SOCIAL IMPACT REPORT

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FEEDBACK
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A LETTER FROM OUR FOUNDER AND MANAGING DIRECTOR

Feedback has come a long way since our first Feeding the 5000 events in London in 2009 and 2011. We were just a small group of people with a big appetite for change, gathered around Tristram’s living room table. Since then, we have grown into a flourishing, dynamic and successful organisation, working in Europe, US, Africa and Latin America to catalyse food waste movements.

In 2014/15 we grew in terms of size and reach, but also in the number of campaigns that we now run. We continue to work on the Pig Idea, Gleaning Network and Feeding the 5000. We also kicked off Stop Dumping, a campaign calling for an end to unfair trade practices by western supermarkets that lead to huge amounts of waste in the supply chain both at home and in the global south. Our staff and volunteers in Brussels have also launched the Food Surplus Entrepreneurs Network, designed to harness and support the huge and growing interest in creating social enterprises and innovations using food that would have been wasted.

We have been honoured to receive widespread recognition for our work. Our founder Tristram Stuart was selected as a National Geographic Emerging Explorer in 2014, and a World Economic Forum Young Global Leader in 2015. Our Managing Director Niki Charalampopoulou was chosen as Environmental Campaigner of the Year 2015 by the Sheila McKechnie Foundation, and Feedback was awarded the BBC Food and Farming’s Best Initiative in British Food accolade in 2014.

Feedback’s mobilisation, awareness-raising, lobbying and advisory work has had an important role to play in the growing grassroots, industrial and political movements against food waste. The issue has risen up the political and social agendas dramatically over the last year: we have seen new legislation on retail food waste put in place in France, a significant rise in the number of food banks and food redistribution charities in the UK, and a growing interest by media in the US and across Europe, with stories on food waste now being a regular feature in mainstream media.

We are proud and excited to present this snapshot of our work to date but we’re not resting on our laurels. We aim to become even better in the coming year, both in our work itself, and, crucially, in the way we measure our impact. This will ensure that we’re as effective as possible in achieving our ultimate goal of ending food waste on a global level and protecting our planet’s priceless ecosystems.

A huge thank you goes to our staff, volunteers, supporters, funders, partners and everyone who has helped us to achieve so much over the past year.

TRISTRAM STUART

NIKI CHARALAMPOPOULOU
EXECUTIVE SUMMARY
OUR IMPACT IN 14/15

Food waste poses a huge environmental and social threat on a global scale. At the same time it offers one of the biggest opportunities for reducing our environmental impact whilst increasing food availability where it is needed most.

The Feedback team have built a reputation as global thought leaders and a hub of international mobilisation on the issue.

Our goal is to achieve significant and measurable reductions in food waste on a global scale and in this way dramatically reduce the environmental impact of our food system.

2014/15 has been a great year for Feedback. Our campaigns have grown to five, including:

- Feeding the 5000
- Gleaning Network
- The Pig Idea
- Stop Dumping
- FSE Network

In the last year we have made progress against our goal in a number of ways; through galvanising public action, movement building, influencing policy, and supply chain investigations.

**GALVANISING PUBLIC ACTION**

We have seen our reach grow across Europe, to countries including Poland, Hungary, Spain, Belgium, and Greece amongst many others. In the UK, we have held a number of successful Feeding the 5000 and Disco Soup events. Our Gleaning Network has gone from strength to strength, saving over 142 tonnes of food that would have been wasted, engaging over 8,000 volunteers and expanding across the UK and Europe. We have also been playing an ever-greater role in catalysing the growth of the food waste movement in the USA.

“Feeding the 5000 has been instrumental in the expansion and building of the Disco Soupe nationwide movement in France. Thanks to the first Feeding the 5000 in October 2012 in Paris, we attracted national media attention and started to receive demands from all over the country from people that wanted to be part of the movement. At the end of 2013, there had been more than a hundred Disco Soupe events in 50 towns around France.”

Bastien Beaufort, Founder of Disco Soupe

**MOVEMENT BUILDING**

Partnerships are at the heart of Feedback’s work – we aim to build local coalitions of grassroots organisations, larger NGOs and stakeholders to create a food waste movement that thrives long after Feeding the 5000 has finished.

We worked with one such grassroots movement, Disco Soupe, a celebratory chopping event whereby attendees transform fruit and vegetable waste or unsold food into meals in a musical and festive atmosphere. The format has now spread across Europe and into the US and Kenya as a result of Feedback’s work.

“Feeding the 5000 has been instrumental in the expansion and building of the Disco Soupe nationwide movement in France. Thanks to the first Feeding the 5000 in October 2012 in Paris, we attracted national media attention and started to receive demands from all over the country from people that wanted to be part of the movement. At the end of 2013, there had been more than a hundred Disco Soupe events in 50 towns around France.”

Bastien Beaufort, Founder of Disco Soupe

**INFLUENCING POLICY**

As well as working with grassroots groups and the public to create exciting and celebratory food waste initiatives, Feedback also offers expert advice and recommendations to international institutions (UN, European Commission), politicians, and decision-makers in the food industry. We were instrumental in persuading Tesco to become the world’s first retailer to commit to publicly reporting their audited food waste data.

We also successfully campaigned for the Groceries Code Adjudicator Bill which legislates to create fairer supermarket supply chains. The Pig Idea campaign has re-ignited the debate around feeding food waste to pigs and Carrefour have publicly acknowledged Feedback’s influence in driving their actions to reduce food waste.

