

# The WI Supermarket Food Waste Manifesto

Food Matters: Globally it is estimated that 222 million tonnes of food is wasted every year. This has environmental and economic consequences, and is happening at a time when 1 in 9 of the world's population is living in chronic hunger. Food waste must be tackled.

*"Members of \_\_\_\_\_ WI call on \_\_\_\_\_ supermarket to adopt the following commitments in order to help reduce food waste in the home and across the supply chain."*

## Commitment 1: An end to overbuying

Supermarkets should offer a price reduction on individual items rather than offering multi-buys on several items.

Supermarkets should enable shoppers to purchase products loose rather than in a multi-pack, so that they can choose quantities convenient to them.

Supermarkets should offer smaller pack sizes that work out at similar prices per kilo/litre as their bigger equivalents.

## Commitment 2: Extending the product life of foods in the home

Supermarkets should educate consumers around date labels with publicity in store and continue the phase-out of 'display until' dates.

Supermarkets should reassess whether best before dates are needed at all on some packaged fruit and veg products.

Supermarkets should consider replacing use-by dates with the best before dates where food safety is not compromised.

Supermarkets should only use open-life instructions where they are needed for food safety reasons.

Supermarkets should reformat their 'once opened, consume within X days' labels so that they accurately reflect the product life once opened.

Where packaging is deemed necessary, innovative packaging, such as resealable cheese packets, should be introduced by supermarkets as a priority, and not be limited to just one or two product lines.

## Commitment 3: Fully utilising the farm crop;

Supermarkets should stock and promote a far wider range of wonky or misshapen fruit and vegetables in their stores.

Supermarkets should relax grading standards to ensure that a larger proportion of the farm crop can be used across all product lines.

## Commitment 4: Supermarket transparency on food waste;

Supermarkets should annually publish their food waste statistics, across their supply chain, in a format accessible to consumers. Data should be equivalent across retailers for easy comparison and auditing should be conducted by an independent third party.