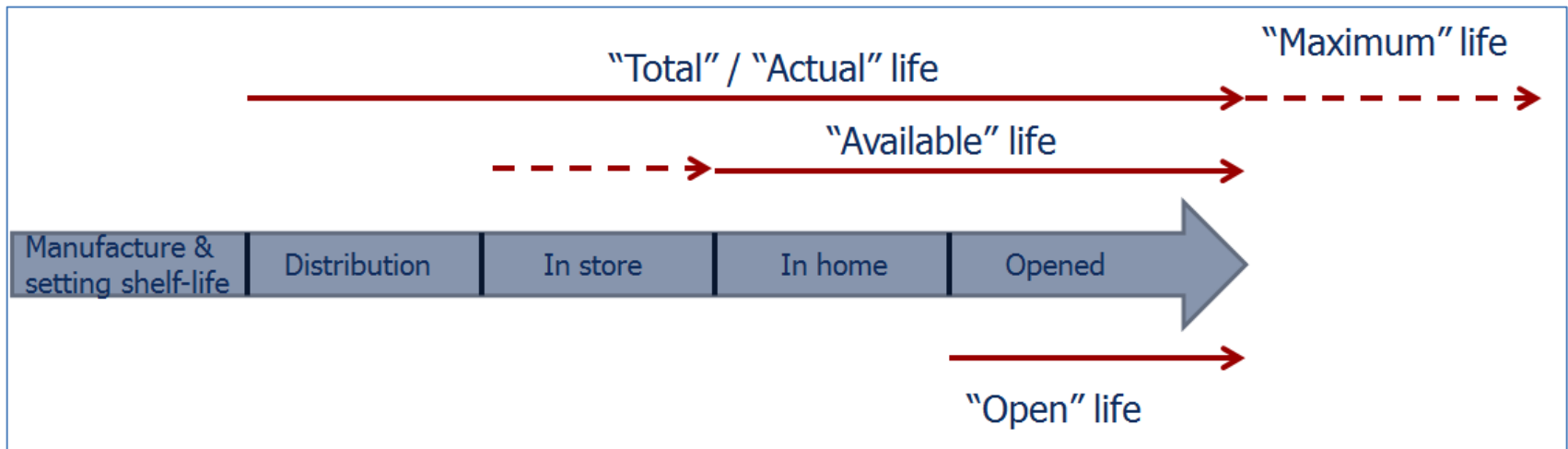
# 5 opportunities to challenge product life

## 2. Develop more standard approaches and consistency in setting open life



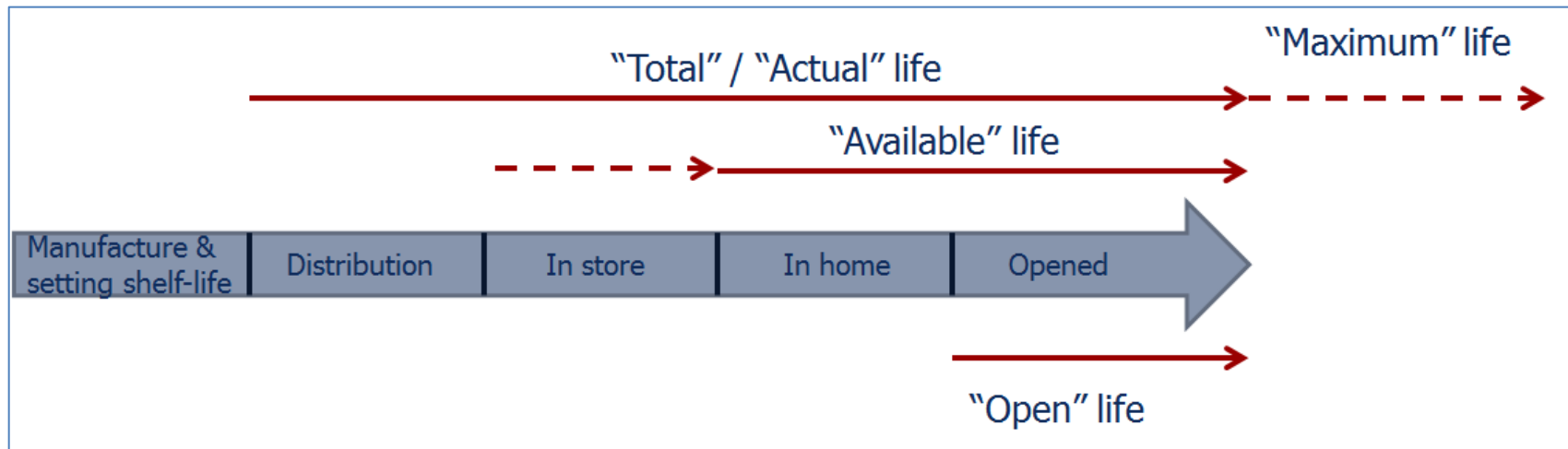
# 5 opportunities to challenge product life

3. Increase the product available life for consumers through supply chain improvements



# 5 opportunities to challenge product life

4. Benchmark the delivery performance, with respect to remaining life, of products when they arrive at retailers' depots in order to provide consumers with more available life more of the time.



## 5. Reduce inconsistency in the use of date codes which causes confusion among consumers and poor decision making in the home

### Product labelling

#### What should I include on my product labels?

In terms of preventing food waste, there are three main areas that can have the most impact by influencing the key consumer behaviours related to food waste.

Select the tabs to discover more.

#### Date labels

- Remove 'Display until' dates
- Ensure appropriate type of date mark 'Best before' or 'Use by'
- If a 'Use by' date is used, reinforce its importance, e.g. 'Do not exceed the use by date'
- Only include open life guidance to ensure food safety
- Our 'perfect pack' example shows a 'Use by' date; however, in most cases the same principles apply for packs with 'Best before' dates.

#### Storage

#### Freezing

Use the 'Proud to support Love Food Hate Waste' logo on your pack.

To find out more [click here](#).



