

> FEEDBACK <

2014–2016: CATALYSING THE GLOBAL FOOD WASTE MOVEMENT



THE STORY SO FAR

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Feedback is an environmental organisation that campaigns to end food waste at every level of the food system. We catalyse action on food waste elimination globally, working with governments, international institutions, businesses, NGOs, grassroots organisations and the public to change society's attitude toward wasting food. With a track record of changing the policies of some of the world's biggest food companies and reaching out to millions of people through our projects, our innovative campaigning style has helped to elevate food waste from a non-issue several years ago to one now recognised as an urgent international priority.

We believe that tackling food waste is a massive and immediate opportunity to reduce the environmental impact and improve the social value of our food system. Food waste campaigning also offers a unique and accessible platform from which to communicate the wider issues of food sustainability to the public.

We are unique in combining high-profile, innovative and inspiring public campaigning with hard-hitting research and expert advice on food waste reduction, which we communicate to decision-makers across government, business and the third sector. We campaign to reduce waste throughout the food system – not just consumer level waste – and have specialised in shining a light on the hidden causes of waste at the beginning of the supply chain. We work to raise the profile of existing initiatives that offer the solutions to food waste; where solutions do not currently exist, we catalyse the creation of new organisations and projects to implement them.

Since 2009 our campaigns have existed under three banners: Feeding the 5000, the Gleaning Network and the Pig Idea. Feedback is now the charity that will govern the three campaigns, as well as our wider work influencing public attitudes and government and business policies on food waste.

Feedback is built on over a decade of campaigning on food waste by Tristram Stuart and the Feedback team. After years of instigating mass media coverage of the issue – principally by taking journalists and broadcast media round the back of supermarkets to uncover the extent of the food waste scandal – Tristram published his second book, *Waste: Uncovering the Global Food Scandal* (Penguin, 2009) and soon after organised the first Feeding the 5000 event in London's Trafalgar Square in December 2009. With the massive media coverage and public support for the initiative, the event had immediate impact on government and business policy and promoted the activities and messages of the partner organisations, including FareShare, This is Rubbish, ActionAid and Save the Children. Since that date Tristram and the Feedback team have played a pivotal role in catalysing the food waste movement in the UK and around the world.

Feedback is working in partnership with a wide range of organisations internationally, from governmental and international organisations to grassroots initiatives, including the Mayor of London, the United Nations Environment Program and the European Commission's EU FUSIONS project. We have partner organisations from Spain to the USA, Kenya to Norway adopting the campaigns we have developed in the UK.

We are now poised and ready to change the way that the world views food waste, and ultimately to eliminate one of the most significant and environmentally damaging by-products of our food system.

THE PROBLEM

Food production is the single biggest effect 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 3 billion people.

There are approximately one billion malnourished people in the world, with 5.8 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.



Surplus oranges in California, US



Potatoes rejected for human consumption for cosmetic reasons, Kent, UK

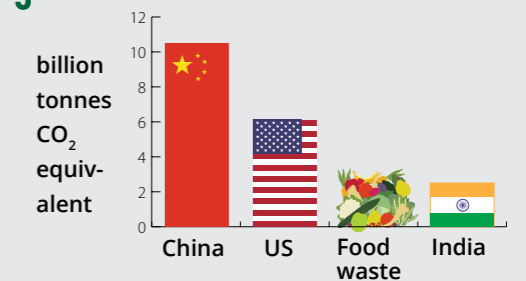
One third of the world's food is wasted – 1.3 billion tonnes per year



enough to feed 3 billion people, or 10 times the population of the US

source: Tristram Stuart/FAO

If global food waste was a country, it would be the third largest greenhouse gas emitter after the US and China



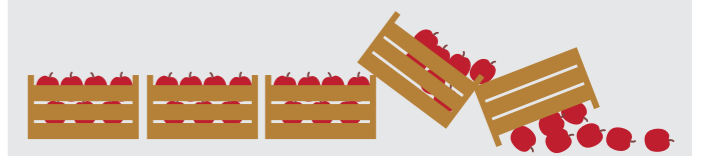
15 million tonnes of food is wasted in Britain from the plough to the plate



over twice the weight of the Great Pyramid of Giza

source: Tristram Stuart, *Waste: Uncovering the Global Food Scandal*, 2009

20 to 40% of UK fruit and vegetables are rejected even before they reach the shops



mostly because they do not match the supermarkets' strict cosmetic standards

source: Tristram Stuart, *Waste: Uncovering the Global Food Scandal*, 2009

THE FEEDBACK THEORY OF CHANGE

AIM

Feedback aims to inspire the global community to adopt positive solutions to the problem of food waste. We work with governments, businesses, grassroots organisations and individuals around the world, demonstrating innovative solutions to food waste at a global scale, offering hard-hitting research and expert advice and catalysing social change.

HOW DO OUR ACTIVITIES ACHIEVE OUR AIM?

Systematic 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 cut waste.

Over the past five years the Feedback team has demonstrated the power of combining celebratory, mass-mobilisation events and campaigns with rigorous, hard-hitting research, to change the way society views food waste. We build coalitions of organisations to instigate food waste movements in cities and countries at a global scale. In just five years, there are signs that a true cultural shift against food waste is beginning to take hold in the UK and around the world.

ACTIVITIES



Feeding the 5000 campaign events

Feeding the 5000 campaign events build coalitions of food waste organisations, and secure extensive media coverage to instigate mass mobilisation and national movements against food waste.



High level research and engagement with food businesses and governments

Meetings with key decision makers in business, government and international organisations, contributing to key reports, and speaking at conferences around the world to influence government and business policy.



Gleaning Network

Gleaning days harvesting fresh surplus fruit and vegetables for people in need – one million portions as of September 2014. We are also changing the market for cosmetically imperfect fruit and vegetables.



The Pig Idea

High level convening of scientists, decision makers and industry representatives on reviewing the EU ban on feeding catering and other waste to pigs and chickens. Pilot demonstration projects that divert permissible waste to livestock.

