



UK food industry commitment to 'Target, Measure and Act' and the Food Waste Reduction

Roadmap



Target
Measure
Act

The commitment

The ground-breaking Food Waste Reduction Roadmap encompasses the entire supply chain from field to fork and shows actions large businesses will take to address food waste in their own UK operations, how they will work in a more harmonised way to support their suppliers in taking action, and how they can engage with consumers and innovate to reduce their food waste.

There is an ambitious aim to have fifty per cent of the UK's largest 250 food businesses measuring, reporting and acting on food waste by 2019, and all 250 companies by 2026.

What does this mean for UK food businesses and trade bodies?

Large businesses are asked to commit to:

- **Target** – Set a food waste reduction target for their own UK operations (Adopting the Sustainable Development Goal 12.3 (SDG12.3) target to reduce food waste across their own UK operations by 50% by 2030 or setting a target for reducing food waste that contributes to SDG12.3^{1, 2}).
- **Measure** – Measure in a consistent way and share what they've learnt (Use the [UK template and guidelines](#) to measure food surplus and waste in accordance with the international Food Loss and Waste Standard. Report using the UK template, and provide a narrative on progress).
- **Act** – Take action to reduce their own food waste, work in partnership with suppliers and help consumers reduce their food waste (Use data to plan and deliver food waste reduction actions across their own UK business operations, and work in partnership with suppliers and engage consumers, to reduce food waste from farm to fork).
- Publicly report their own UK company results, or work towards this best practice³, and share successes and lessons learned. Share data with those responsible for tracking and facilitating progress, and publishing aggregate data as appropriate (e.g. WRAP, trade bodies). Be as robust and transparent as possible.

- 1 Not all businesses will be in a position to adopt a 50% reduction target – e.g. where a business has made significant efforts in the past to reduce food waste but cannot fully quantify these. Alternative targets which contribute to SDG 12.3 should be ambitious and supported by evidence. Some businesses will need to carry out more robust data gathering prior to setting a target. This could involve undertaking a food waste audit (e.g. using the [‘Your Business is Food; Don’t Throw It Away’](#) approach), or developing a detailed [Food Waste Report](#), to better understand the scale and causes of food waste – which would inform target development.
- 2 Individual businesses will need to establish a baseline year and develop a food waste inventory which is consistent with the UK guidelines. Historical data may be used to set a baseline if it conforms to the guidelines. The target can apply to total food waste (i.e. wasted food and inedible parts), or only the wasted food fraction (i.e. excluding inedible parts), depending on the availability of reliable data. SDG12.3 is a relative target (i.e. per capita), and business targets should also be relative. WRAP will be responsible for assessing progress at a sector (including households) and UK level.
- 3 WRAP and IGD recognise that initially not all businesses will be in a position to publicly report food waste from their own operations. Some businesses will require time to embed measurement techniques and build confidence in their data, and WRAP and IGD will provide support for this. However, all businesses should share data for publication by WRAP and/or sector bodies as soon as this is robust enough, and work towards individual company public reporting.

In order for the UK to achieve the national food waste reduction targets under Courtauld 2025 and the SDG12.3 target, it is critical that there is widespread adoption of 'Target, Measure, Act'. An increasing number of businesses are adopting such an approach, but many more need to do so, across the whole food chain.

To meet the national and global targets, collaborative and concerted efforts to reduce food waste are required. These need to focus on preventing food surplus and waste being generated in the first place, redistributing surplus food that does arise, and diverting surplus (that cannot be used to feed people) into animal feed and high value biomaterial processing.

Consistent with the food hierarchy, preventing waste arising and ensuring food is eaten by people should always be considered the first priority.

WRAP, IGD and key trade bodies will be encouraging more businesses to join those listed at launch, and retailers and other larger food businesses will also invite their key suppliers to adopt 'Target, Measure, Act' (as described above)⁴.