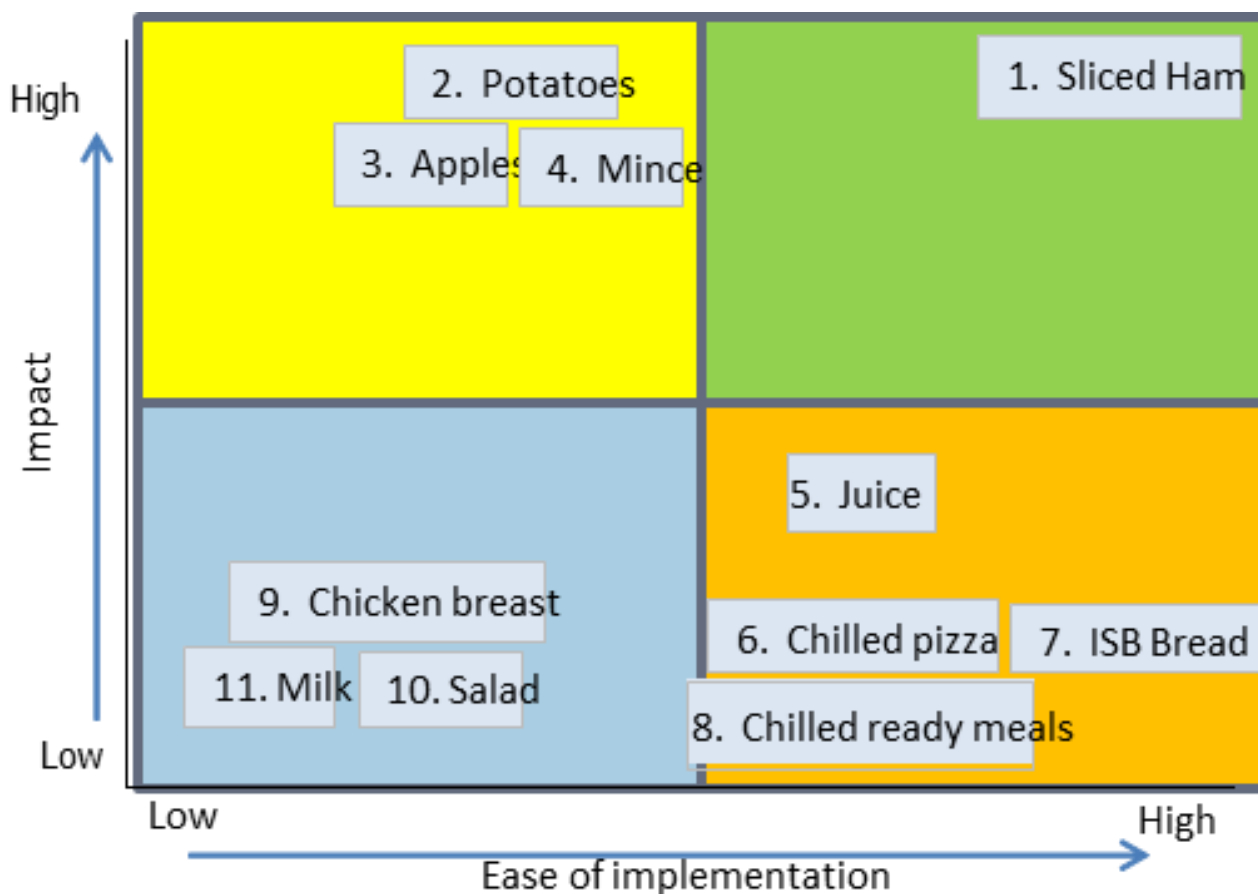
Front of pack

Back of pack





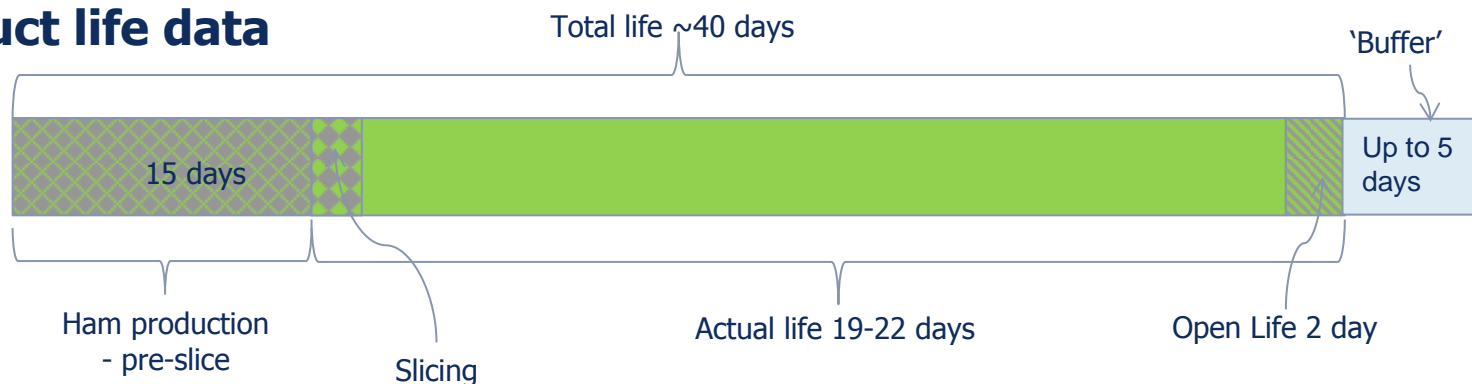
# Products grouped by ease of implementation and impact



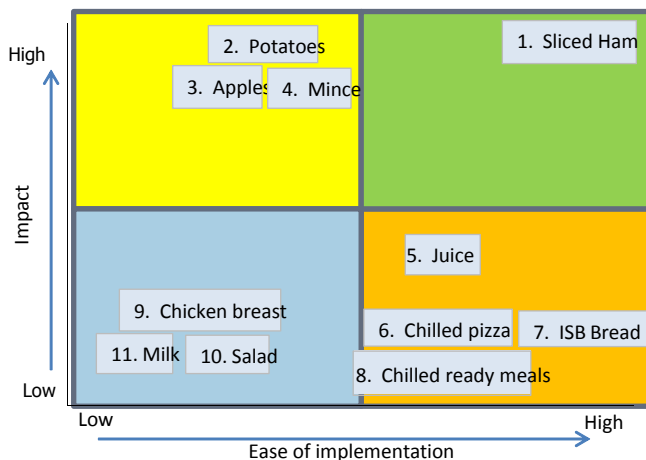
# Each slide contains the following:

**The amount and value of household food wasted because it was 'not used in time'**

## Product life data



## Products covered



## Opportunities for action and review

List of the main areas for product life challenge identified by the research

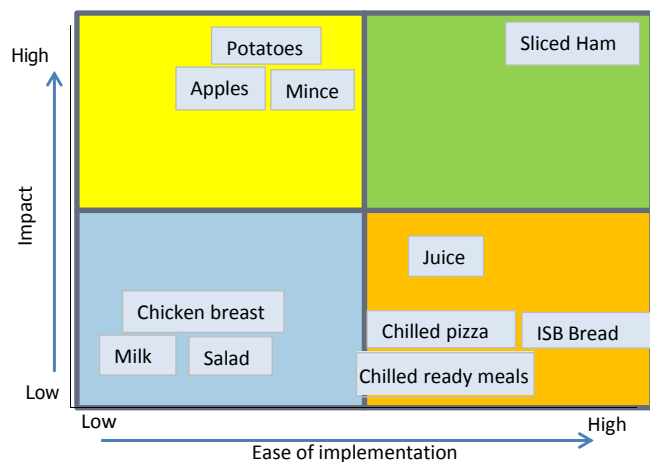
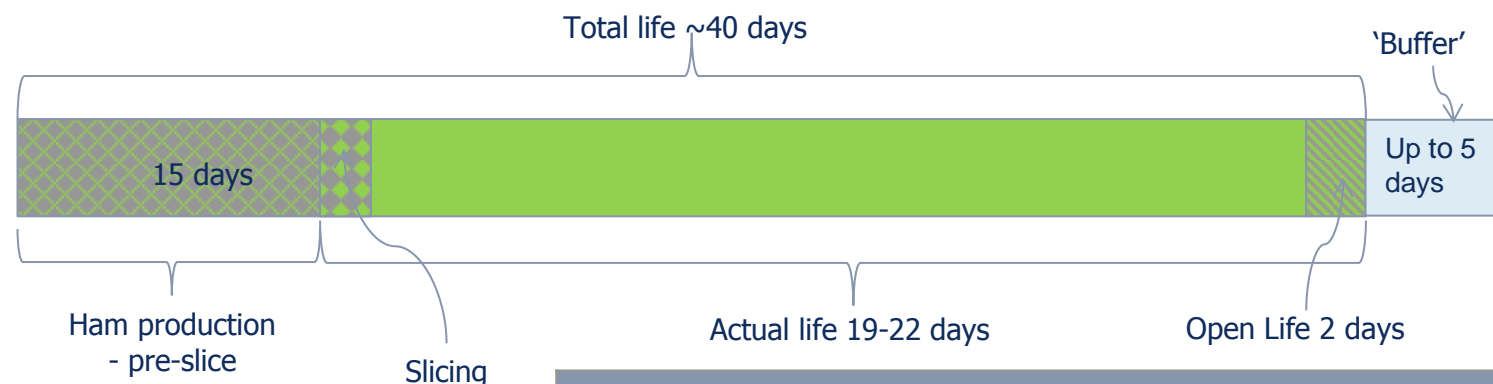
1.....

2.....

3.....

# 1. Sliced Ham, 125g labelled sliced or cooked

Food Waste -Reason: 'not used in time' *	
47,000 Tonnes	£300 m

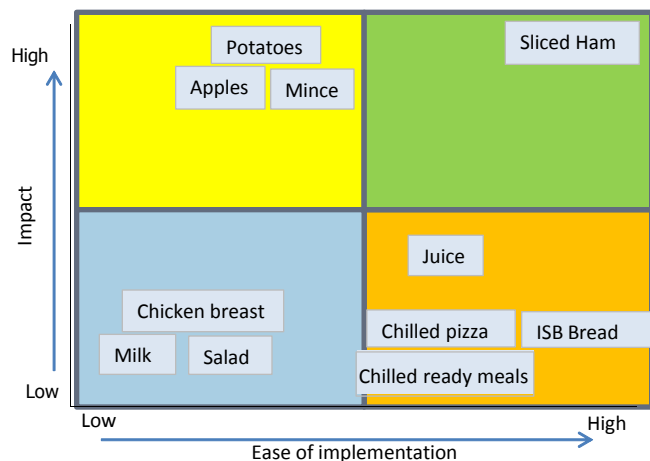
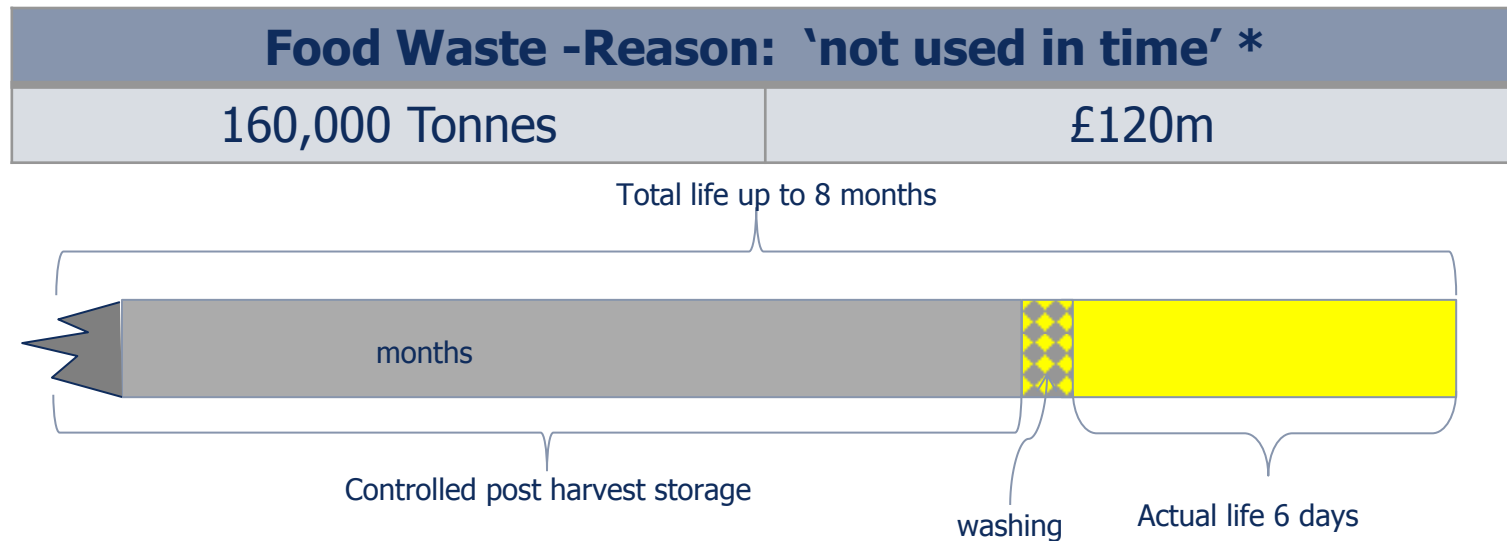


## Opportunities for action and review

- Process hygiene (slicing)
- Open life has potential to be challenged through risk assessment
- Potential to extend pre-sliced ham life through risk assessment
- Deep chill logistics (<5C)
- Improved retail and domestic fridge control
- Inconsistency of minimum life on receipt (MLOR) performance
- Removal of 'display until' codes