SHORT TERM OUTCOMES

- › Food waste is pushed up the political/public/business agenda through media coverage
- › Coalitions of individuals and organisations take action against food waste
- › Increased donations of food, funds, volunteers and support to local redistribution organisations
- › Meetings with key figures in local and national government and business

- › Research and meetings lead to new decisions on food waste reduction strategies
- › Renewed focus on food waste in national and international politics
- › Increased focus on food waste by NGOs, funders and other groups

- › Vulnerable groups are provided with fresh, nutritious fruit and vegetables that they wouldn't otherwise be able to access
- › Volunteers are given access to countryside and rural life and exposed to the causes of farm level waste
- › Extensive media coverage contributes to changing the market so that more cosmetically imperfect fruit and vegetables can be sold and is saved from being wasted

- › Increased political and public debate on the issue of feeding catering and other food waste to pigs and chickens
- › Food diverted from the waste stream to livestock
- › Reduced costs for pig farmers by replacing expensive conventional feed with food waste

MEDIUM TERM OUTCOMES

- › Businesses publicly address and report on their levels of food waste transparently
- › Debate shifts from consumer-level waste to supply chain waste
- › New initiatives and organisations e.g. gleaning networks are created
- › NGOs and other organisations develop co-ordinated campaigns on food waste

- › Food businesses make measurable reductions to their supply chain waste and increase transparency on food waste reporting
- › Governments introduce legislation to reduce food waste, and monitor its implementation

- › Food retailers eliminate cosmetic standards, and surpluses due to overproduction are reduced.
- › Gleaning networks are established in a number of countries around the world, including a comprehensive network in the UK, diverting large quantities of produce to people in need and other groups

- › The debate on feeding catering waste to livestock is advanced in the European Parliament and European Commission
- › Increased evidence and support from farmers, business and government on the benefits of feeding catering waste to pigs and chickens (subject to sterilisation), dramatic increase in the amounts of permissible food waste used for feed

LONG TERM OUTCOMES

- › The development of a unified international food waste movement, as well as national and regional food waste coalitions campaigning on food waste
- › Local and national governments have integrated food waste policies
- › Consumer demand for wonky fruit and vegetables, offal and other food that is often wasted is dramatically increased and a larger percentage is sold through primary or secondary markets
- › Accurate coverage of food waste issues in the media
- › Financing and other incentives available for the redistribution of surplus food and extensive gleaning networks in place around the world
- › Change in legislation in the EU to allow catering waste to be fed to pigs and chickens, given proper sterilisation and regulatory procedures
- › Food waste pyramid is widely adopted and implemented by businesses and public sector organisations around the world

IMPACT

Cultural shift in attitudes towards food waste around the world – systemic change and significant reduction in food waste levels.

OUR IMPACT



Over the past five years, the Feedback team has been identified by governments, businesses, civil society and academia as having played one of the most significant roles in driving the issue of food waste up the national and international political and social agenda.

The EU and UN have now made food waste a key area of strategic focus in their agendas. They have endorsed Tristram's finding that one third of the world's food is wasted and have adopted the target he proposed for reducing food waste by 50 percent. The UK is now a food waste leader, with a united coalition of food redistribution charities and campaign groups, and UK government and businesses leading the way in waste reduction policies.

In Europe, the Feedback team has instigated the creation of national food waste movements, new initiatives and gleaning networks in France, Spain, Belgium, the Netherlands, Norway and in countries across Central and Eastern Europe. The Feedback team has travelled to Turkey, Italy, Spain, Hungary, Poland, Kenya, Australia, USA and Japan among others to share their expertise with governments, NGOs and trade associations. The largest food businesses in the world, including Tesco, Carrefour, McCain and Ahold, acknowledge Feedback's influence on shaping their policies on minimising food waste. We have inspired and provided critical assistance to new organisations and social enterprises including Rubies in the Rubble and This is Rubbish in the UK, Disco Soupe in France and Damn Food Waste in the Netherlands.

We have been successful in recruiting volunteers numbering in the thousands for our events and our work results directly in additional food being donated to charities rather than being wasted. For every pound invested in our campaign so far, we calculate that we have attracted the investment of more than three times this amount in gifts in kind by the way of surplus food donations, volunteer time, logistical resources and match funding from partner organisations and logistical resources.

Above: Disco Soupe event at Feeding the 5000 Paris, 2012, organised to coincide with the broadcast of feature-length documentary *Global Gachis*, co-authored and presented by Tristram Stuart, by Canal+. The Disco Soupe movement has turned into a global phenomenon since its participation at the event and the media coverage it received.

“Tristram Stuart's personal leadership of Feeding the 5000 has done more than any other single act to create a cultural shift in the attitude to food surpluses and waste in the UK.”

Lindsay Boswell, CEO, Fareshare (the UK's largest food redistribution charity)

KEY ACHIEVEMENTS



WE CHANGED UK SUPERMARKET POLICY ON FOOD WASTE REPORTING.

In 2013 Tesco became the world's first retailer to commit to publicly reporting their third-party audited food waste data, acknowledging that it was Feedback that convinced them to take this unilateral decision. Our publicly stated strategy was to convince Tesco to do this and challenge its competitors in the UK and overseas to follow suit. In January 2014, Sainsbury's, Waitrose, Asda, The Co-operative and Marks and Spencer announced that they would regularly report on how much food they waste (albeit through aggregate figures). We are now leveraging this achievement to persuade retailers in the US and Europe to take similar action. Reporting provides the necessary information to governments, NGOs and entrepreneurs to target investment at particular food waste hotspots.

WE HAVE RE-IGNITED THE DEBATE AROUND FEEDING FOOD WASTE TO PIGS.

Subsequent to campaigning by the Feedback team, the UK government commissioned a study into feeding catering waste to livestock. As part of the FoodSave project, we have brokered relationships between UK food businesses and farms to ensure that at least 1,000 tonnes of permissible food waste will be diverted from landfill every year.



FEEDING THE 5000 EVENTS HAVE LAUNCHED FOOD WASTE CAMPAIGNS AROUND THE WORLD.

In the UK, our campaigning has contributed to the 21% reduction of food waste at consumer level, as reported by WRAP; econometric modelling has indicated that 41% of this reduction is due to public awareness of food waste.

We also successfully campaigned for the introduction of the Groceries Code Adjudicator, designed to oversee the relationship between supermarkets and their suppliers. We have since been invited to produce a dossier of violations of the Code, and are recommending the use of the GCA in Europe as one of the policy changes that could reduce food waste in supply chains across the globe, including the Global South.



GLEANING NETWORK HAS SAVED A MILLION PORTIONS OF FRUIT AND VEGETABLES SINCE 2012

We also successfully campaigned to relax the retailers' cosmetic standards that cause much of this waste. Since the launch of our campaign, ugly fruit and vegetables have become the fastest growing sector of the fresh produce market and the National Farmers Union estimates that in 2012 this saved 300,000 tonnes of produce from being wasted on UK farms. A large UK grower recently told us that they have had 20% more of their carrot harvest accepted by retailers as a result of the relaxing of cosmetic standards.



FEEDBACK HAS BEEN PUBLICLY RECOGNISED FOR ITS INNOVATIVE WORK.

We were awarded the 2014 BBC Food and Farming Award for Best Initiative in British Food, and won the 2013 Nesta Waste Challenge Prize for Gleaning Network UK. Tristram Stuart was awarded the 2011 Sophie Prize for his work, and was shortlisted for the TED Prize in 2013.

AIM

Feeding the 5000 events aim to catalyse food waste movements in the regions and countries in which they are held, bringing together coalitions of food waste organisations and helping set up new initiatives.

