

Kildress



**ASSIGN
BUSTER**

We have developed food waste profiles for 25 of our most frequently purchased food products. These profiles highlight the percentage of total food production wasted at every stage of the value chain. Below is a selection of these profiles and a summary of how we are tackling the food waste hotspots.

Potatoes To reduce losses in the field and processing we are: Reviewing waste alongside customer preferences when selecting different potato varieties using satellite and aerial mapping technology to identify specific trends In field losses 'Introducing new technology to remove stones earlier In processing to reduce damage To help customers reduce food waste in the home we are reviewing opportunities for modified atmosphere packaging which could help the potatoes to last longer.

Field losses 9%, Processing losses 6%, Retail waste 1%, Consumer waste 39% **Illustration of potatoes** **Cheese** To help reduce the amount of cheese our customers waste at home we have: Introduced re-sellable packaging on all British cheddar standardized the on-pack shelf life information so that customers know, for example, that all soft and blue cheeses should be used within three days of opening Added recipes on our Real Food website to provide ways for customers to use up any leftover cheese Field losses 1%, Processing losses under 1%, Retail waste under 1%, Consumer waste **Illustration of a cheese board** **Lamb** transporting lamb to improve product quality and freshness. To increase shelf life for customers we are rolling out specialized packaging. This genealogy has been successfully introduced for beef, giving customers up to an extra five days to consume the product, and we hope it will have a similar impact for lamb. Field losses 7%, Processing

losses 13%, Retail waste 1%, Consumer waste 5% Illustration of lamb Within the scope of KEMP Alp's limited assurance opinion see page 42 for more details. * Since we published our first five food waste profiles in October 2013, WRAP has published revised household food waste data which has been incorporated into our 25 food waste profiles.