

Changing the Retail Environment to Help Change Behaviours

G7

United Kingdom 2021



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Changing the retail environment to help people buy what they need and use what they buy



Buy the right amount

- Pack size, availability & pricing
- Loose vs pre-packed
- Promotional strategies

Keep what is bought at its best

- Maximum shelf life
- Packaging design
- Clear storage guidance

Use what is bought

- Consistent & appropriate use of dates
- Portioning packs, advice and tools
- Clear freezing advice

Example – date labelling

- Simplification
 - Two dates to one, or no date
- Move away from ‘prescriptive’
Use By dates where possible
- Helping people understand
and make use of dates



Example – storage and fridge temperature

- Prominent guidance on foods that should be stored in the fridge
- Introduction of 'Little Blue Fridge' logo
- Reinforcement of correct fridge temperature
- Tools to help check and adjust temperature



Example – freezing advice

- Making it clearer what can be frozen
- Expanding the use of 'suitable for freezing' guidance
- Giving consumers more time to freeze foods



Freeze-by dates relaxed to cut waste of unused food

By James Hill
Consumer Affairs Editor

Old advice of buying to freeze any food shortly after its date because it won't be used, is "one has been relaxed by Sumner's which has introduced a new label to advise consumers its products can still be frozen.

The supermarket has decided to alter the advice on packaging telling shoppers to "freeze on the day of purchase". It will now say to "freeze food as soon as possible up to the use-by date".

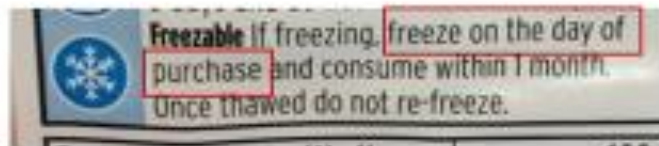
Both Sainsbury's best-selling products including the Greek and French bread, said: "The 'freeze on day of purchase' advice needs to be changed as there is no food safety reason why it cannot be frozen at any point prior to the use-by date."

Sumner's strategic of "buying the guidance to freeze before the use-by date is a welcome move. There are still loads of our Sainsbury's and Super that are frozen next thing which are about to go out of date and many more at a later date."

"Thinking we can help to reduce the amount of top-of-the-bin food that goes to waste, which will save us all money."

"Our move is the latest change for consumers to deal with when it comes to food labelling. Last September the Government urged food companies to bring 'use-by' dates and explain them with either 'use-by' or 'best before'."

Last month Sainsbury's biggest mistake, said that it was likely to ditch a label showing a product's carbon footprint because the average was too



STORAGE



For Use By, see front of pack.
Keep refrigerated 0°C to +5°C.
Freeze by date mark shown.

Working with industry

**EVIDENCE AND INSIGHTS
INFORMING UPDATED GUIDANCE
AIMED AT REDUCING FRESH
PRODUCE WASTE AND PLASTIC
PACKAGING**

Research from May 2019 to September 2021
Published in November 2021

Fresh, uncut fruit and vegetable guidance

Helping to reduce consumer food waste by changing products, packs, labels and the retail environment.

wrap



Evaluation of a plastic-free/loose fresh produce trial

Morrisons Supermarkets - member of The UK Plastics Pact and Courtauld Commitment 2025

Background
Established in 1899, Morrisons is the fourth...

Key facts
• Reducing plastic packaging was ranked the second most important issue to Morrisons customers in...

NEWS

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Tesco removes 'best before' dates on some fruit and veg

By [Name] 12/11/2022

"Less loose produce gets thrown away, because I'm not buying as much. When there's only one or two of you, it doesn't always get eaten if you have to buy a large pack. I have been making a conscious effort - it's a waste of money for starters, then the environment, it's just waste..."

There is something 'best before' labels there many of its fresh produce items, which it says will help reduce waste.

Working with industry

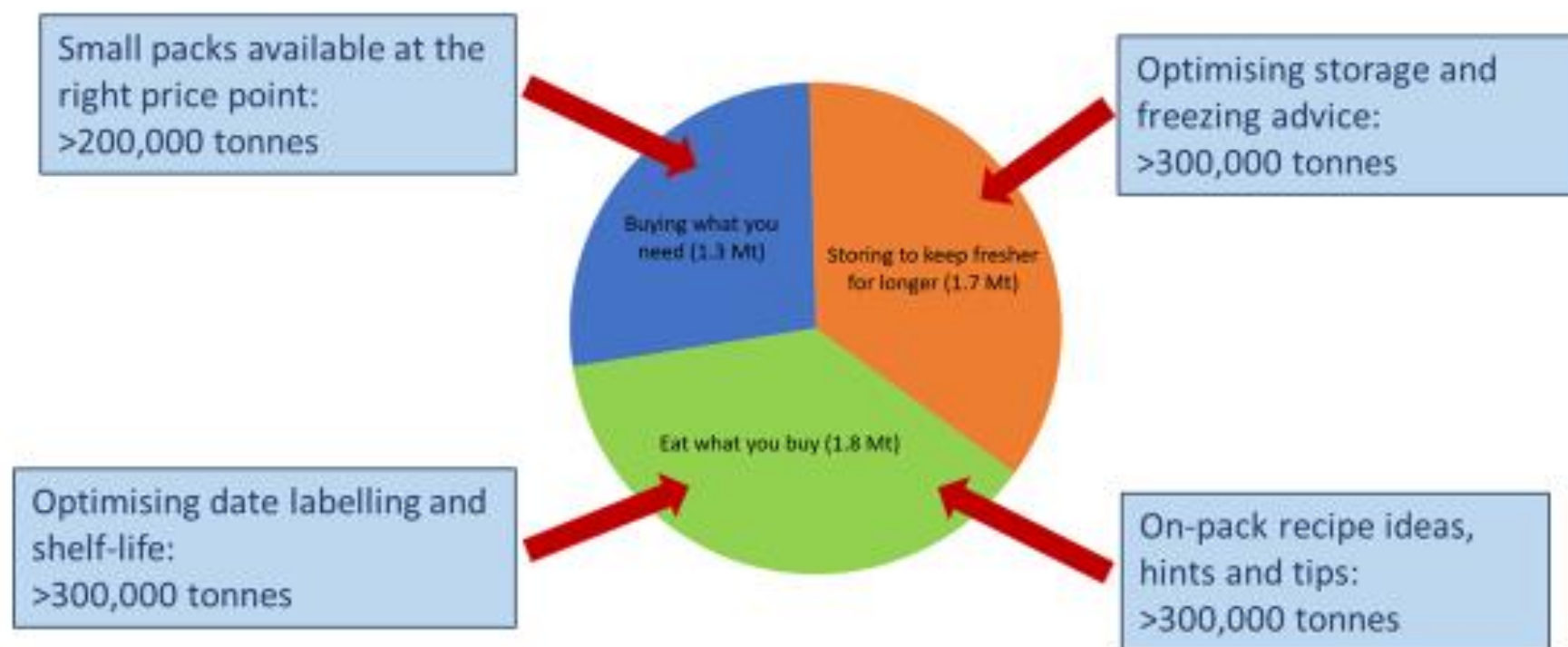




Delivering interventions



Areas of opportunity





Key messages

- **Changes to products and labelling has helped reduce food waste by up to 240,000 tonnes to date**
- **A strong evidence base is critical, including monitoring the uptake of best practice guidance**
- **Maximum impact can be achieved by combining work on products and labelling with consumer engagement**



Thank you

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