CAMPAIGN ACTIVITIES

Connecting organisations and giving them the tools to work together on combating food waste through an event steering group model.

Generating media coverage through organising celebratory, participative events that influence the general public, businesses and government to change behaviour on food waste.

Prompting meetings with government and businesses to inspire them to act.

Catalysing initiatives such as Gleaning and Disco Soups by empowering and training volunteers.

EVENT ACTIVITIES

Free Lunch

The feeding of 5000 members of the public on food that would otherwise be wasted, in a central city location.

Pledge signing

Attendees commit to stop wasting food in their own homes and call for action against food waste in the food industry.

Gleaning days and Disco Soup events

Groups of volunteers are taken to harvest fruit and vegetables that would otherwise be wasted, which is then chopped by volunteers to the sound of dance music.

Demonstration Kitchen

Top chefs show the public how to cook good food from items that are often wasted, such as leftovers, unusual cuts of meat, or cosmetically imperfect produce.

Keynote speeches and partner stalls

The event creates a platform to showcase the work of organisations demonstrating the solutions to food waste. Stalls often include interactive activities such as smoothie-making, produced from blemished or near expiry fruit and handed out to the public for free.

Composting

The event is supplied with biodegradable cutlery and crockery, and facilities to capture any food waste, and ensure it is turned into compost and returned to local farms.

IMMEDIATE/MEDIUM TERM OUTCOMES (1 MONTH–3 YRS)

Food waste is pushed up the political, social and business agendas – a national movement of organisations and citizens against food waste is instigated.

Businesses and governments are forced to respond to the public appetite for action on food waste, and the sense of public outcry that the event has created.

New initiatives, such as gleaning networks, are embedded in the region where the event is held. Partner organisations are inspired to start new food waste campaigns of their own.

Businesses increase donations to food redistribution organisations and food banks and redistribution charities see greater visibility and support by the government as well as increased volunteer numbers.

The network of individuals and organisations taking action on food waste increases and partner organisations have increased their capacity, profile and supporter numbers.

EXPECTED LONG TERM OUTCOMES (3–5 YEARS+)

Legislative changes across the EU and beyond ensure that waste is reduced where possible. This includes ambitious food waste reduction targets and legislative change on the redistribution of food and on feeding food waste to pigs and chickens.

A change in the way food waste is viewed by the public, including changes in buying behaviour around 'wonky' fruit and vegetables and offal.

Businesses report on their levels of food waste transparently, and figures are independently audited.

The food waste pyramid, a tool designed by the Feedback team to help businesses and public sector organisations understand how to avoid and manage food waste in the most environmentally friendly way possible, is widely adopted.

National and regional coalitions campaign on food waste around the world.

METRICS (IMMEDIATE/MEDIUM TERM)

Individuals

- Media coverage (which has been shown to impact behaviour)
- Survey of attendees to assess perceived behaviour change and awareness
- Increased food waste pledge numbers

Business

- Media coverage
- Meetings with business on food waste in run up to and following event (compared to baseline)
- Change in business policies (e.g. ambitious food waste reduction strategies and changing stocking policies re. cosmetic standards) following event and campaign
- Reduction of supply chain waste

Government

- Media coverage
- Number of interviews and lobbying meetings held with politicians in the run up to and following event (compared to baseline)
- Number of commitments and/or strategies addressing food waste announced in the run up to and following event (compared to baseline)

Civil society

- Number of new campaigns taken up by larger NGOs
- Number of new grassroots organisations
- Number of new followers, supporters and volunteers for organisations taking part in the event

"The Feeding the 5000 team are turning an incipient problem into a joyous, upbeat solution – and goodness knows we could do with a few of those right now!"

Hugh Fearnley-Whittingstall, Chef and food campaigner

"To feed 5000 people in a city, with a wonderful tasty meal from food that would otherwise be thrown away, is a brilliant way to highlight this problem."

Mike Dickson, Rainmaker Foundation

"The Feeding the 5000 campaign has raised awareness of the food waste culture and has changed the way the food industry views the issue."

Andrew Burgess, Director of Agriculture, Produce World Ltd, one of the largest fruit and vegetable producers and distributors in Europe, which sells 20% more carrots now than they did 10 years ago due to a relaxation of cosmetic standards.

AIM

Harvest fruit and vegetables from UK farms that currently fall out of the human food chain, provide this fresh, nutritious food to those in need and campaign to reduce the systemic causes that lead to much of this waste.

ACTIVITIES

Creating a network of gleaning hubs made up of volunteers, redistribution charities and growers, to harvest fresh produce.

Organising a series of gleaning days harvesting fresh fruit and vegetables for people in need (an average of 1.5-2 tonnes per gleaning day, providing up to 25,000 portions of fresh produce).

Engaging the media to explain the problems with food retailers' cosmetic standards to change customer attitudes to wonky fruit and vegetables and change additional retailer policies that create farm level waste

Working with groups in Europe, often inspired by Feeding the 5000 campaign events, to kick-start gleaning networks of their own.

Meetings with retailers, farmers and other stakeholders to encourage a change in retailer policy on cosmetic standards.

IMMEDIATE/MEDIUM TERM OUTCOMES

Charities supporting vulnerable groups and those in food poverty are provided with fresh, nutritious fruit and vegetables that they would otherwise be unable to access. Huge amounts of fresh, nutritious food are also saved from being wasted.

Nascent gleaning networks across Europe are supported to replicate the model set up in the UK and to grow.

Volunteers on gleaning days are given access to countryside and rural life and directly exposed to the issue of farm level waste and its solutions. The volunteers are also encouraged to take some produce home – some volunteers are themselves in food poverty.

Extensive media coverage on the issue leads to increased awareness of this previously neglected topic and the marketing of 'value' or budget ranges of wonky fruit and vegetables, and widespread public support for the issue.

EXPECTED LONG TERM OUTCOMES

Food retailers across Europe and beyond eliminate cosmetic standards.

Gleaning Networks are established in a number of countries around the world, including a comprehensive network in the UK, to redistribute unavoidable gluts of produce to those in need and secondary markets.

Consumer demand for wonky fruit and vegetables is dramatically increased.



METRICS (IMMEDIATE/ MEDIUM TERM OUTCOMES)

- › Number of tonnes of produce saved
- › Number of gleaning days
- › Number of volunteers engaged
- › Media coverage
- › Changes in retailer policies on cosmetic standards for fruit and vegetables
- › Number of new/developing gleaning networks around Europe

CASE STUDY: JOSIE



Josie and Hugh Fearnley-Whittingstall at our debut Sussex gleaning day in September 2013

Josie volunteered at our debut Sussex gleaning day, also attended by Hugh Fearnley-Whittingstall and the River Cottage team. She is currently struggling to provide enough food for her family.