“In the UK, there was virtually no focus on food waste prior to Tristram’s work. He has had the biggest single influence on the positioning of food waste as a key issue in UK government, the Greater London Authority and in the Mayor of London’s Office.”

— Rosie Boycott, Chair of the London Food Board

**SUPPLY CHAIN INVESTIGATIONS**

Our work to uncover the hidden causes of food waste has led Feedback to step up our work in the Global South, investigating supply chain waste in Africa and Latin America caused by Western supermarkets.
OUR IMPACT IN FIGURES

FEEDING THE 5000 EVENTS IN:
REPUBLIC OF IRELAND / SCOTLAND / ENGLAND
BELGIUM / NETHERLANDS / HUNGARY / USA / POLAND
GREECE / SPAIN / FRANCE / CANADA / CZECH REPUBLIC
ITALY / SLOVENIA / JAPAN / NAIROBI / PERU

UNITED KINGDOM
TOTAL GLEANED
112,000KG

BELGIUM
TOTAL GLEANED
6,627KG

FRANCE
TOTAL GLEANED
5,354KG

GREECE
TOTAL GLEANED
6,500KG

SPAIN
TOTAL GLEANED
11,090KG

FSE NETWORK
A NETWORK OF FOOD SURPLUS ENTERPRISES IN:
UK / IRELAND / FRANCE / BELGIUM / DENMARK
NETHERLANDS / GERMANY / AUSTRALIA / USA
PORTUGAL / SWITZERLAND / AUSTRIA / ITALY
SLOVENIA / GREECE / SWEDEN / HUNGARY
SPAIN / POLAND / ROMANIA

SUPPLY CHAIN INVESTIGATIONS IN COSTA RICA, PERU, KENYA & GUATEMALA

GLEANING NETWORKS IN:
UK: KENT, SUSSEX, NORTHWEST ENGLAND, LONDON, WORCESTERSHIRE
EUROPE: BELGIUM, FRANCE, SPAIN, GREECE, CZECH REPUBLIC

SUPPLY CHAIN INVESTIGATIONS IN:

GLEANING NETWORKS IN:

SUPPLY CHAIN INVESTIGATIONS IN:

GLEANING NETWORKS IN:

POLICY AND PRACTICE CHANGE:
IN UK & FRANCE
4 MAJOR FOOD COMPANIES HAVE CHANGED THEIR PRACTICES TO SIGNIFICANTLY REDUCE WASTE AS A RESULT OF FEEDBACK’S WORK: TESCO, CARREFOUR, MCCAIN, METRO GROUP.

LEGISLATIVE CHANGE:
IN UK, FRANCE & ACROSS EUROPE
WORKING WITH THE FRENCH MINISTER TO IMPLEMENT LEGISLATION ON RETAILER FOOD WASTE. NOW BEING CONSIDERED EUROPE-WIDE.
OUR IMPACT IN FIGURES

1,070,192 PEOPLE ENGAGED
Through events and campaigns

2,130 VOLUNTEERS
ACTIVELY INVOLVED
AND 33% HAD NEVER VOLUNTEERED BEFORE

251,000 ENGAGED
Through Facebook likes & shares
& Youtube hits

TODAY, 1 MILLION PEOPLE SIGNED OUR LATEST PETITION

18,385KG TOTAL FRUIT GLEANED

71,414KG TOTAL VEGETABLES GLEANED

2,130 VOLUNTEERS

ACTIVELY INVOLVED

AND 33% HAD NEVER VOLUNTEERED BEFORE

251,000 ENGAGED
Through Facebook likes & shares
& Youtube hits

OVER 1 MILLION PEOPLE SIGNED OUR LATEST PETITION

FOOD SAVE / PIG IDEA
1200 TONNES

GLEANING NETWORK UK
112 TONNES

GLEANING NETWORK EUROPE
30 TONNES

FEEDING THE 5000
28 TONNES

1370 TONNES OF FOOD WASTE SAVED

1,574,750 PORTIONS OF FOOD SAVED AND SERVED

SUBSTANTIAL MEDIA COVERAGE

FEATURES, INTERVIEWS AND ARTICLES IN NATIONAL GEOGRAPHIC, THE TIMES, THE GUARDIAN, SKY NEWS, EL PAIS, AL JAZEERA, FRENCH, GREEN & CANADIAN TV, THE INDEPENDENT, BBC RADIO 4 FARMING TODAY AND THE BIG ISSUE, PLUS NUMEROUS LOCAL NEWS MEDIA.

FEATURES IN KEY FARMING PUBLICATIONS INCLUDING FRESH PRODUCE JOURNAL, FARMERS WEEKLY AND SOUTH EAST FARMER.
The Scandal of Food Waste

One Third of the World’s Food is Wasted 1.3 Billion Tonnes Per Year

Enough to feed 3 billion people, or 10 times the population of the USA

If Global Food Waste was a Country, it Would Be the Third Largest Greenhouse Gas Emitter After the US and China

About Feedback

Food production is the single biggest impact humans have had on the world’s natural capital. With rising populations and increasing per capita consumption, the growing demand for food is responsible for:

- More than 80% of deforestation
- 70% of fresh water consumption
- Biodiversity loss (the largest single cause)
- More than 30% of global greenhouse gas emissions.