As a trade body (or other organisation that can help support adoption of the roadmap or key elements of it), you can:

- Promote the roadmap and the actions needed to be undertaken by businesses, to your members (and/or those in business that you can influence).
- Promote and facilitate relevant Whole Chain or Sector Food Waste Reduction projects.
- Promote the use of the common UK template and guidelines to measure and report food surplus and waste robustly.
- Act as a channel for the sharing and reporting of food waste data and progress (publicly and to WRAP).

4 Whilst there is a harmonised approach to inviting suppliers to adopt 'Target, Measure, Act', the nature of supplier engagement will vary depending on the business's operating model and its supplier base. Whole Chain Food Waste Reduction plans may be developed between an individual larger business and key suppliers, or by consortia of businesses, trade bodies and others such as WRAP. It may not be appropriate to engage with smaller suppliers in the same way. For example, in relation to agricultural suppliers, a trade body-led approach focused on specific categories or challenges may be more relevant, supported by larger business customers.

Food Waste Reduction Roadmap

Industries:

Production and manufacture

Hospitality and Food Service (HaFS)

Retail

Large business = >250 employees

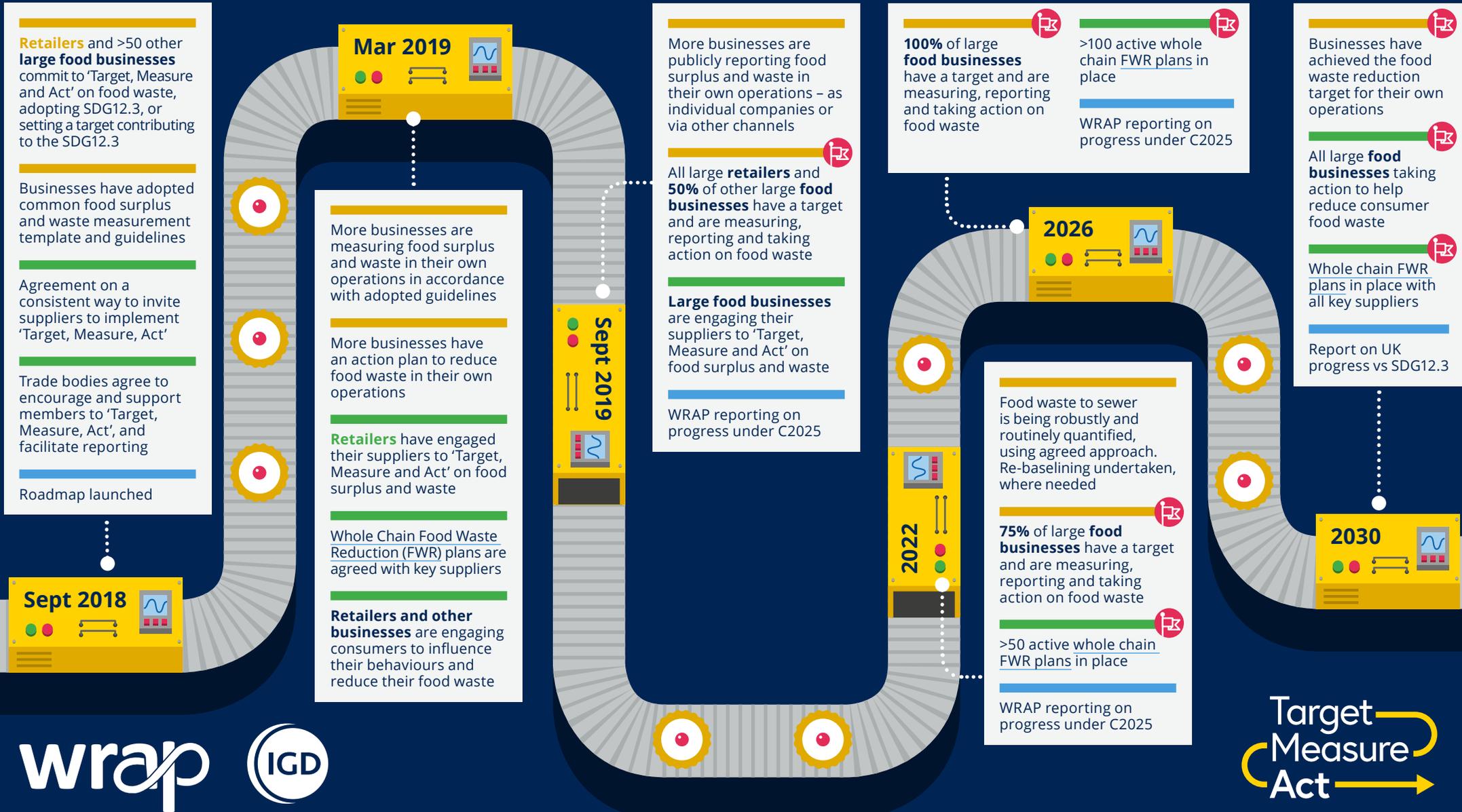
Food = food and drink

Own operations

Supporting suppliers and consumers

Reporting

 Milestones



Supporting notes

Core element	Additional notes
Setting a target and baseline	<ul style="list-style-type: none">• The relative target should be a % reduction in the amount of food waste per tonne of food produced or sold against a baseline year• The baseline should be recalculated when required (e.g. major structural changes, or data improvements)
Act	<ul style="list-style-type: none">• Action plans should focus on the biggest hotspots/highest waste categories• Good practice is to embed the plans in individual and team objectives supported by appropriate KPIs• The Hospitality and Food Service sector are working on a collaborative action plan in response to some of the specific challenges in this sector
Reporting	<ul style="list-style-type: none">• Use the common Data Capture Sheet and/or Reporting Template when communicating. These also help as a record of scope and assumptions for comparisons in future years• Good practice is to provide a narrative on progress made