"We are a family of 5 and my partner and I are both self employed, having completed our studies and working freelance whilst trying to raise a family. The cost of living prices have soared and severely affected our family and our struggles to find work in the current climate means that we rely on benefits, but benefits do not reflect the rising cost of living prices! So we have also come to rely on food banks and foraging and growing our own."

The eating habits of Josie's family have been affected by difficult economic circumstances:

"We definitely don't eat as much variation when it comes to fruit and vegetables but we try to eat a balanced diet. Meat

and dairy is the area that we sacrifice, we eat a lot of pulses and tinned tomatoes."

Josie took some of the gleaned plums and apples from the day to make jams and jellies and wine – just some of the creative ways of using surplus produce.

Why did Josie volunteer? *"I believe in the cause and I would like to help others in my position to benefit from the produce gleaned. It was an amazing experience, lots was learned, new friends were made, fruit was enjoyed, and the thought of being able to give fruit to those in need as well as prevent food going to waste certainly drove my decision to volunteer."*

What did she think of the day? *"I liked the fact that we were helping the farmer out...it felt like a good exchange... no money involved, swapping labour for fruit. [I also] enjoyed meeting new people with a common interest (the community spirit and camaraderie was amazing)."*

Did it encourage Josie to do more volunteering? *"Yes definitely and it would also encourage me to spread the word and recommend volunteering to other people."*

What did she learn from the gleaning day about food waste? *"The statistics are shocking when you hear about it! Also how much the farmers struggle with the demands, restrictions and stipulations they are under by the supermarkets."*

"Prices are high because farmers spend more money in an effort to cater for the supermarket demands, the supermarkets demand standards that they think are driven by the consumer but the consumer purchases what they are told to based on what is on the shelves and what is in their wallets... the consumer may often look for the cheapest vegetable which might be slightly flawed anyway!"

"If all there was was wonky courgettes on offer then people would buy wonky courgettes!"

"I believe the Gleaning Network will help highlight the imbalance and promote some positive changes that will help relieve the demands, restrictions and stipulations."



Apple gleaning



Fareshare depot

AIM

The Pig Idea aims to change the EU regulation that currently bans the feeding of pigs and chickens with animal by-products and catering waste (while ensuring the strict regulation and processing of these products).

We also aim to increase the amount of legally permissible waste being fed to pigs and chickens in the EU.

ACTIVITIES



Thomasina Miers, co-founder of the Wahaca restaurant group, launched the Pig Idea campaign in partnership with Feedback.

WHY IS THIS IMPORTANT?

The production of soy and grains to feed pigs and chickens takes a huge toll on the world's environment – through deforestation, water use, biodiversity loss and emissions. Currently 37% of the global harvest is fed to livestock, who in turn give back only a third of the total calories they consume in meat, dairy and egg products.

Feeding this food to livestock instead of people also puts pressure on global food supplies, exacerbates global food price volatility, and contributes to global hunger. The United Nations estimates that if farmers all around the world fed their livestock on the food that we currently waste and on agricultural by-products, enough grain would be liberated to feed an extra three billion people.

Feeding food waste instead of virgin crops to pigs would reduce the pressure to grow more grain for livestock and humans, and so would dramatically reduce the environmental impact of pork production.

It would also lower feed costs for farmers, lower the cost of disposing of food waste for caterers, and reduce the negative environmental impacts of sending food waste to landfill.

Influencing EU institutions to review current feed regulations

- › Lobbying MEPs, European Commission and national governments
- › Building an EU-wide network of supporters to raise the profile of the campaign
- › Building a coalition of Pig Idea partners, including NGOs and farmers, to put pressure on EU politicians and decision makers
- › Advising a corporate advocacy group which will encourage a review of legislation
- › Holding a Feeding the 5000 event in Brussels to put pressure on EU institutions

Demonstrating the feasibility and benefits of feeding food waste to pigs and chickens

- › Convening a working group of industry and academic experts to develop a safe and efficient system to recycle food waste into feed and make recommendations to the European Commission
- › Holding a roundtable of key EU stakeholders to share recommendations of the expert working group
- › Commissioning a research report which establishes the environmental and economic benefits and feasibility of feeding catering waste to pigs and chickens in the EU, identifying gaps in scientific knowledge

Diverting hundreds of tonnes of food waste from landfill to feed pigs and chickens in the UK & EU

- › Supporting and putting pressure on major retailers, Tesco, Sainsbury and Waitrose to take action to send more of their waste to feed animals
- › Establishing new 'waste to feed' projects in the EU, and share the economic and environmental benefits to encourage new schemes
- › Engaging with UK farmers and food businesses to support them to send more waste to feed and facilitating this process under the FoodSave project

IMMEDIATE/MEDIUM TERM OUTCOMES (1 MONTH–3 YRS)

An increase in support for the campaign from farmers, EU policy makers, the pig feed industry and caterers.

Support from scientists in terms of supporting the feasibility of feeding catering waste to pigs.

The production of rigorous evidence on the cost and benefits of moving to a biosecure system of feeding food waste to pigs in Europe, and a scientific case for reviewing the ban on feeding food waste to livestock.

An increase in the amount of legal food waste being fed to pigs – from supermarkets, retailers and manufacturers.

A strengthening of the debate on reviewing the ban on animal by-products and removing the ban on catering waste, and some review of the legislation underway.

A shift in societal (public, industry and decision-makers') attitudes towards feeding catering waste to pigs and chickens. Recognition that this process is the economically, socially and environmentally beneficial alternative to the current system of feeding soy and grains to livestock and disposing of food waste to landfill or anaerobic digestion.

EXPECTED LONG TERM OUTCOMES (10 YEARS+)

A change in the legislation on both feeding animal by-products and catering waste to pigs.

The necessary infrastructure and legal frameworks to divert catering waste to pigs and poultry are in place or under way.

EU member states are encouraging the feeding of catering waste to pigs and poultry.



METRICS FOR MEASURING IMMEDIATE/MEDIUM TERM OUTCOMES

- › The number of tonnes of additional food diverted from the waste stream to livestock
- › The number of farmers supporting the campaign publicly
- › The production of one or more studies producing evidence published on viable and secure systems of feeding food waste to pigs and chickens
- › Support from scientists and other experts on the issue – in our supporter network and in public
- › The number of supporters signed up to the 'Friends of the Pig Idea' corporate group
- › The number of pledges from members of the public in support of the campaign (measured on website)
- › The number of EU and Member State policy-makers who have come out in favour of a review to the legislation

Left
Pork tacos served up at the Pig Idea Feast in November 2013, made from waste-fed pork that was reared by the Pig Idea team at Stepney City Farm

Below
The Pig Idea campaign was launched by a huge celebratory feast in Trafalgar Square in partnership with Wahaca and other restaurant groups from around the country



FEEDING THE 5000

2014

In Autumn 2014 Feedback will be running a 'Global Season of Action' against food waste, with the aim of demonstrating that there really is a global food waste revolution underway. We will communicate this message through a tailored communications campaign, magnifying the impact of a series of Feeding the 5000 and other events taking place around the world.

