



**Label better
less waste**

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Yogurt guidance

**Helping reduce consumer food
waste, through changes to
products, packs, labels and retail**

Produce of



wrap

 **Food
Standards
Agency**
food.gov.uk

 **Department
for Environment
Food & Rural Affairs**

**Dairy
UK**



Top actions for consumer waste prevention

- ✓ Review products to ensure the right date label and 'Open Life' are applied
- ✓ Include Love Food Hate Waste (LFHW) tips on larger packs or outer sleeves
- ✓ Make consumer waste prevention one of the focuses of new product development/ product innovations

Date labelling and storage advice

1. Evidence suggests that date codes have a critical influence on wastage rates for yogurts ([see consumer insights](#)).
2. Use Dairy UK guidance¹ or the decision tree on [page 4](#) to select the right date label for each product. Only use 'Use By' where there is a food safety reason to do so. Otherwise use 'Best Before'.
3. Where 'Open Life' is used, use only the correct corresponding wording for 'Open Life' guidance:
 - 'Once opened, best within X days' (where important for food quality).
 - 'Once opened, use within X days' (only when required for food safety).
 - Where 'Open Life' is used, ensure it is extended to the maximum possible duration for the quality or safety limitation.

4. Reinforce through communication activities on company websites and other marketing channels, e.g. to reiterate what 'Best Before' and 'Use By' mean.
5. Consider wording to help consumers get the best from their product, e.g. 'This product may separate. Stir before serving for best consistency'.
6. Use the blue fridge icon and supporting wording – 'Keep in the fridge below 5°C'.



Love Food Hate Waste tips and other communications

- Use LFHW logo and tips on larger packs and across digital channels and in other communications.
- For example, how to use yogurt in recipes. Provide additional tips like – 'Freeze in lolly moulds with leftover fruit for a healthy treat' or 'Freeze and use in smoothies'.
- On larger packs, consider messaging on the story of food, e.g. 'Feed, water and love go in – surely this yogurt is too good to bin?'



Product and packaging design

- Investigate product or packaging innovations to help householders make the most of their purchases.

¹ http://www.dairyuk.org/images/Dairy_UK_guidance_Use_by_-_Best_before_Sept2012final1.pdf
NB Currently under review

Consumer insights and evidence

Evidence on consumer waste at home²

UK consumers waste:

54,000 tonnes

of yogurt a year (9% of purchases).

50%

is in unopened packs (very high compared to other food types).

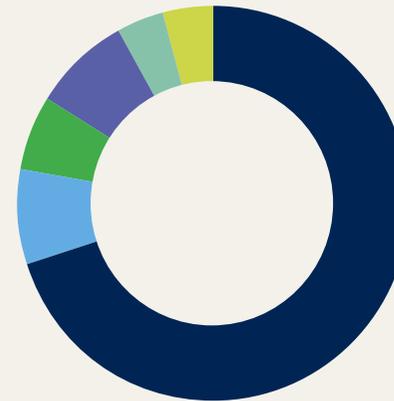
80%

of packs are more than three-quarters full.

Other insights

1. WRAP research suggests that people frequently use date labels on yogurt to make decisions.³
2. This is supported by the overwhelming proportion of householders reporting the date code as the reason for wasting yogurts.²
3. A recent on-shelf survey found that for multi-pack yogurts there has been a downward trend in products on-shelf carrying a 'Best Before' date (43% in 2011 to 9% in 2015).⁴
4. The on-shelf survey also found that very few yogurts products specify that they can be frozen at home.⁴
5. WRAP focus panels have found that consumers respond well to 'motivational' messaging on the story of food.

Reasons for not using yogurt purchases



Not used in time (date code)	70%
Not used in time (not date code)	8%
Cooked/served too much	6%
Fussy eating	8%
Accidents	4%
Other	4%

² Household Food & Drink Waste – A Product Focus, WRAP 2014

³ <http://www.wrap.org.uk/sites/files/wrap/Technical%20report%20dates.pdf>

⁴ <http://www.wrap.org.uk/content/helping-consumers-reduce-food-waste-retail-survey-2015>

