

Working with businesses to
reduce food waste by extending
product life.

March 2015



Why focus on Product Life ?

Some facts:

15 mt total food waste arising in the UK each year

7mt from our homes

4.1mt from manufacturing, retail & wholesale.

The reasons:

Product life expiry is a key reason for food waste

an estimated **1.3-2.6mt** of food waste, with a value of **£3-6bn** arises in the supply chain & the home due to date code expiry.

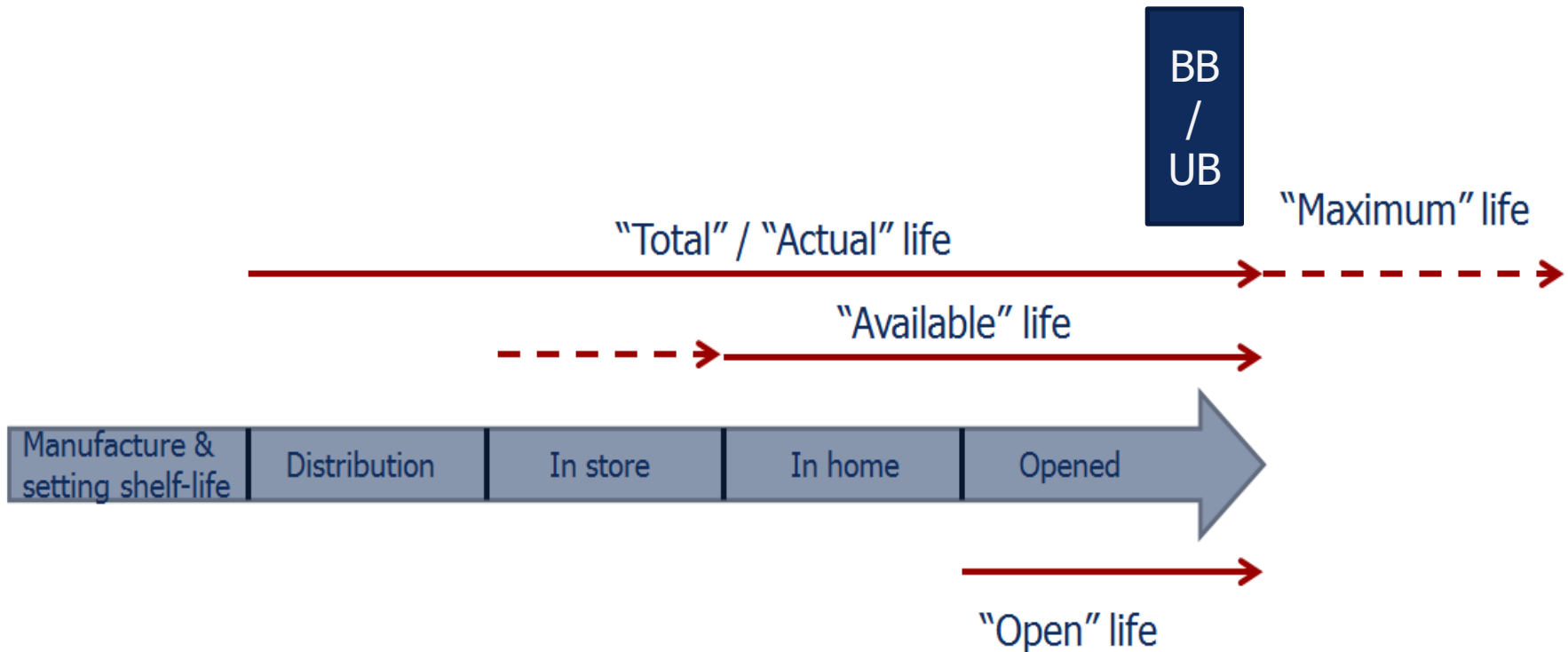
Recent work – key findings

- Just one-day increase in product life could save 250,000t of food waste in the UK, on an annual basis;
- The **business case** for extending life is based on: preventing waste and saving its true cost; increased on shelf availability; increased sales and 'trading up'
- There are opportunities for extending product life without changing packaging and/or product formulations

link to the report published on 3rd March 2015:

<http://www.wrap.org.uk/content/reducing-food-waste-extending-product-life>

Our terminology



What are we asking you to do ?