We will be supporting the creation of food waste coalitions and events across Europe, in the UK, Belgium, Poland, Greece and Spain among many others. We will also be supporting a series of events in the USA, in cities including Portland, Oregon and Oakland, California.

2015

In 2015 Feedback will aim to catalyse food waste movement in countries including the USA (in New York and Washington DC amongst others), Brazil, Peru, Kenya, South Africa, Japan and countries in Central and Eastern Europe.

This will be done through three mechanisms, all of which will involve creating and guiding coalitions of food waste organisations:

- High level, strategically important Feeding the 5000 events**, which are initiated by the Feedback team and will involve detailed logistical planning, food sourcing, event planning and a financial contribution to direct costs.
- Medium-scale events**, where the Feedback team will provide a consultancy service to local NGOs, local groups or donors to advise on the development of a food waste campaign event. This will include some support on developing the structure and messaging of the event, and the supply of campaign materials.
- Small-scale events**, where the Feedback team will support smaller grassroots organisations to deliver either Feeding the 5000 events or smaller Disco Soup events, providing advice and materials over email and Skype.
- Gala dinner events**, where the Feedback team is paid to source food that would otherwise be wasted for high-level gala dinners or conference events, often organised by international organisations such as the UN, thus delivering the message around food waste to the high level decisionmakers internationally.

In 2015 Feedback will deliver 4 major Feeding the 5000 events, 4 medium-scale events, 25 smaller-scale events (including 5 that require a greater level of support) and 4 gala dinner events.

2016

In 2016 Feedback will be drawing on the coalitions of food waste organisations we have built since 2009, moving towards a consultative, campaigning focus in our events. We will still deliver a range of campaign events, but will be able to focus the messaging of each event to target a particular food waste issue – feeding food waste to pigs and chickens, for example – using a general outcry about food waste to achieve specific campaign wins.

We will also introduce targeted, smaller-scale campaign events – designed to drill deeper into specific food waste issues using PR-led stunts and campaigning.

In 2016 we will deliver 4 strategic, large-scale Feeding the 5000 events, 3 targeted campaign events, 3 medium events and 10 smaller events (offering a more comprehensive advisory service to 5 event groups).



Feeding the 5000 Amsterdam

THE PIG IDEA

2014

In Autumn 2014 we will build on the profile generated by our 2013 Pig Idea Feast. We will continue our public engagement through our newsletter, media outreach and social media work, and will expand our supporter network of supporting farms and businesses in the UK and Europe. We aim to build partnerships with academic institutions and scientists, to design research that will provide a strong scientific case for our campaign. We will also initiate the expert working group and assist with the convening of the corporate 'friends of the Pig Idea' group.

We plan to publish a guidance document for farmers on diverting waste to livestock and chickens, supported by visits to business and industry events, and produce a report on the feasibility and benefits of the process. Finally, we will begin to develop our European lobbying strategy, and will start to build partnerships with other NGOs and grassroots organisations who are already campaigning to create Pig Idea replicas across Europe. This currently includes organisations in Holland and Belgium

THE PIG IDEA (CONT.)

2015

Influencing EU policy: Next year we will build on existing support we have garnered from MEPs and Commissioners and lobby the EU Parliament and Commission to influence the policy making process. This will be done through a series of meetings in Brussels, as well as a public-facing Feeding the 5000 event to demonstrate to MEPs and Commissioners the strength of public feeling on the issue. We will also continue our public engagement campaign through conventional and social media.

We will build our EU-wide supporter network of Pig Idea partners and support the growth of the corporate advocacy group.

Demonstrating feasibility and benefits: Our working group of industry and academic experts will meet three times in 2015 to advise on and develop a safe and efficient system to recycle food waste into feed. We will also commission an independent research report to establish the environmental and economic benefits and feasibility of feeding catering waste to pigs and chickens in the EU. The report will also identify gaps in scientific knowledge on the issue. This will be supported by a European-wide series of press launches and a pan-European media campaign.

Divert food waste from landfill to feed pigs and chickens: We will engage with major retailers and encourage them to become advocates of the Pig Idea campaign, as well as directly send more of their waste to feed. We will also support farmers in the EU to develop waste to feed mechanisms. Finally we will engage with UK farmers and food businesses at industry events to encourage and support them to send more waste to feed.

2016

Influencing EU policy: Our lobbying effort will culminate with an event in the European Commission, made up of key supporting MEPS and scientists, calling on MEPs to publicly support a review of the legislation.

Our working group will produce a series of recommendations on feeding food waste to pigs and chickens, which will be delivered at a roundtable of key EU stakeholders (MEPs, scientists and industry leaders who were not on the working group). The recommendations will also be shared more widely with industry and the scientific community.

Our corporate advocacy group, supporter network and European network of Pig Idea partners will continue to lobby for MEPs to take action on revising the legislation.

We will work with both UK and other European retailers, such as Carrefour, to publicly support the campaign and divert more of their waste to feed, and will share the successful results of our smaller waste to feed projects with farmers across Europe.

GLEANING NETWORK

2014

This year we will complete the pilot phase of the project, with our volunteer Hub Co-ordinators in Kent, the North West, Sussex, Bristol and Avon and Cambridgeshire delivering 68 gleaning days in total and harvesting 109 tonnes of produce. This will provide 1,362,500 portions of fresh produce for those in need. We will also be continuing our support of gleaning networks that are being formed in France, Belgium, Spain and Poland, as part of the EU-funded FUSIONS programme.

Our Gleaning Manager will begin to explore how the Network can best scale up, and potentially generate an income to contribute to the sustainability of the Gleaning project.

2015

In 2015 we will secure and deliver 108 gleaning days, harvesting 216 tonnes – 2.7 million portions – of fresh fruit and vegetables for those in need. We will expand into three more regions of the UK, and collect more produce from each gleaning day as we expand the number of volunteers that we engage. We will also develop a number of campaign activities to engage the public on the issue of cosmetic standards, delivered via the media and online. Our Gleaning Manager will have decided on the most effective expansion model after an extensive period of consultation with experts in the food, strategy and logistics industries.

In Europe, we will add to our existing work by supporting new gleaning networks in a total of six European countries, providing support costs for pilot gleaning days and workshops in each country to build their capacity.

2016

In 2016 we will begin to put our expansion model in place, depending on the results of our consultation work. We anticipate at this stage that two gleaning hubs will remain under the direct control of the Gleaning Network, with six hubs potentially franchised out to carefully-selected groups. We will develop a range of materials and training programmes for franchised hubs, as well as the systems necessary to manage the relationship between the central Network and its franchises.

We anticipate that we will collect in excess of 220 tonnes (2.75 million portions) of produce, and will also have made some major advances in the reduction or elimination of cosmetic standards for fruit and vegetables in the UK.