And yet: a third of the world’s food is currently wasted – enough to feed three billion people. There are approximately 1 billion malnourished people in the world, with nearly 6 million people in the UK living in poverty. Reducing food waste is one of the easiest and most feasible ways to reduce the environmental impact of our food system whilst increasing food availability where it is needed most.

Feedback is an environmental organisation that campaigns to end food waste at every level of the food system. We catalyse action on eliminating food waste globally, working with governments, international institutions, businesses, NGOs, grassroots organisations and the public to change society’s attitude towards wasting food.

Our Vision

A World in Which All People Are Sustained on an Equitable Basis Whilst Safeguarding The Natural Environment.

Our Mission

To Put on the Agenda Environmental Issues That Are Not Being Tackled Sufficiently, By Inspiring and Empowering People to Enact Their Positive Solutions.
The Food Surplus Entrepreneurs Network (FSE Network) is Feedback’s newest project, which brings together social entrepreneurs and innovators from across Europe to exchange ideas and best practice, and foster collaboration between groups fighting food waste.

FSE Network supports its members by connecting them internationally through a virtual platform, online map and via social media, as well as organising international events to bring innovators together. The Network also connects social innovators at the city or regional level in Local Community Hubs; currently in London, Amsterdam, Berlin, Paris, Oslo and Brussels.

Stop Dumping focuses on the hidden side of food waste – supply chain waste. Feedback has undertaken investigations in Kenya, Ecuador, Guatemala, Costa Rica and the UK into the waste that suppliers are forced to incur as a result of the restrictive and unfair policies of European and US supermarkets.

These policies include cancelling orders at the last minute, and only buying fruits and vegetables that fit demanding size, shape and colour specifications regardless of the nutritional value and quality of the food. Feedback is calling on supermarkets to end these unfair practices and on government to put legislation in place to protect suppliers and end avoidable supply chain waste.

The campaign also promotes the use of already legally permissible food waste as pig feed – for example, bread, dairy, fruit and vegetables that are unfit for human consumption. In achieving these objectives, the following long-term goals will become a reality: liberate food supplies to help feed people; protect landscapes rich in biodiversity, such as the precious Amazon rainforest; reduce the costs of pig feed for British and EU farmers; and create jobs and revenue in the new eco-feed industry.

The Gleaning Network coordinates volunteers, farmers and food redistribution charities in order to salvage the thousands of tonnes of fresh fruit and vegetables that are wasted on farms every year across the UK and Europe, and direct this fresh, nutritious food to people in need.

We believe gleaning offers the perfect opportunity to shed light on the neglected field of farm level food waste and its solutions. We are promoting the replication of our gleaning model throughout Europe by offering guidance and toolkits to other organisations in the EU to set up their own gleaning networks.

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Over the past five years the Feedback team has demonstrated the power of combining celebratory, mass-mobilisation events and campaigns with hard-hitting research and advocacy to change the way society views food waste. We build coalitions of organisations to instigate food waste movements in cities and countries across the globe. We enact and demonstrate positive solutions to food waste, creating models of food waste avoidance that can be easily replicated by communities and organisations worldwide.

We outline here a few examples of how our campaigns work together to engage and motivate individuals and organisations to become part of the food waste movement, and provide them with the expert tools and advice they need create real change on food waste.

**TIMELINE**

**IMPACT IN ACTION**

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<td><strong>INFLUENCING POLICY CHANGE ON FOOD WASTE: FRANCE</strong></td>
<td>FEEDING THE 5000 PARIS. ‘Tristram Stuart’s book, Waste: Uncovering the global food scandal’ is published in French, documentary on food waste is made with Canal Plus, and public attention and press coverage is secured (e.g. Le Monde, Grazia, Liberation).</td>
<td>FURTHER FEEDING 5000 EVENTS IN NANTES AND MARSEILLES. Feedback works with the French Food and Agriculture Minister Guillaume Garot and advises on the development of the government’s National Food Waste Pact.</td>
<td>ENGAGEMENT WITH FOOD BUSINESSES: McCain, Carrefour and Metro Group; three of the world’s largest food companies, make considerable positive changes within their supply chains as a result of Feedback’s advice.</td>
<td>GLEANING NETWORK EU supports pilot gleaning in Nantes as part of the EU funded FUSIONS project, highlighting farm level waste.</td>
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<td><strong>CHANGING SUPERMARKET PRACTICES ON SUPPLY CHAIN WASTE: TESCO, UK</strong></td>
<td>Tristram highlights the HIDDEN CAUSES OF FOOD WASTE in the supply chain in his book, and investigates waste in Ecuador and other regions in the global south.</td>
<td>As a result of our engagement, Tesco releases its THIRD PARTY AUDITED FOOD WASTE figures; the first supermarket to do so. Feedback challenges Tesco on its cosmetic standards for Kenyan green beans, and its waste of bananas.</td>
<td>TESCO CHANGES ITS POLICY of trimming both sides of green beans, saving one supplier in Nairobi 1/3 of her harvest. Tesco begins to sell individual bananas in stores, and divert others to be made into smoothies.</td>
<td>Feedback extends its investigations to Peru, Guatemala and Costa Rica, and its petition campaigning for supermarkets to ‘Stop Dumping’ food waste on their suppliers gains 1 MILLION SIGNATURES.</td>
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<td><strong>BUILDING COALITIONS AND CREATING NEW MOVEMENTS: BRUSSELS</strong></td>
<td>FEEDING THE 5000 BRUSSELS. Alice Codsi, a local volunteer, gets involved with Feedback and helps to coordinate hundreds of volunteers to make the event possible.</td>
<td>With support of Feedback Alice organises a DISCO SOUP Brussels – the first of its kind in Belgium – established from the momentum built by Feeding the 5000. Another volunteer, Helena, begins to develop the Belgian arm of GLEANING NETWORK EU.</td>
<td>Inspired to make a sustainable impact on reducing food waste and help others to do the same, Alice and Joris Depouillon set-up the FOOD SURPLUS ENTREPRENEURS network in Brussels. This supports small social enterprises working in the food waste sphere to learn from each other, grow and share resources.</td>
<td>SPARKING THE GENERATION OF NEW IDEAS AND LAUNCHING NEW ORGANISATIONS: The Food Surplus Entrepreneurs Network works internationally and has become a Feedback project with funding by FUSIONS, supporting enterprises across 6 countries.</td>
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We believe that systemic change will only happen when society regards the wastage of food as unacceptable and demands change from business and governments. It is only with this cultural shift that individuals will change their behaviour, peers will influence each other to stop wasting food, and food businesses and governments will adopt measures to dramatically cut waste.