\* WRAP 'Household Food and Drink Waste in the United Kingdom' (2012)

# 2. Potatoes, 2.5kg labelled white or potatoes

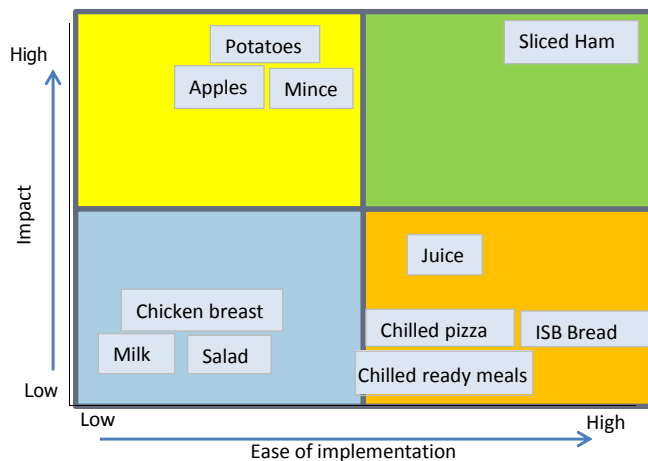
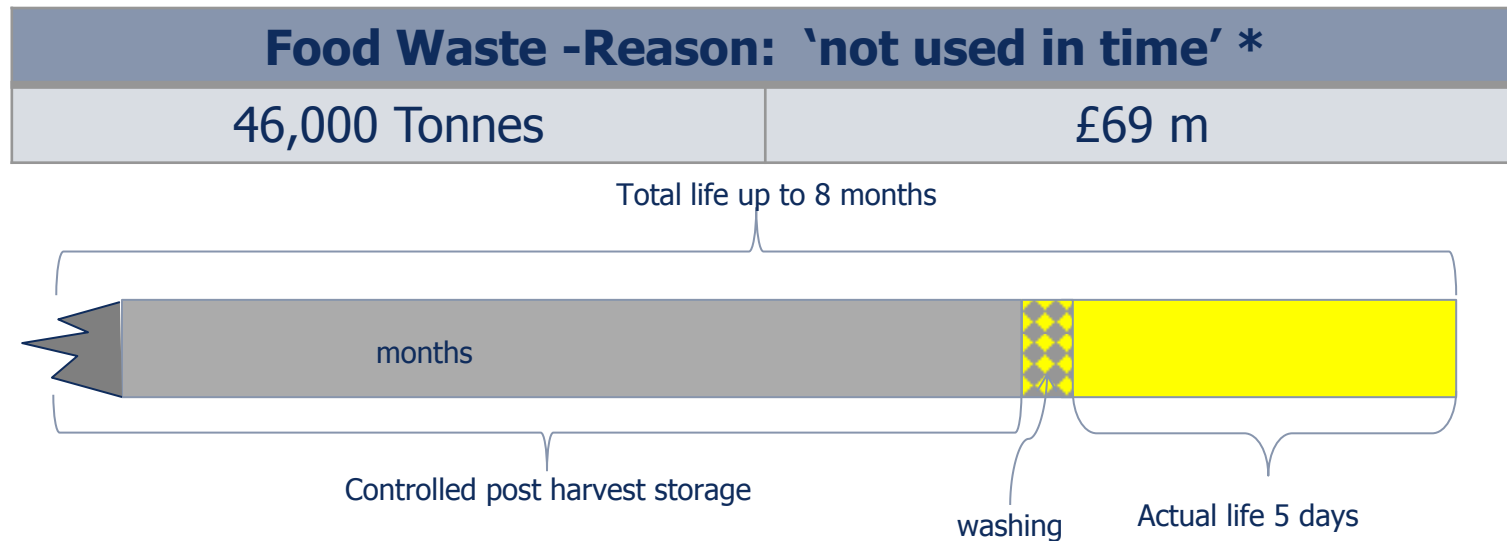


## Opportunities for action and review

- Reduce exposure to light: paper bags, reduce in store light intensity/storage
- Consumer behaviour change: Encourage home refrigeration
- Alternative packaging (smaller paper bags)
- Consumer education in use of on-pack and storage advice
- Removal of 'display until' codes
- Inconsistency in minimum life on receipt (MLOR) performance

\* WRAP 'Household Food and Drink Waste in the United Kingdom' (2012)

# 3. Apples, bagged



## Opportunities for action and review

Lower temperature storage in store

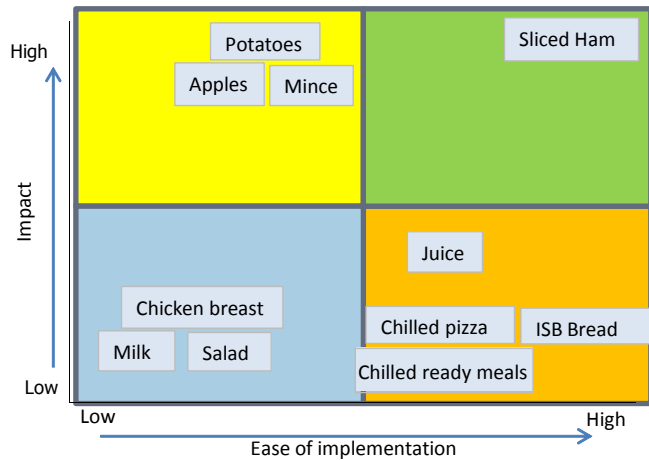
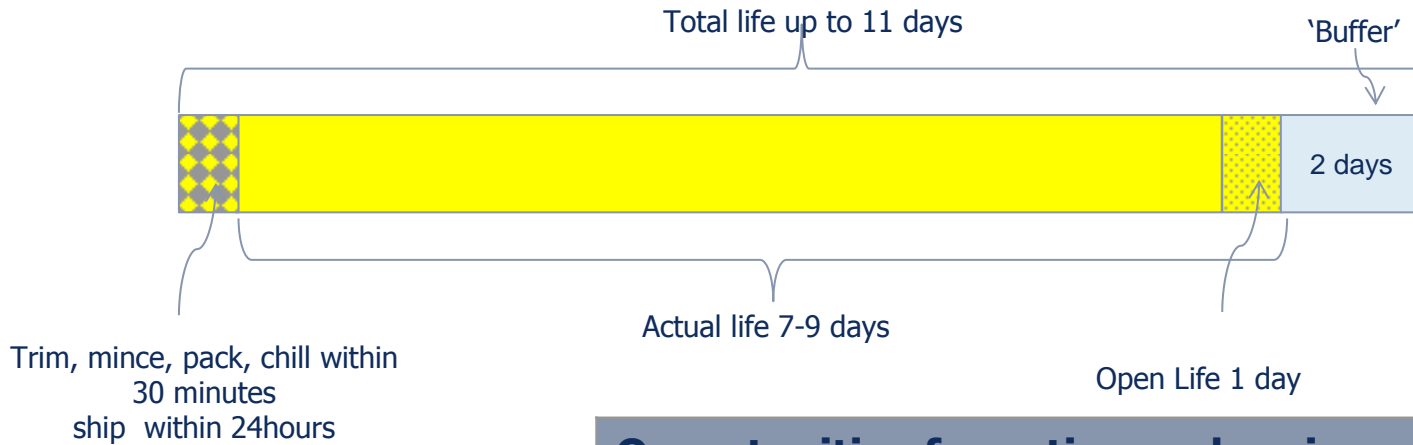
Consumer behaviour change: Encourage in home refrigeration, 'Fruit bowl' in home has big impact