Beyond the UK, we will also begin to develop a franchising model, where groups around the continent cover the costs of our support in return for the use of the Gleaning Network name and brand. We will aim to reach four new countries in regions beyond Europe, such as in Latin America, where organisations have already expressed an interest in developing their own Gleaning Network.

HIGH LEVEL ENGAGEMENT

One of the key aspects of Feedback's work is our engagement with senior decision-makers in the food industry and government. Once we have mobilised the public through our mass participation engagement events, we use extensive media coverage to demonstrate to business and government that if they wish to maintain support from their customers and electorate, they will need to change their policies on food waste. We then establish contact with relevant decision-makers (or indeed will be contacted by them), and offer support and advice on the best way to reduce food waste through legislative or operational changes. Tristram Stuart and senior members of the Feedback team regularly meet with food retailers, bringing photographic and other evidence obtained through our research in the UK and abroad into meetings to demonstrate the impact of their policies.

While Feeding the 5000 events are the usual prompt to engage ministers and retailers, our other projects also provide an opportunity for high level engagement. For example, the Gleaning Network generates significant public interest in the cosmetic standards imposed by retailers. We use this public interest as a lever to directly influence change from businesses and government.

Some of our biggest successes, as in the case of Tesco highlighted in our case study, have come from a combination of communicating public outrage and meeting with supermarkets and ministers to challenge and advise them as to how to best reduce their waste.

“As part of our stakeholder engagement work to develop our food waste reduction strategy, we consulted Tristram Stuart and the Feedback team in Spring 2013... Feedback provide constructive challenge through their direct engagement with our teams and through their ongoing public campaigning on food waste issues.”

George Gordon,
Head of Corporate Responsibility Communications, Tesco

“Tristram 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 London Food Board, Greater London Authority



Tristram Stuart at the launch of his book *Waste* in France, 2013, with Food and Agriculture minister Guillaume Garot

PLANS FOR 2014–2016

2014

In 2014 the Feedback team will continue to build on its work in Kenya, which was initiated in 2013 in partnership with the UN Environment Programme when we met with Kenyan farmers who were forced to waste up to 40% of their crop due to retailer restrictions.

2015

In 2015 Feedback plans to expand its work in the US, engaging with retailers including supermarkets, distributors and wholesalers. Although there are a number of gleaning organisations and networks established in the US and a well-developed food bank system, there are nonetheless significant problems with the food system that lead the country to be the most wasteful nation per capita in the world. In 2015 the team will be supported by the recruitment of a Campaigns Director, who will lead the co-ordination and strategic development of our campaigns around the world. We will also continue to enhance our communications capacity as we raise the profile of burgeoning food waste movements around the world.

2016

In 2016 we will aim to further develop Feedback's research, policy and campaigns capacity, to ensure that our campaigns continue to be supported by rigorous, independent research. We will continue to engage with business and government in the US, the EU (particularly in relation to our Pig Idea campaign), and in other regions around the world.

HIGH LEVEL ENGAGEMENT SUCCESS: TESCO

FOOD WASTE REPORTING

Feedback played an instrumental part in convincing Tesco to become the first retailer globally to publicly report on its independently-audited food waste figures, which were released in October 2013.

This was a vital move forward for the food retail sector, as until this point no information was available on the extent of food waste at this level of the supply chain due to retailers refusing to publish their data. With this information the food industry, food experts and researchers can begin to address the causes of the waste, and achieve real impact in reducing food waste levels.

As well as this major success, Feedback has played (and continues to play) an important role in exposing waste caused by retail policies and practices, such as cosmetic standards for fruit and vegetables and cancellation of forecast orders for horticultural products. In 2013/14, Feedback challenged Tesco to take concrete steps to reduce waste in its supply chain. Here we highlight two examples.

FINE GREEN BEANS



This depot wastes 20 tonnes of green beans per day. The retailer contract forbids feeding any of this to humans.

The problem

Fine green beans are the second biggest product group in Tesco's seasonal vegetable category, and most of Tesco's beans are sourced from farms in Kenya.

Investigations by Tristram Stuart and Feedback revealed that stringent cosmetic standards imposed by European food retailers meant that only straight beans, trimmed on both ends for a uniform size and length, were able to be sold. On one farm, every bean was cut down by around a third before it went to market, resulting in the waste of 40% of the farm's entire crop. This was enough to feed over 250,000 people every week in a country where 3 million people are dependent on food aid.

Retailers were also cancelling forecast orders, sometimes when produce had already been grown, harvested and packed, without paying any costs to farmers. As the retailers did not pay for this waste, they had little incentive to reduce it, and farmers were forced to pay for large harvests they couldn't sell. While some of this unwanted produce was sold on the local market or donated, the quantities involved were often so large that local markets could not absorb the food, and so much of it was either left to rot or fed to livestock.

Feedback's activities

In February 2013, Feedback fed 500 high-level officials at the UN Environment Programme headquarters in Nairobi, on food grown in Kenya but rejected by UK supermarkets. In the run up to the dinner we met many farmers who were forced to waste large quantities of beans and other produce, and these experiences were communicated to attendees and the wider public through extensive media coverage of the event. In 2014 Feedback continued to investigate instances of food waste caused by European and US food retailers, gathering film and picture evidence of waste in Kenya with the support of Belgian NGO 11.11.11, and conducting interviews and surveys of farmers as part of a research project with Dalberg Global Development Advisers.

Result

As a result of Feedback's investigations, Tesco met with us in March 2013. We challenged Tesco to lower their cosmetic standards, increase access to secondary markets for local producers, and address supply chain concerns over the cancellation of orders.

In 2014, as a result of our intervention, Tesco altered its policies regarding these issues: farmers are now required to trim only one side of the bean rather than both. Tesco has also renegotiated its contracts with farmers, basing its orders on anticipated crop yields to limit last minute cancellations.

Next steps

Building on this success, we plan to use evidence gathered in Kenya in an upcoming public campaign against these unfair trade practices, in partnership with Avaaz. Our research will also be used in the launch of a similar campaign in Belgium by 11.11.11, as well as to strengthen the Fair Trade Advocacy EU campaign.

Feedback has also been invited by the Groceries Code Adjudicator, empowered under UK legislation to impose sanctions on retailers who impose unfair conditions on their suppliers, to submit a dossier of our findings from Kenya.

In Autumn 2014 Feedback will be preparing a food waste feast in Nairobi for 500 attendees of a TEDx event on food waste, organised by the Rockefeller Foundation. This work is supported by the Rockefeller Foundation and the German NGO Welthungerhilfe.

BANANAS Activities

Following the release of *Global Gachis*, co-written by and featuring Tristram Stuart, Feedback engaged with Tesco on the film's findings of excessive waste in the supply and sale of bananas.