**OUR THEORY OF CHANGE**
"I understand that mange tout means ‘eat everything’, but now I’m wondering why don’t you eat everything as the name means?"

Andrew*, Snow Pea farmer, has been farming snow peas (mange tout) for the past three years. His main source of income used to be from potatoes for the local market, but he has since started growing snow peas for the export market because of the greater price that they attract.

Cosmetic standards are a huge problem for Andrew. He regularly has to reject between 20–35 per cent of his crop because of the way his snow peas look. Whilst some snow peas are mechanically damaged, a large proportion are simply the wrong size or shape and so won’t comply with European retailers’ cosmetic standards. The result is food that is dumped or fed to cattle. This causes problems for Andrew:

"When produce is rejected we feel very bad for two reasons. One: we have people, we have obligations, we have children, and we have labour to pay.

The second thing is that we go hungry; we are not paid. We are therefore asking - Why don’t you people eat this food and not have it rejected?"

He also experiences order cancellations two to three times a month. Each time an order is cancelled his family is adversely affected as he is not paid for the crops he has grown. Andrew says:

"When an order is cancelled we have a problem as a family. I have children in school who are depending on this money, who are being sent home for fees. They come here crying and by that time I’m helpless because the order has been cancelled, my produce is with me, I have casual labour, I have people in the family, and other obligations.

Once in a while I borrow money from financial institutions - they are also on my neck... I’m subjected to all of this just because of an order cancellation that is not my fault."

*Name has been changed to protect identity

Geoff Philpott farms cauliflowers and cabbages on Elmwood Farm in Kent. Last year Geoff found himself with several tonnes of vegetables that had been rejected by supermarkets and were destined to become waste.

Geoff thought he would need to simply plough them back into the field. Warm weather had caused the cauliflowers to grow more quickly than usual. This meant his crops were ready to harvest before the supermarkets wanted them. Cosmetic standards also played a role – some were deemed “too yellow” for consumer tastes. The Russian embargo on importing fresh produce from EU member states – which was in place at the time – also meant there were fewer markets for European produce at this time of surplus.

Geoff got in touch with Feedback, and we arranged a Gleaning Day to rescue the food from being wasted. Our team of 14 volunteers gathered on Elmwood Farm on a bright November morning and harvested 5.2 tonnes of cauliflowers and cabbages. This produce was packed up and distributed to our partner food redistribution charities: FareShare, Community Food Enterprise (CFE) and Food For All. 65,000 portions of fresh vegetables were saved and given to communities in need.

Farmer Geoff Philpott said it was “a great pleasure to have the volunteers on the farm and great to see them enjoying themselves ....it’s a bonus for us to have the opportunity to show people what we do and how we do things on the farm. It was good to see our products go to good use rather than the crops getting ploughed back into the ground”.

He added that “The idea of gleaning fresh vegetables that do not meet today’s ‘high appearance’ criteria, but that are still very good, is a fantastic idea that helps a lot of less fortunate people”.

Bernie Mothes, one of the volunteers who went to Geoff’s farm, described the ‘dual satisfaction of both preventing wastage of perfectly viable food, and the fact that it would go towards improving the diet of someone in need” as being the best thing about his experience. Both Bernie and Tanya, who also volunteered on the day, said they felt more aware of the issues of food waste and would tell their friends about cosmetically imperfect fruit and vegetables and food waste on farms, buy “wonky” cosmetically imperfect fruit and vegetables, campaign on food waste issues and volunteer again.

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MEASURING OUR IMPACT

Some of Feedback’s projects have been running since 2009. Some are very new. Over the past year we have been working hard to identify the best way to measure the impact of our work.

We began looking at our impact measurement processes in light of the New Philanthropy Capital’s (NPC) ‘Four Pillars’ Model¹:

1. Map theory of change
2. Select sources and tools
3. Choose level of evidence
4. Prioritise what we measure

Having laid out our theory of change in our 2014 – 2016 strategy document, for the past year we have focussed on prioritising what we measure, and choosing the level of evidence most appropriate for our work and an organisation of our size. We have also begun to identify the sources and tools we can use to better collect evidence of our impact in the coming year.