Inconsistency in minimum life on receipt (MLOR) performance

\* WRAP 'Household Food and Drink Waste in the United Kingdom' (2012)

# 4. Mince beef, 0.5kg pack

Food Waste -Reason: 'not used in time' *	
10,000 Tonnes	£76m

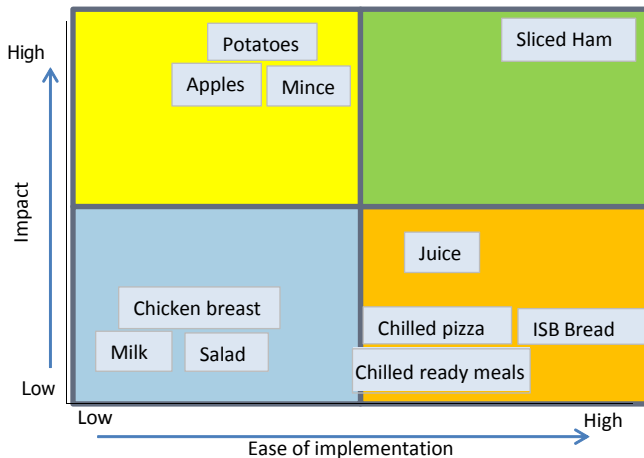
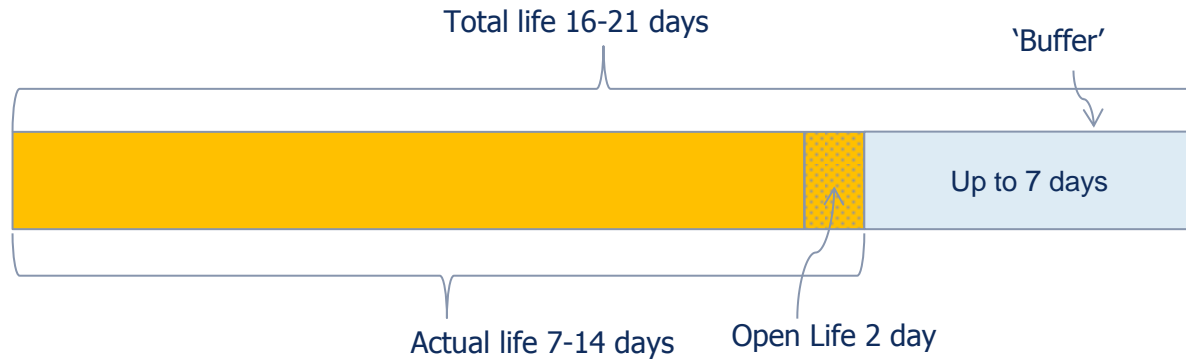


Opportunities for action and review
Skin Packaging
Improved Retail fridge control
Improve domestic fridge control
Review buffer
Carcass hygiene

\* WRAP 'Household Food and Drink Waste in the United Kingdom' (2012)

# 5. Juice, 1000ml orange juice with bits

Food Waste -Reason: 'not used in time' *	
53,000 Tonnes	£67m



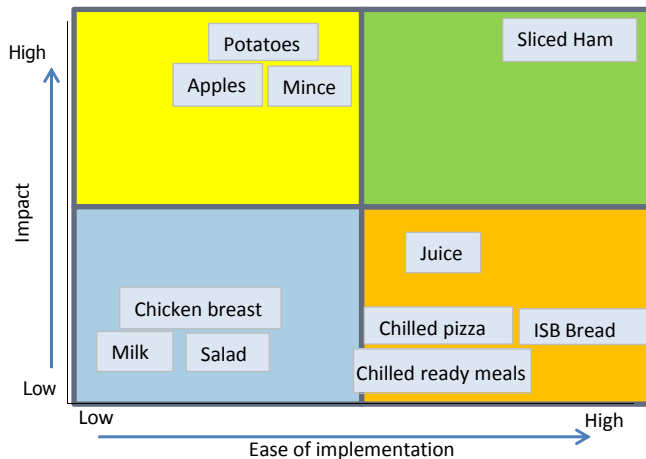
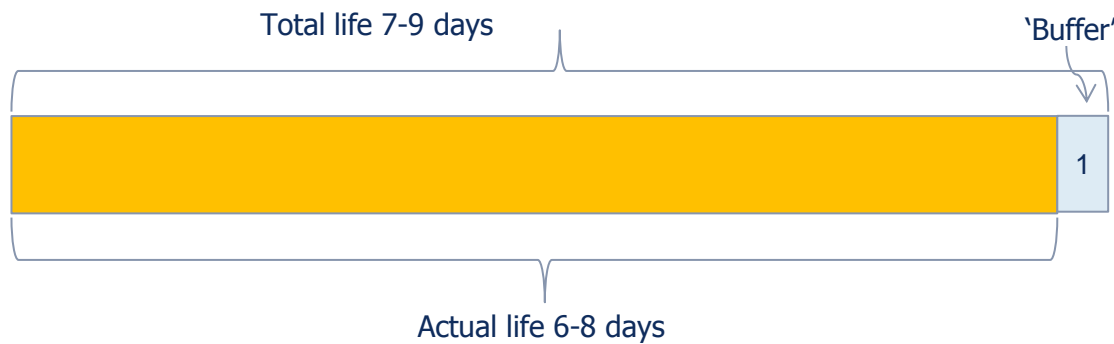
## Opportunities for action and review