Results

As a direct result of meetings and advice from Feedback, Tesco changed its buying policies to guarantee buying 95% of the crop from its suppliers. It began to sell single bananas in Tesco subsidiary One Stop stores, and blemished bananas as part of its Value range. Tesco also used bananas that would have otherwise been wasted through distributor Reynolds and its subsidiary Giraffe.

STAFF AND TRUSTEES

TRISTRAM STUART

Founder

Tristram is a food waste researcher, consultant, author and campaigner. His prize-winning book, *Waste: Uncovering the Global Food Scandal* (Penguin, 2009) is widely referenced by the UN Food and Agriculture agency, the European Commission and many reports and publications around the world as one of the definitive sources of information on global food waste. Tristram continues to work with a range of NGOs, governments, and private enterprises internationally to tackle the global food waste scandal, as part and in addition to his work with Feedback.

Tristram is a Senior Research Associate at the University of Sussex Centre for World Environmental History, and has delivered lectures and seminars at institutions including Yale University, Columbia University, Cambridge University, University College London and JMU Delhi amongst others. He is a board member of the London Food Board and is an advisory board member of Sustainable Food Cities (UK), Ample Harvest (US), Food Recovery Network (US), Sustainable Restaurant Association (UK) and Rubies in the Rubble (UK).

Tristram was awarded the international environmental award, the Sophie Prize, in 2011 for his fight against food waste, and was shortlisted for the 2013 Ted Prize. Tristram was selected as one of the National Geographic's 2014 Emerging Explorers.

STAFF

NIKI CHARALAMPOPOULOU

Managing Director

Niki is responsible for the development and delivery of all of Feedback's projects, and the organisation more broadly. Previously, Niki worked for Green Alliance, The Climate Group, Forum for the Future and Waste Watch.

LIORA WULF

Business Development and Operations Director

Liora is responsible for the financial management, business development and operations support of all of Feedback's work. Previously Liora worked in the international development sector for aid agencies including Christian Aid and Merlin.

DOMINIKA JAROSZ

Events Coordinator

Dominika is responsible for coordinating and delivering Feedback's full schedule of international campaign events. Previously Dominika was the Head of Campaigns and Outreach for Pig Business, a film and campaign against factory farming.

MARTIN BOWMAN

UK Gleaning Coordinator

Martin is responsible for the delivery of Gleaning Network UK. Martin is also involved with the food waste organisation This Is Rubbish.

AMY LEECH

The Pig Idea Campaign Coordinator

Amy is responsible for overseeing The Pig Idea Campaign. Amy is also a Senior Policy Advisor at the Soil Association and a contributor to the Huffington Post.

TRUSTEES

LOUISE MOUSSEAU

Chair

Louise currently works as the Ventures Manager for UnLtd - a foundation supporting social entrepreneurs. Prior to this Louise was Chief Operations Officer at FoodCycle.

STEWART CROCKER

Stewart currently works as a strategy consultant for charities, non-profits and social enterprises. He is currently a trustee of Friends of the Earth and Chair of Think Global.

KATH DALMENY

Kath is the Coordinator of Sustain: the alliance for better food and farming. Kath sits on the boards of Food Matters, London Food Board, Sustainable Food Cities and Growing Communities.

TERESA GRAHAM

Teresa is a chartered accountant and a part-time MD of the Lexi Cinema and its related pop-up cinema screen, the Nomad Cinema.

ROMINA PICOLOTTI

Romina is a lawyer and President of the Centre for Human Rights and Environment in Argentina. She was previously the Argentinian Secretary for the Environment and Sustainable Development.

LAURA YATES

Laura is a freelance graphic designer, with clients including Oxfam and Friends of the Earth. Previously Laura was Climate and Energy Campaigner for Greenpeace.

KATE RODDE

Kate is a Chartered Accountant, MBA and entrepreneur. She previously served as a Research Associate at INSEAD and a Founder & CEO at Greenstays in France.

IMPACT TIMELINE

JULY 2009

Following advice from the Feedback team, a major UK sandwich producer changes its practices to avoid the waste of 13,000 slices of bread each day. They save an estimated £100,000 a year in disposal costs by selling the bread for livestock feed.



NOV 2009

Queens Speech Debate

Reference to Tristram Stuart and his book *Waste: Uncovering the Global Food Scandal*. Ensuing speech on Supermarket Waste and the not-for-profit government-funded Waste and Resources Action Programme (WRAP).

JAN 2010

House of Commons, Environment Food and Rural Affairs Committee publishes *Waste Strategy for England 2007*.

Committee adopted specific recommendations outlined in Tristram Stuart's book, including encouraging supermarkets to: stock more misshapen fruit and vegetables, redistribute food to the charitable sector, and report food waste on an annual basis.

SEPT 2010

Founding of 'A Taste of Freedom' by the Feedback team,

a project aiming to educate young people about food waste through creating delicious ice creams from fruit that would otherwise have been wasted.



MAY 2011

Food and Agriculture Organisation releases *Global Food Losses and Food Waste*.

Authors describe Tristram's book as an excellent introduction and survey of the problem and one that proved critical in the establishment of the problem in the global consciousness.



Feeding the 5000 takes place for the second time in Trafalgar Square.

Partnerships with London Food Board, the Mayor of London, FareShare, FoodCycle, and Friends of the Earth. Led to meetings with government ministers including Lord Taylor, Lord de Maulay, Ed Davey MP, Zac Goldsmith MP and the Prime Minister's Policy Unit at No.10 Downing Street. Every major UK supermarket now has a relationship with a food redistribution charity, in contrast to the start of the campaign. Over 5,000 people signed the food waste pledge, totalling more than 14,000 pledgees to date.



Tristram Stuart publishes *Waste: Uncovering the Global Food Scandal*. Positive reviews from: The Financial Times, The Daily Telegraph, The Sun, The Independent, New Scientist, The Sunday Times, The Guardian, British Medical Journal, Bill McKibben and many more. Translated into several languages including Chinese, Japanese, Spanish, French, German, Thai and Italian, and is also published in Anglophone countries across the world including the USA and Australia.

DEC 2009



Tristram Stuart organises first ever Feeding the 5000 event in Trafalgar Square, London.

Partner organisations included Save the Children, ActionAid, FareShare. Following the event the then Defra minister wrote to CEOs of UK supermarkets requesting that surplus food should be donated rather than destroyed. Partner charity

FareShare was profiled in the government's Food 2030 report, and Save the Children and ActionAid said that "the organisation, messaging and feel of the day were all pretty close to perfect".

DEC 2010

Tristram Stuart advises on and features in *The Great British Waste Menu*, a pioneering 90 minute BBC documentary on food waste.

APRIL 2011

Tristram Stuart awarded 2011 Sophie Prize for his fight against food waste. Previously won by, among others, John Pilger, Wangari Maathai and James Hansen.

OCT 2011

Tristram Stuart awarded *Observer Food Monthly Outstanding Contribution Award* for his campaigning on Food Waste.