HOW WE DECIDED TO ANALYSE OUR IMPACT

As a small charity which aims to achieve systemic change throughout the food supply chain, we recognise it is difficult for us to measure exactly the impact we are having on the system as a whole. We are also trying to influence behavioural change, which is notoriously difficult to measure and quantify, even for large organisations with extensive resources.

Bearing these factors in mind, over the past year we have identified a number of indicators we think best capture the impact we are having on tackling the issue of global food waste. Together, these quantitative and qualitative indicators form a body of evidence to demonstrate the value and impact of our work.

We have also recognised that there is a difference between impact and process monitoring. In the first instance, we aim to collect information that allows us to measure what we are achieving. In the second, we aim to identify how to improve the way we conduct our projects, and the way we collect information.

PROCESS TO REFINE OUR INDICATORS:

1. Decide on the objective for each area of our work, and clarify how each fits in with our organisational objectives
2. Outline the evidence we collect at the moment
3. Assess whether this information sufficiently allows us to judge whether or not we are achieving our project and organisational objectives
4. If so – is there a way to refine the process of collecting data?
5. If not – what other indicators could we use to assess our success? How could we realistically collect these?

We have gone through this process for each of our campaigns and come up with a set of indicators. These will be refined in future years if our organisational objectives shift or our projects change dramatically.

For each campaign, we have outlined below its objectives and the indicators of success we have been measuring to monitor its achievements over 2014/15. For new projects, where data has not yet been collected, we will develop a series of indicators over 2015/16. Each campaign is also complimented with a case study. These case studies provide more detailed insight into specific achievements of each campaign.

¹ Building your measurement framework: NPC’s four pillar approach, Anne Kazimirski and David Pritchard, June 2014, NPC
OBJECTIVE
Feeding the 5000’s primary objective is to catalyse the creation of local, national and international movements against food waste. In turn, these movements will scale up the positive solutions to food waste coming from government, business and society as a whole.

Its celebratory approach sheds light on the systemic causes behind food waste, galvanises public support around the urgency to tackle the problem through extensive media coverage, and promotes positive solutions. This pushes the issue up the political agenda - challenging businesses and governments to take more robust action.

In the run up to an event, Feedback brings together an alliance of grassroots and national organisations in a steering group. Together, they define the main barriers to implementing solutions to food waste in their region. The campaign aims are then tailored to each partner organisations’ specific needs and priorities.

After the event we support partners to continue exerting constructive pressure on businesses, governments and the public to reduce waste across the food system. The steering group format then acts as the basis for a long-lasting campaign coalition.

THE FEEDING THE 5000 CAMPAIGN AIDS TO SPECIFICALLY:
• Change individual attitudes to food waste
• Change government and food retailer policies to reduce waste, providing examples of best practice, and sharing our knowledge and expertise
• Build the profile and success of partner organisations involved in the campaign to ensure its long-lasting impact
• Catalyse new initiatives and networks.

OUR IMPACT
2014/15
Over the past twelve months the profile of food waste in the US has dramatically increased. Civic society organisations are hungry for change, major food corporations have expressed their willingness to engage, senior policy-makers and government agencies are taking a serious interest, and the media is evidently receptive to mass coverage of food waste issues. In 2014/15 Feedback played a key part in this burgeoning movement. We held events in Oakland and North Carolina, and organised a number of events in New York in preparation for our upcoming Feeding the 5000 event in New York City. In 2014 Tristram was also recognised by National Geographic as one of their ‘Emerging Explorers’. These events, along with other work by Tristram Stuart and the Feedback team, has led to our engagement with a wide range of organisations interested in food waste issues. These include NGOs such as WWF, governmental departments such as the US Environmental Protection Agency, and grassroots groups working on the issue across the US. These partnerships, coalitions and conversations will give Feedback the opportunity to have an impact in one of the world’s most wasteful nations, and plan events across the country in 2015/16 from Omaha to New York.

“There has been a torrent of press and action since last year and the U.S. food waste revolution is now truly cooking. Feedback’s continuing work, the world over, is essential for the movement to end food waste like no other organisation.”

Jordan Figueiredo
EndFoodWaste.org, Food Waste Campaigner

“Feeding the 5000 does more than raise awareness. It shifts attitudes and perceptions, opening the door for meaningful behavior change. It’s an outstanding model. Personally, that day in Oakland was the most profound experience I have had during my tenure at Sustainable America.”

Heide Hart
Director of Events at Sustainable America describing our Oakland event
To date, discussions around food waste in the UK and internationally have disproportionately focused on consumer level food waste.

Feedback’s research into the UK, European and US grocery markets, however, has consistently shown that the trading practices of large retailers often cause their suppliers to waste food on a colossal scale – adding up to millions of tonnes of food every year.

These practices include the cancellation of orders at the last minute sometimes even when produce has already been grown, harvested, packaged and even occasionally flown to European buyers – and also the rejection of entire crops of produce on the basis of cosmetic standards. Suppliers are then forced to bear the complete financial costs of this waste: and the externalised environmental costs go completely unaccounted for.

