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## Searle laments "miniscule" food waste reduction target

Simeon Goldstein, <u>packagingnews.co.uk</u>, 27 January

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Packaging Federation chief executive Dick Searle has called for "greater environmental balance" between packaging and food waste, after supermarkets and brands pledged a 2% cut in food waste by next year.

Wrap announced yesterday that Courtauld Commitment signatories had agreed to "reduce the amount of food the nations householders throw away" by 155,000 tonnes by 2010, compared to 2008 levels.

But Searle, who has long argued that food waste was a more pressing issue than packaging, said it was a "miniscule percentage" compared to 25% packaging reduction targets.

"Whilst I welcome the fact that food waste is receiving the attention it deserves, more resources should be put in place to drive the figure up," he said.

Searle acknowledged, however, that food waste was a more difficult issue because "it's down to changing consumer behaviour, rather than the supply chain". "It's a starting point, though, and I hope it's as successful as packaging reduction."

According to Wrap, the UK throws away some 6.7m tonnes of food waste each year, worth some £370m, of which most could have been eaten.

The organisation is looking at how labelling, pack sizes, storage advice and packaging design can help reduce the amount of food waste produced.

Wrap chief executive Liz Goodwin said taking action would "reduce the carbon impact of food waste and deliver cost savings straight to the consumer".

"We want to see packaging innovation and advice to help shoppers make positive choices and the best use of the food they buy," she said.

Wrap's business plan for 2010/11 includes a target to reduce food waste by 250,000 tonnes by 2011. It will measure progress in March/April 2010.

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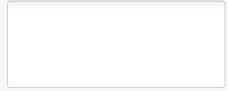
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