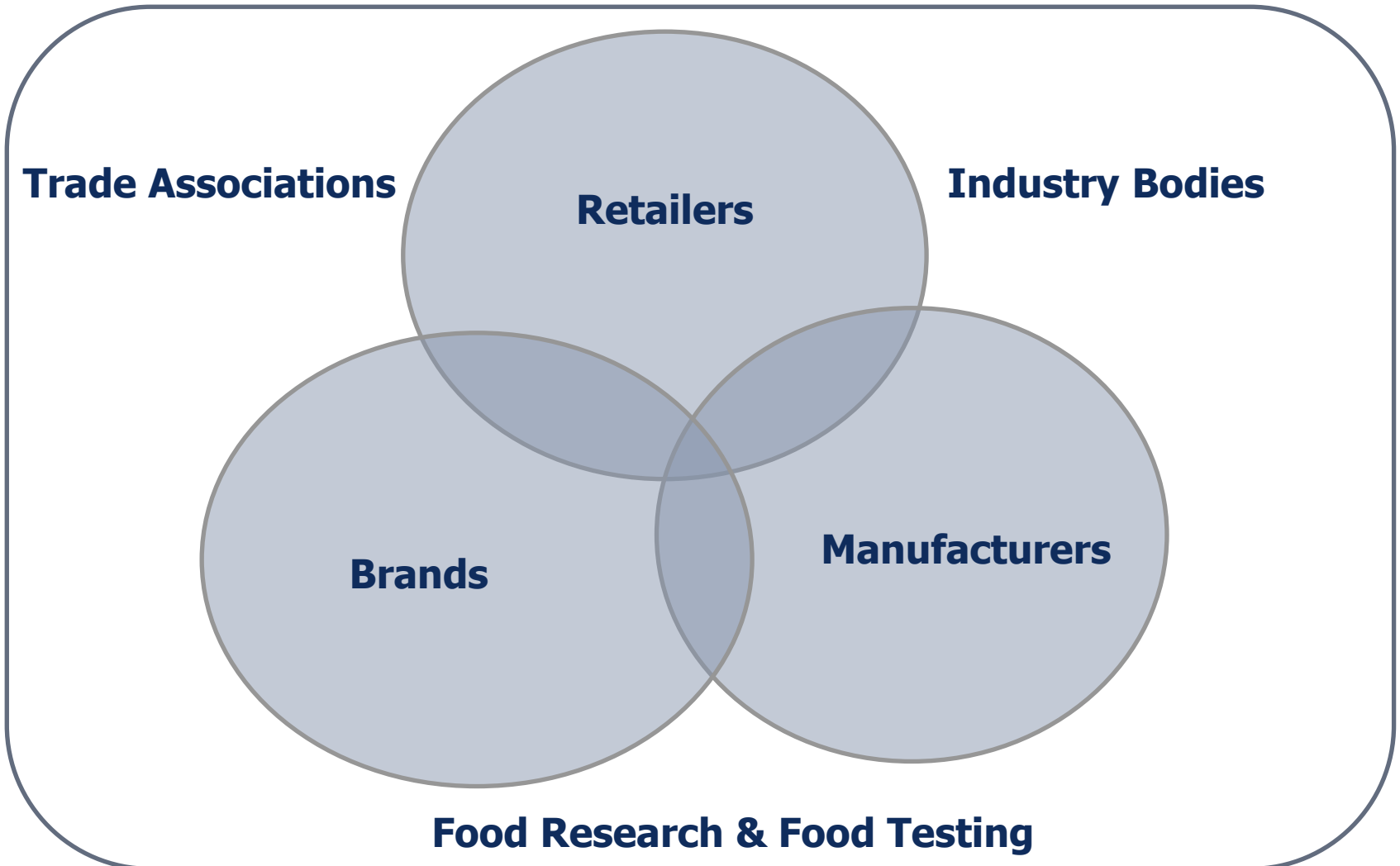
- Work with us & the rest of the industry
- Take a collaborative & consistent approach
- Review your products & processes
- Challenge existing protocols
- Take any appropriate action
- Embed change.

Without compromise to food safety or product quality.

5 opportunities for extending product life

- **Challenging** product safety or quality **buffers** that are put in place by retailers and manufacturers because they **could be** overly cautious;
- Developing more **consistent** approaches to open-life setting;
- **Increasing** the product **life available** for consumers when the product is purchased through supply chain improvements;
- Improving the **delivery performance** of products into depots so that consumers have more time more of the time; and
- Further **reducing inconsistency** in the use of **date codes**, as some current practice can cause confusion among consumers and poor decision making in the home.

How can you & your business make a start ?



What is our role ?

We can help to:

- Raise awareness of recommendations
- Provide a business case
- Encourage collaboration
- Facilitate change
- Embed change.

Taking Action

**Even just 'one more day'
could make a big difference.**



Make a start today

- Discuss this opportunity within your business
- Talk to your suppliers/customers
- Agree what action you can take
- Tell us what action you are taking.

Keep an eye out for WRAP events relating to Product Life.

Contact Details :-

Sue Riley

Sector Specialist – Food

direct: 01295 817894

mobile: 07739 745124

email: sue.riley@wrap.org.uk



www.wrap.org.uk