In 2014/15, Feedback investigated supply chain waste in Kenya, Peru, Guatemala and Costa Rica. We collected evidence and testimony from farmers and suppliers who have borne the brunt of this unethical system, and worked directly with retailers on reducing the waste it causes.

We are now also in discussions with the Groceries Code Adjudicator (GCA). The GCA is empowered by UK law to hold retailers to account if they are found to be subjecting their suppliers to unfair trade.

OBJECTIVE

Stop Dumping aims to end the unfair trading practices that lead to huge levels of food waste in the supply chain. We will achieve this by campaigning for the introduction of legislation, engaging with retailers to improve their supply chains, and raising public outcry.
1,035,625 signatures

1,035,625 people signed our campaign for the EU to stop supermarkets dumping their waste and responsibilities on farmers, often in the Global South.

Interviewed over 50 exporters and farmers in Guatemala, Peru and Costa Rica to understand food dumping practices, their impact on communities and the environment, and the waste caused. Secured support from National Geographic for a major feature.

50,000 people watched our video for the #STOPDUMPING campaign

Research in Kenya, Guatemala, Peru and Costa Rica

Legislative Changes

Secured significant policy changes from Tesco (see case study) Carrefour, and other retailers on reducing supply chain waste. We do not accept any donations from business for this work.

Contributed to passing the Groceries Code Adjudicator Bill. Have since been invited by Christine Tacon, the current Adjudicator, to prepare a dossier of supply chain infringements by UK retailers.

How did we do in 2014/15?

Feedback has a strong track record of successfully instigating concrete retailer policy changes in the UK and Europe.

Our campaigning and public awareness events create, inform and motivate the public to act against food waste. The resulting public outcry influences decision-makers, and Feedback harnesses this power to create tangible change. For example, following our investigation into waste of green beans in Kenya in 2013, Feedback was approached by Tesco and invited to enter into a strategic advisory role.

As a result of our constructive pressure and expert insights, Tesco agreed to release a third-party audited report of their food waste, audit part of their supply chain, reform their contracts with banana suppliers and relax their cosmetic standards on a number of product lines. In one instance we challenged their policy of trimming both ends of green beans for cosmetic purposes – a practice that results in between ten and thirty per cent of the product being wasted.

Tesco subsequently revised its policy, and now trims only one side of the bean. For one supplier in Kenya this change reduced waste by thirty per cent overnight. If this change was applied to all green beans exported from Kenya to the EU alone, it would equal a saving of $13 million per year – 0.03 per cent of Kenya’s Gross Domestic Product (GDP).

Feedback is also actively engaged with the Groceries Code Adjudicator; the regulator who has the power to impose sanctions on retailers for imposing unfair trade practices on their suppliers. We played a part in gathering support for the Groceries Code Adjudicator Bill, and have now been invited to submit a dossier of evidence of our findings to the Ajudicator, in order to instigate an investigation into practices in Kenya.

A key element of this campaign involves creating public outcry on the issue. This in turn provides additional incentives for retailers such as Tesco to change their policies. In July 2015 we launched our public campaign petition in partnership with the global online campaign group Avaaz. It has secured well over 1 million signatures to date from people around the world, calling for governments to investigate and legislate against unfair and wasteful supermarket practices.
The Gleaning Network saves hundreds of tonnes of fresh fruit and vegetables wasted on UK and European farms every year, and diverts this produce to people in need.

Through the network, Feedback coordinates local volunteers, growers and food redistribution charities to salvage fresh fruit and vegetables that would have otherwise been wasted for a variety of reasons, including cosmetic outgrades, overproduction, order cancellations and weather variability. We transport them to charities that help the most vulnerable members of society, such as women’s refuges, homeless shelters and community groups.

Gleaning Networks are opportunities for volunteers of all ages, but especially young people, to reconnect with farmers and the countryside, and to better understand the way their food is produced. Through hands-on experience, gleaning volunteers gain direct insights into the challenges facing our food system and the importance of sustainability. They are also empowered to become part of the solution. In 2014/2015, Feedback has been instrumental in supporting the development of Gleaning Networks across Europe. This has involved direct one-to-one guidance with projects in five EU countries, and the creation of a community for projects to support another, and share knowledge and experience. Feedback are now in the process of creating a Gleaning Toolkit to enable and encourage the replication of our model.

OBJECTIVE

The project aims to raise awareness about the causes of food waste on farms, and campaign to change retailer policies and consumer cultures leading to this waste. Gleaning is both a powerful way to shed light on the neglected field of farm level waste, and a practical demonstration that the solutions to the problem are simple and immediately implementable. It is one of the most effective ways to dramatically reduce the environmental impact of food production, whilst improving the welfare of farmers in the UK and overseas.
Rachel joined Gleaning Network UK in September 2014 as Regional Gleaning Coordinator for Kent, one of five voluntary roles at the heart of our campaign. Her energy, enthusiasm and ability were evident from the first day, and during Rachel’s tenure Kent became the most active region in our network. Through the role, Rachel was able to hone in on a number of skills, enhance her knowledge of food waste and redistribution, and develop a wide range of contacts, both locally and nationally. We were therefore delighted when, in March 2015, Rachel went on to accept a full-time role with one of the Gleaning Network’s most important allies, FareShare.

“Dan and Martin have been incredibly supportive not just in helping to make sure we made the most of any produce I uncovered but also in my search for a new role; a job recently became available at FareShare which I am really excited to be starting soon. In return, I have appeared on radio shows, written articles for the press, attended forums and discussions and helped TV crews locate tonnes of waste produce.”