- Improved process hygiene
- Review and challenge existing closed life
- Potential to challenge open life through testing
- Improved retail and domestic fridge control
- Removal of 'display until' codes
- Inconsistency in minimum life on receipt (MLOR) performance
- Use of both 'use by' and 'best before' date codes

\* WRAP 'Household Food and Drink Waste in the United Kingdom' (2012)

# 6. Chilled Pizza (Margherita)

Food Waste -Reason: 'not used in time' *	
34,000 Tonnes	£180 m



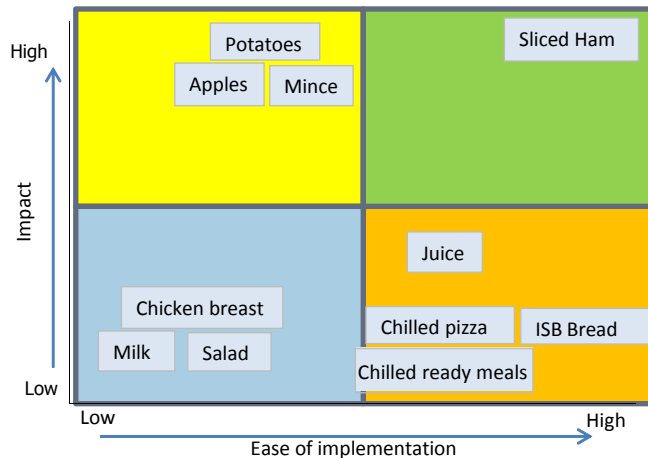
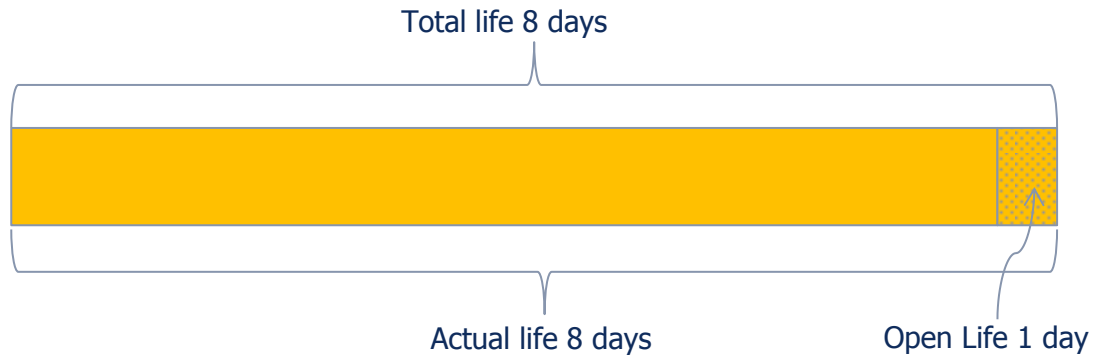
Opportunities for action and review
Improved retail and domestic fridge control
Consistency in retailer shelf life protocol
Significant impact of date expired losses on on-shelf availability

\* WRAP 'Household Food and Drink Waste in the United Kingdom' (2012)



# 7. Chilled Ready meals, beef lasagne

Food Waste -Reason: 'not used in time' *	
34,00 Tonnes	£180 m



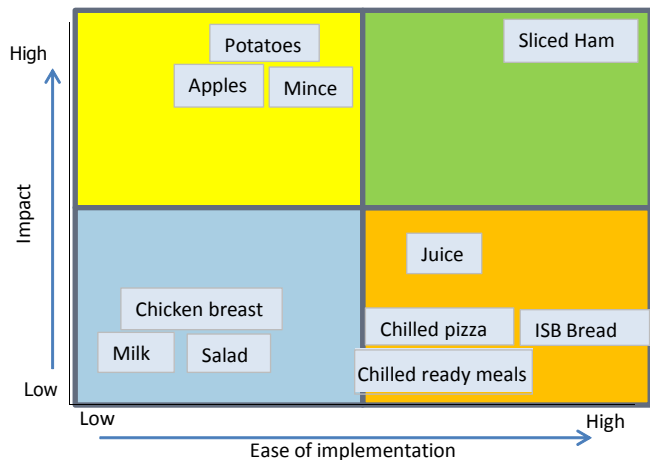
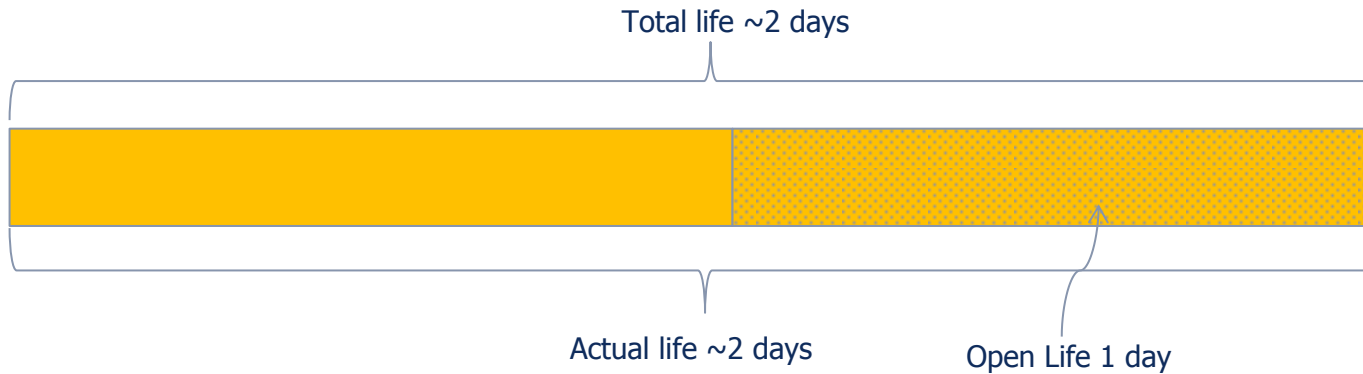
## Opportunities for action and review

- Improved retail and domestic fridge control
- Deep chill logistics could improve life
- Poor remaining life on retail shelves (% of total life)

\* WRAP 'Household Food and Drink Waste in the United Kingdom' (2012)