Consistent way of inviting suppliers to implement the 'Target, Measure, Act' principles	<ul style="list-style-type: none">• Start with your larger and more strategic suppliers first• Use this consistent approach, so that suppliers receive requests in a harmonised way• Signpost to the common UK template/guidelines and other supporting information• Encourage suppliers to use these, and to report publicly or work towards this best practice, and/or via sector initiatives (e.g. WRAP, trade body, your own channel)• Encourage sharing of best practice, case studies – e.g. through supplier networks• Where appropriate, embed this invitation into commercial communication channels – e.g. Joint Business Plans, scorecards etc.• Develop Whole Chain Food Waste Reduction (FWR) Plans with key suppliers

Core element	Additional notes
Whole chain FWR (food waste reduction) plan	<ul style="list-style-type: none">• A Whole Chain FWR plan is agreed with larger or strategically important suppliers focusing on the biggest hotspots/highest waste categories. For smaller suppliers (e.g. agricultural), a trade body led approach focused on specific challenges may be more relevant• Ideally plans should cover the whole value chain from farm to retail, to avoid shifting the problem elsewhere• WRAP have developed guidelines on what should be included in a good Whole Chain FWR plan
Businesses taking action to help reduce consumer food waste	<p>Supporting consumers to reduce their food waste through product and pack design and influencing their behaviours when buying and consuming food. These can include:</p> <ol style="list-style-type: none">1. Adopt know best practices for food date labelling and storage advice2. Help test new innovations3. Make your customers aware of what you are doing and what they can do <ul style="list-style-type: none">• WRAP have developed a checklist of the key action areas

For more guidance and links to supporting resources please refer to the [Food Waste Reduction roadmap toolkit](#)



Target Measure Act

Three yellow arrows are positioned around the text. One arrow points from the right side of 'Target' to the right side of 'Measure'. A second arrow points from the right side of 'Measure' to the right side of 'Act'. A third arrow starts from the left side of 'Act', points right, and then loops back to the left side of 'Target'.

Contact

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