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Margate Salvation Army, May 2014

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Geoff Philpott, March 2014

“It was quite inspiring to have such enthusiastic visitors pleased to be on the farm and getting their hands dirty.”

Peter Thompson, April 2014
European livestock is currently fed on cereals and soy farmed in South America. By using land that could be used to grow food for people, this contributes to global hunger, and leads to environmental disaster by destroying precious rainforest habitats. This also affects local economies; expensive grain prices are putting UK pig farmers out of business.

For centuries humans fed food waste to pigs. In Japan, South Korea and Taiwan, laws actually encourage this. Under European laws, however, feeding most food waste (such as catering waste) to pigs is banned.

OBJECTIVES
THE PIG IDEA HAS THREE MAJOR OBJECTIVES:

• Restore public confidence in the safe, efficient, cost-effective and environmentally friendly practice of feeding surplus food to pigs.

• Encourage the use of already legally permissible food waste as pig feed – for example, bread, dairy, fruit and vegetables that are unfit for human consumption – by raising awareness and understanding of this option amongst supermarkets, food businesses, animal health officials and pig farmers.

• Change European law to allow food waste (including catering waste) to be diverted for use as pig and chicken feed, and to introduce a robust legal framework for its safe processing and use, to prevent the outbreak of animal diseases.

BY ACHIEVING THESE OBJECTIVES, WE WILL:

• Liberate food supplies to help feed people

• Lower feed costs for pig farmers

• Reduce the economic and environmental costs of disposing of food waste

• Protect landscapes rich in biodiversity, such as the precious Amazon rainforest

• Create jobs and revenue in the new eco-feed industry.
A key objective of the Pig Idea campaign is to increase the amount of legally permissible waste diverted to livestock. From October 2013 to March 2015, Feedback helped 80 small and medium-sized food businesses (SMEs) around London better manage their food waste through the FoodSave project.

The partnership project, funded by the European Regional Development Fund, the London Waste and Recycling Board and the Mayor of London, made valuable use of Feedback’s networks and expertise, as we worked alongside Sustain: The Alliance for Better Food and Farming and PlanZheroes.

Following the principles of Feedback’s Food Waste Pyramid¹, we first looked at opportunities for reducing food waste, before redistributing edible surplus to people in need, diverting suitable by-products to livestock feed, and finally diverting any remaining food waste from landfill to composting or anaerobic digestion. This waste hierarchy has now been adopted by the Greater London Authority, the Mayor’s Waste Strategy team and London Food Board.

As a result of Feedback’s activities, over 1,200 tonnes of food waste was diverted from landfill to reuse, recycling, energy recovery or composting; almost twenty per cent more than the project’s target. In addition, our work to help food manufacturers divert manufacturing by-products to livestock feed (such as whey, spent grain and vegetable trimmings) was particularly successful. Participating businesses saved over £30,000; over fifty per cent more than our original target.

¹ Learn more about Feedback’s Food Waste Pyramid at feedbackglobal.org
FSE NETWORK

OBJECTIVE
Feedback has long identified the need for a project to harness the huge potential of social innovators and entrepreneurs who are finding new ways to use surplus food for both social and economic benefits. The FSE Network (Food Surplus Entrepreneurs Network) is Feedback’s latest campaign. The Network, which is currently funded by the European Commission as part of the FUSIONS project, acts as a hub for knowledge sharing and collaboration. It achieves this in both a virtual form via online platforms and social media, and in practice via local hubs and meet-ups around Europe.

The Network is also developing a proposition for European cities that are interested in becoming ‘zero waste’. It plans to offer local governments a solution to food waste that uses the social innovations developed by FSE members. This will mainstream these innovations and provide a means for the Network to become self-sustaining.

ACHIEVEMENTS TO DATE
• Number of events: 15 in 6 countries
• 200 members in our online platform
• 7 Hubs

We anticipate FSE Network to grow dramatically over the coming year. As it does we will be looking to identify the best means of measuring its success and impact through developing a series of impact measures.

CO-FOUNDERS OF THE FSE NETWORK: BACKGROUND

JORIS DEPOUILLON (CO-FOUNDER; BELGIUM)
Joris is a passionate sustainability entrepreneur. After graduating with his MSc. in Business Engineering, he started his Green Sense Tour: an 11-month journey to gain the ideas, contacts and experience needed to start his own business. Having worked with social and sustainability enterprises in Turkey, Morocco, Burkina Faso and France, he travelled to Europe, met a variety of food surplus entrepreneurs, and the FSE Network began. He has also started successful movements on urban gardening and social entrepreneurship (‘MakeSense’).

ALICE CODSI (CO-FOUNDER; LEBANON)
After graduating with a BA Hons degree in Peace and Development Studies from Bradford University, Alice worked as project manager for i-propeller, a social innovation and entrepreneurship consultancy. She then started the Disco Soup movement in Brussels and the Slow Food Youth Network, where she focused on raising awareness around food waste and sustainable food. When she met Joris, it felt right to embark on her next journey in uniting food, sustainability and entrepreneurship, with the FSE Network.

Anuj Dhanak saw his urge to do good in the world become a reality when he developed a business model from an idea jotted down during a conference. The idea was for a London-based business which makes fresh juice using surplus food collected from local vendors. In 2013, with help from The University of Warwick and UnLtd, Juice Cube was born.