# 8. Bread (In store Bakery only)

Food Waste -Reason: 'not used in time' *	
260,000 Tonnes	£400m



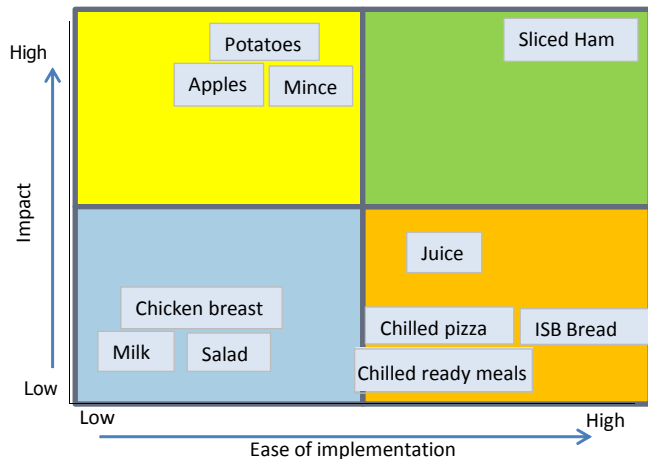
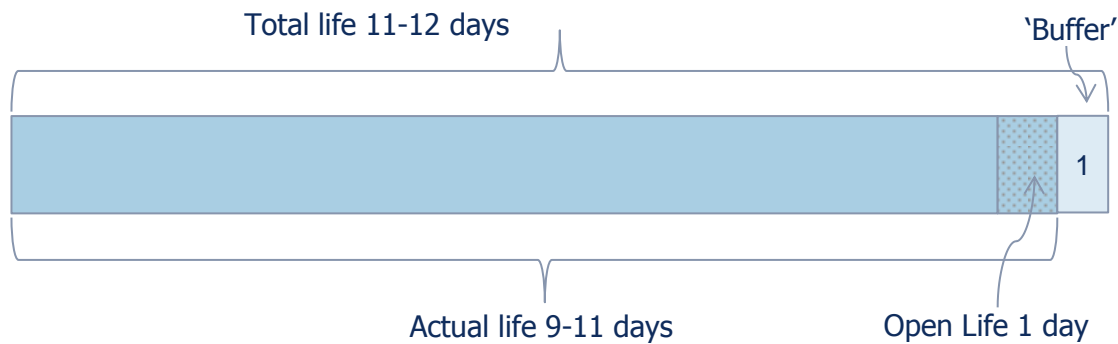
**Opportunities for action and review**

- Enhance consumer communication and messaging
- Significant impact of date expired losses on on-shelf availability

\* WRAP 'Household Food and Drink Waste in the United Kingdom' (2012)

# 9. Chicken Breast, whole skinless, 2 pieces

Food Waste -Reason: 'not used in time' *	
34,000 Tonnes	£180 m



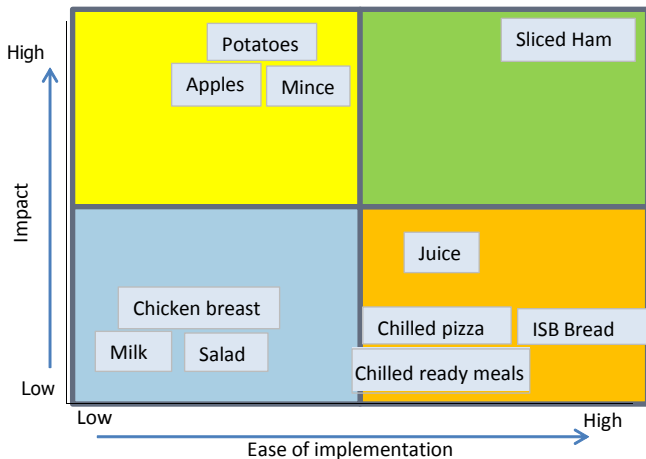
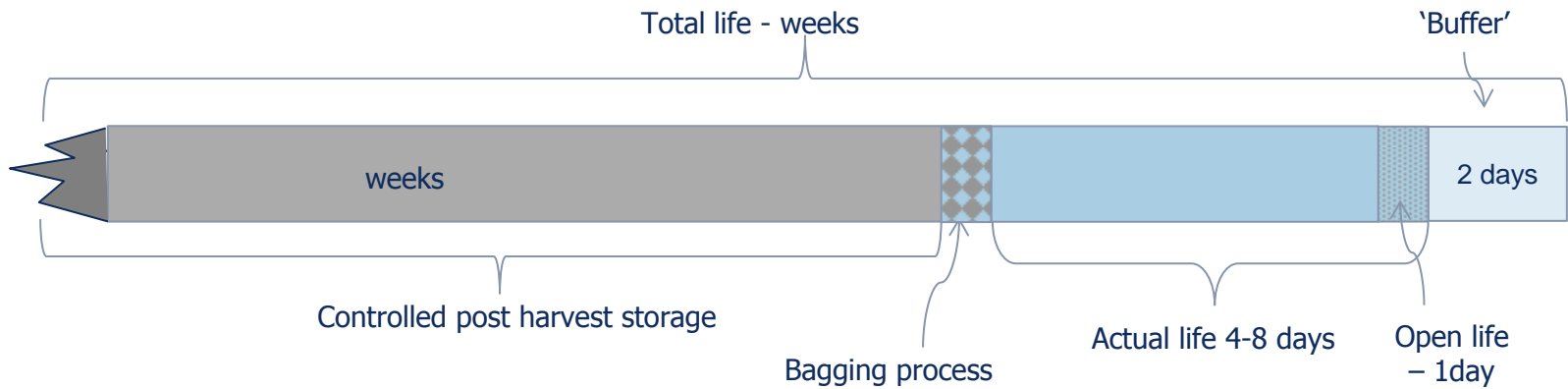
## Opportunities for action and review

- Improved retail and domestic fridge control
- Consistency in retailer shelf life protocol
- Poor remaining life on retail shelves (% of total life)
- Inconsistency in minimum life on receipt (MLOR) performance

\* WRAP 'Household Food and Drink Waste in the United Kingdom' (2012)

