This document provides the references used in the Food Futures report. It is organised by report section and combines specific in text statistic and case study citations with general resources that were used to inform report contents and recommendations. All links were valid as of 30th October 2015.
The Food Futures report is available to download from www.wrap.org.uk/foodfutures

Date: 5 November, 2015
WRAP’s vision is a world in which resources are used sustainably.

Our mission is to accelerate the move to a sustainable resource-efficient economy through re-inventing how we design, produce and sell products; re-thinking how we use and consume products; and re-defining what is possible through re-use and recycling.

Find out more at www.wrap.org.uk
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Calysta FeedKind image
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McDonald’s. (2012). McDonald’s Farm Forward Forecast: A snapshot of the challenges and opportunities facing British and Irish farming today. Retrieved from: http://www.mcdonalds.co.uk/content/dam/McDonaldsUK/AboutUs/Newsroom/Farm%20Forward%20Documents/McDonalds_report_FINAL.pdf

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UKCES. (2015). The Death of the Saturday Job: The Decline in Earning and Learning Amongst Young People in the UK. Retrieved from:
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“*Food Futures: from business as usual to business unusual*” is WRAP's ground breaking report analysing 15 critical areas in the UK food system, from farm to fork, and outlining recommendations for key actions by industry and governments.

Find out more at http://www.wrap.org.uk/foodfutures

#DoBusinessUnusual