Decision tree approach to determine date labels

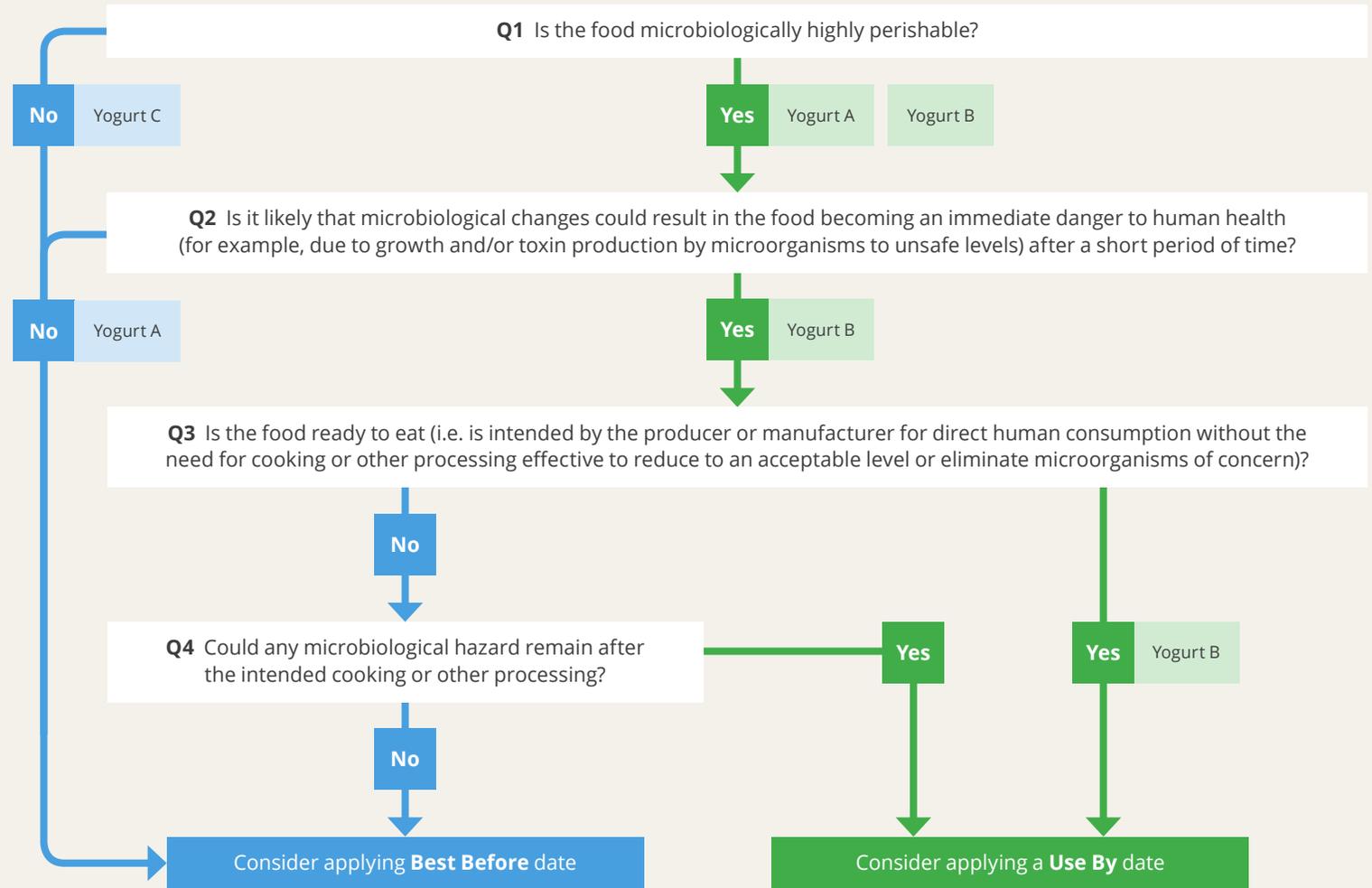
Application of decision tree approach to yogurt

Yogurt A: Absence of *Listeria monocytogenes* is demonstrated in product when it leave factory. Business has knowledge that because of pH and water activity of product, *Listeria monocytogenes* would not grow in product even if present.

Yogurt B: Very occasional detection of *Listeria monocytogenes* occurs in product. Business does not have evidence that *Listeria monocytogenes* will not grow in product.

Yogurt C: UHT yogurt that can be stored at ambient temperature with advice to consumer to eat within 3 days once opened.

Note: Business will need to consider the risk posed by all organisms not just a single pathogen in isolation.





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WRAP
Second Floor
Blenheim Court
19 George Street
Banbury
Oxon OX16 5BH

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