# 10. Bagged Salad, 200g labelled iceberg

Food Waste -Reason: 'not used in time' *	
10,000 Tonnes	£72 m

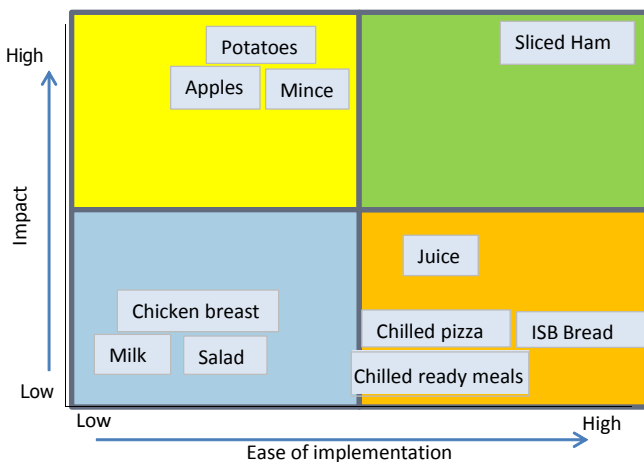
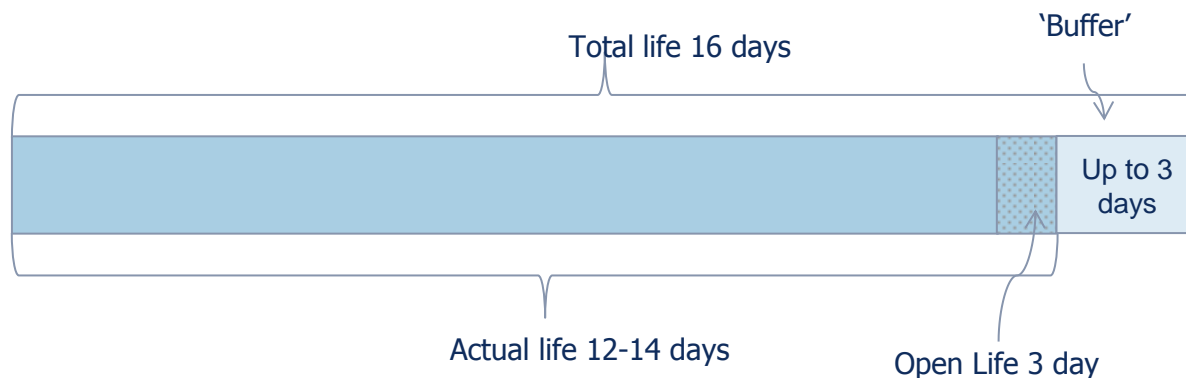


Opportunities for action and review
Supply chain temperature control (<5C)
Improved retail and domestic fridge control
Packaging and process innovation
Poor remaining life on retail shelves (% of total life)
Inconsistency in minimum life on receipt (MLOR) performance

\* WRAP 'Household Food and Drink Waste in the United Kingdom' (2012)

# 11. Milk, 2 pints, semi-skimmed

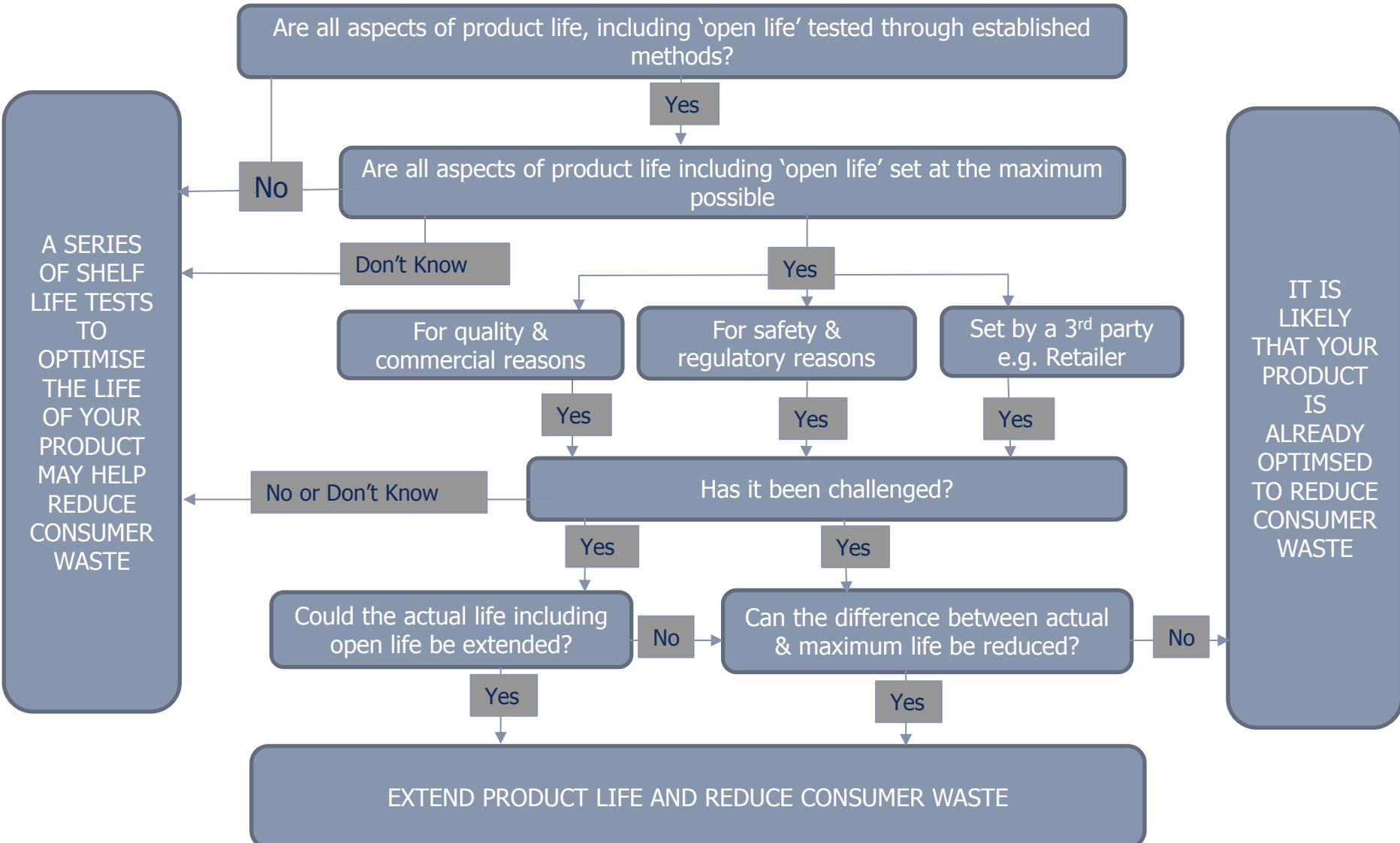
Food Waste -Reason: 'not used in time' *	
160,000Tonnes	£160m



Opportunities for action and review
Improved process hygiene
Improved retail and domestic fridge control
Inconsistency in minimum life on receipt (MLOR) performance
Removal of 'display until' codes

\* WRAP 'Household Food and Drink Waste in the United Kingdom' (2012)

# Product life decision tree



- Remove 'display until' dates
- Improve MLOR performance to provide consumers with more available life
- Better communication of storage information to consumers on pack and in-store
- Education of consumers regarding the correct refrigerator temperature including through on-pack information