

You are here: [Home](#) : [News](#) : Searle laments "miniscule" food waste reduction target

18 August 2010: 16.43

[easyFairs Fantasy Football](#)

[UK Packaging Awards](#)

[Events diary](#)

[Search Jobs](#)

Jobs of the week

- [Head of Packaging Consumables](#)
- [New Business Sales Executive](#)
- [SALES EXECUTIVE](#)
- [Packaging Innovation Senior Scientist \(Mars-Birstall\) to £39k](#)
- [Business Development Manager - Injection Moulding/In-Mould Labelling](#)
- [DRUG DELIVERY DEVICE TECHNOLOGIST](#)
- [Supply Chain Manager – Plastic Packaging](#)
- [Senior Sales Manager](#)
- [Business Development Manager – Pharmaceutical](#)
- [Packaging Technologist - Management Level](#)

Business Directory

Product/Service
Company

Poll

Has the recovery started for UK packaging?

Yes
No

In this issue

- [Packaging News](#)
- [PrintWeek](#)

[Subscribe](#)

News

 [Print Article](#)  [Email to a friend](#)

Searle laments "miniscule" food waste reduction target

Simeon Goldstein, [packagingnews.co.uk](#), 27 January 2009

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.

[packagingnews.co.uk](#)

 [Print Article](#)  [Email to a friend](#)

Comments

There are no comments posted yet. [Be the first one!](#)

Post a new comment

Comment as a Guest, or login:



Searle: food target is miniscule compared with packaging target

[Sign up for News Bulletins](#)

Related Articles

- [Public face food waste education](#)
- [WRAP: design is key to cutting food waste](#)
- [Wrap targets consumers with food waste drive](#)
- [Sainsbury's looks at food waste](#)
- [Wrap food waste collections a success](#)

Other Articles

- [Greenstar boss Wakelin named new Biffa chief executive](#)
- [ACP urges Defra to set 2011 recycling targets soon](#)
- [David Elliott: London theatre built entirely from recycled material](#)
- [Pearlfisher designs packaging for 'low-carbon' eatery's London debut](#)
- [PI Global revealed as agency behind Stella Artois' lightweight bottle](#)

[pressXchange.com](#)

Advertisements

easyFairs
Fantasyfootball
brought to you by
PackagingNews

Print
Apprenticeships

Marden Edwards is a global manufacturer of bespoke [packaging machinery](#) for capital goods including tea

PackagingNews Features list 2010



packagingnews.co.uk white papers



[intense debate](#) [WordPress.com](#)

Name Email

Subscribe to
None

Comments by [intense debate](#)

→ [Swiss report questions benefits of plastic bottle recycling](#)

Most Read Articles

[Most Read](#) | [Emailed](#) | [Discussed](#)

→ [24 hours to kick-off - enter Packaging News' easyFairs Fantasy Football now](#)

→ [Mushrooms the new material for protective packaging: with video](#)

→ [Five of the best... pizza packs](#)

→ [P&G to introduce sugar cane-based packaging for cosmetics](#)

and coffee

Benson Group is the UK's fastest growing carton manufacturer, producing [printed folding cartons](#) for customers in the food and pharmaceutical industries.

ITCM is a world leader in special purpose machines for [pharmaceutical packaging](#).

Automated Packaging Systems: A market leader in manual, semi and fully automatic [packaging machines](#) and bagging systems for flexible packaging

PackagingNews part of the Haymarket Group **Diverse editorial, in-depth analysis, developments, jobs and more...**

A Haymarket Media Group Publication © | [Home](#) | [News](#) | [Jobs](#) | [pressXchange.com](#) | [Used Printing Machinery](#) | [printweek.com](#) | [Archive](#) | [Bulletins](#) | [Directory](#)
[About Us](#) | [Contact Us](#) | [Advertising](#) | [Subscriptions](#) | [Site Map](#) | [Terms & Conditions](#) | [My packagingnews.co.uk](#) | [Jobs at Haymarket](#)
[Business](#) | [Environment](#) | [Converting](#) | [Design](#) | [Materials](#) | [Equipment](#) | [Packs & Closures](#) | [Supply Chain](#) | [Labelling](#) | [World News](#)