FSE Network supported Juice Cube’s early work at a critical time in its development; it provided opportunities to network with other food surplus entrepreneurs in the UK and throughout Europe.

Its emphasis on collaboration and diversification strengthens the European Union’s social infrastructure for tackling food waste.

Anuj emphasised the value of this: “After going to numerous events and meetings with supporters and members of FSE Network we learnt that there were more social entrepreneurs out there fighting for the same results. The collaboration allowed us all to share ideas about common barriers to supply and logistics, and we began working together to find solutions. Although each business model and vision varied, we all shared the same principle grounded by the FSE Network – a sense of teamwork. None of us were in competition, but were instead business partners.”

Learn more about Juice Cube: twitter.com/juicecubedk

CASE STUDY
ANUJ, FOUNDER OF JUICE CUBE
Feedback has grown significantly in the past year, and is on track to increase its growth in 2015/16. These charts give a picture of our finances for the 10 months to October 2014. As this was our first year as a charity, we had a shorter financial year.

The Feedback team has also grown from four staff members to almost 15 over the past year.
Feedback can point to some significant impacts in 2014/15. In 2015/16 we plan to build upon these successes by:

- Consolidating and expanding our Gleaning Network, covering regions throughout the UK and Europe. We will further promote the replication of gleaning as a model for food waste reduction at the local and national levels, support new gleaning initiatives and share our knowledge and experiences of Gleaning Network UK.

- Securing clear policy changes from both supermarkets and governments as part of our Stop Dumping campaign, by advocating regulatory frameworks that put a stop to the unfair trading practices that cause food to be wasted in supply chains around the world.

- Expanding The Pig Idea campaign and FSE Network across Europe, through our participation in European projects such as FUSIONS and REFRESH. These projects will allow us to both produce more evidence on the environmental and economic benefits of establishing a robust framework for feeding food waste to pigs, and to launch more pilot projects to demonstrate the feasibility of the practice from environmental, social and economic perspectives.

DEVELOPING OUR IMPACT MEASUREMENT

In 2014/15 we began to refine exactly what we need to measure in order to best assess our progress towards achieving objectives. In 2015/16 we will put tools in place to collect this information, and will, crucially, use these impact measurements within our planning process, to ensure that we are constantly refining and improving our campaigns.

These impact measurements will also help us to create templates and guidelines for any organisations around the world who wish to replicate our campaigns, forming part of the replication toolkits we will produce throughout 2015/16.
THANKING OUR SUPPORTERS

Feedback is a small organisation with huge ambitions and already some significant successes to point to in our first year as a registered charity. This would not have been possible without our supporters, funders, partners, and volunteers.

OUR FUNDERS IN 2014/15 INCLUDE

• The Esmee Fairbairn Foundation
• European Commission
• The Balcombe Charitable Trust
• The Barham Trust
• World Wildlife Fund (US)
• The A Team Foundation
• Greater London Authority
• The Rockefeller Foundation
• The Garfield Weston Foundation
• The Network for Social Change
• National Geographic Society
• V. Kann Rassmussen Foundation
• The Mark Leonard Trust

We would also like to extend our thanks to a donor who wishes to remain anonymous, and to the many other trust, individual and institutional donors who have contributed to our work.

Feedback also received help from a huge number of advocates and volunteers who have signed our food waste pledge, contributed towards our events and campaigns, offered advice and information, and partnered with us to deliver the amazing work detailed in this booklet. Our huge thanks to you all.

DONATE

We rely on funding from you, our supporters, and are grateful for any contribution you can make towards our work. You can donate securely on our Virgin Money Giving page (just search for Feedback) or, if you would like to speak to a member of the team first, just email hello@feedbackglobal.org

JOIN THE MOVEMENT: SIGN THE FOOD WASTE PLEDGE

You can pledge to reduce your food waste, and urge businesses to do the same, by signing our pledge on the feedback website at feedbackglobal.org. If you are a business you can also sign up to our principles of the Food Waste Pyramid.

COLLABORATE

Feedback sees enormous value in working in partnership with a wide range of organisations to achieve our common goals. Whether it be governmental and international organisations or grassroots initiatives, we welcome opportunities for collaboration and generating new ideas. Email hello@feedback.org and introduce yourself today. Together we can make a difference.

SPREAD THE WORD!

You can find Feedback all over the internet. Join the conversation and let your friends know about our work on Facebook at facebook.com/feedbackorg and on Twitter @feedbackorg.

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Feedback has achieved a huge amount over the past year. We are proud to have created a tidal wave of support for the food waste movement, and are sure the coming year will be no different. We would love you to become part of the movement, so please, join us!

VOLUNTEER

Feedback holds events all over the world. From Paris to New York to Brussels, we depend on our amazing volunteers to make them happen. Visit our website or email us at hello@feedbackglobal.org for more information.

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“We have never really thought about bringing more partners in to our projects before, as we felt we could do everything on our own and weren’t sure if we could really count on them. So for a long time partnership was just a logo on our materials.

Thankfully, through collaboration with Feedback we have learn what building true partnership means: it’s about building trust, increasing your impact and sharing responsibilities. Those are true values when you think about having an impact.”

Adam Podhola, Zachraň jídlo
Czech Republic