NOV 2011



Business signatories to the Food Waste Pyramid from across the supply chain- include food retailers, caterers, manufacturers and restaurants. The Food Waste Pyramid was adopted by the Greater London Authority as the implementation tool for their food waste strategy, and became the basis for the EU-funded FoodSave project aiming to help SMEs across London reduce their food waste.

IMPACT TIMELINE

MARCH 2012

Kerry McCarthy launches the Food Waste Bill in the UK, with significant input and support from the Feedback team. The Bill seeks to ensure that more food wasted by supermarkets and manufacturers is donated to charities, to redistribute it to the increasing number of people living in food poverty in the UK.

MAY 2012

Feeding 5000 Bristol – in collaboration with FareShare and other groups. This has now become a regular institution in Bristol, as FareShare and local organisations have identified its power to engage the public and bring together local charities.

TED Salon London Spring 2012 “Tristram Stuart: The Global Food Waste Scandal”. Over 1.1 million views through TED website and YouTube as of June 2014.

Feeding 5000 Paris. More than 7000 meals served. The event catalysed the dramatic expansion of Disco Soupe from one location in Paris to groups around France, and internationally as part of the EU Fusions project. Meetings secured with the French food and agriculture minister Guillaume Garot that directly influenced and strengthened the development of the government's National Food Waste Pact. Continued engagement with French organisations and the media drives McCain, Carrefour and Metro Group, three of the largest food companies in the world, to approach us for input on how they can improve their operations to reduce levels of food waste.



JAN 2013

Think, Eat, Save: UNEP, FAO and partners launch global campaign to change the culture of food waste. Feedback joins as partner.



JAN 2012

The European Parliament adopts a resolution to halve EU food waste by 2020, following advice from Tristram Stuart and the Feedback team. The European Parliament designates 2014 as the European Year Against Food Waste.

APRIL 2012

Creation of a four million Euro, four year EU-funded research project to develop internationally-agreed definitions and measurement on food waste, and communicate the issue across the EU. As a partner in the project, the Feedback team offers advice and recommendations and organises a number of Feeding the 5000 events in European cities.

JULY 2012

National Farmers Union (NFU) calls for Retail Giants to reduce cosmetic standards. Seen as a measure to reduce food waste and increase market value of unused produce.

OCT 2012

Screening of Tristram Stuart and Olivier Lemaire's Film *Global Gachis (Global Waste)*. The Canal+ 90 minute documentary about food waste around the world is broadcast on the French TV channel. Tristram Stuart features centrally in the film. It becomes one of the five most popular documentaries made by Canal+.

NOV 2012

Feeding 5000 Dublin. More than 5000 people served food that would otherwise be wasted.

DEC 2012

The National Farmers Union reports that over the year 300,000 more tonnes of fruit and vegetables were sold as a result of a relaxation of cosmetic standards. Wonky fruit and vegetables become the fastest growing produce sector.



Gleaning Network UK sets up gleaning hubs in London, Kent, Cambridge, Sussex, Manchester and Bristol.

IMPACT TIMELINE



FEB 2013

Gala dinner of the United Nations Environment Programme (UNEP) Governing Council, Nairobi, Kenya. 500 ministers, diplomats and senior officials from around the world dined on a delicious meal made from Kenyan-grown food that would otherwise have been wasted or fed to animals. Focuses international attention on how retailer policies lead to farm waste by farmers and distributors.

APRIL 2013

Groceries Code Adjudicator Act 2013 signed into law. Governs the relations between the major supermarkets and their suppliers. The Feedback team were instrumental in securing this legislation, and have since been invited to highlight infractions of the Code.

JUNE 2013

THE PIG IDEA

The Pig Idea Campaign formally launched in partnership with chef Thomasina Miers.



Second Feeding the 5000 Bristol. More than 4000 people served food that would otherwise be wasted. Feeding the 5000 becomes an annual institution in the city.

JULY 2013

Feeding the 5000 Sydney. More than 6200 people served food that would otherwise be wasted, and extensive media coverage and public support secured for the event by partner Oz Harvest.

SEPT 2013

Feeding the 5000 Nantes. More than 7500 people served food that would otherwise be wasted.

30 tonnes of cabbage and cauliflower gleaned at the largest ever gleaning day, in collaboration with Company Shop which re-sells produce to workers and community members on a low-income.



Lords Select Committee publishes *Counting the Cost of Food Waste: EU Food Waste Prevention*. Feedback has a collaborative role in the report.

Feeding the 5000 Manchester. More than 5000 people served, with a focus on food poverty and gaining new skills through cooking. Created new partnerships between FareShare, Friends of the Earth and local community-based projects providing cooking skills and addressing food poverty, leading to new events in the pipeline.

Feeding the 5000 Amsterdam. More than 6500 people served food that would otherwise be wasted. Created a new coalition with a clear brand identity – Damn Food Waste – which has gone on to lead the food waste movement in the Netherlands. Feedback meets with Dutch supermarket leaders to challenge food waste policies.



Disco Soup NYC, the organisation's first activity in the US, brings together sustainable food groups and hunger relief charities who have traditionally not worked together on the issue of food waste. This laid the groundwork for events in 2014 in Portland, Oregon, North Carolina, San Francisco, Washington DC, LA and New York.

Disco Soup is recommended by the UN FAO as a great way to promote food waste issues



IMPACT TIMELINE

OCT 2013

Feedback's Disco Anti-Food Waste Day instigates and coordinates a series of food waste actions in countries including:

- Belgium, Brussels: Feeding the 5000 and Disco Soupe
- The Czech Republic, Prague: screenings of Food Savers
- France, Lyon: Disco Soupe, Paris: Disco Soupe
- Germany, Berlin: Slow Food Youth Eat – made from surplus food
- Luxembourg: SOS Faim organise a lunch from surplus food
- The Netherlands, Eindhoven: Café Discosoup, Groningen: Disco Soep, The Hague: Disco Soep, Rotterdam: Disco Soep World Record Attempt, Utrecht: Pumpkin Paradise
- Canada: Screening of Global Gachis and 'Save the Tomato' event
- UK: Blackburn 'Chopping for Change', Brighton 'Disco dancing and dry goods' special event, Pear gleaning in Kent, Parliamentary Debate on feeding food waste to pigs.

DEC 2013

Gleaning Network UK wins the Nesta Waste Challenge Prize, having gleaned more than 50 tonnes, or 625,000 portions, of fresh fruit and vegetables for people in need.

Tristram Stuart is shortlisted for the TED Prize 2013.

Feedback team give oral and written evidence to the House of Lords EU Committee on Agriculture, Fisheries, Environment and Energy on the role of the EU in reducing food waste. Feedback's evidence is heavily referenced in the final report and recommendations.

MARCH 2014

Consumer food waste drops 21% since 2007 levels as reported by WRAP. Econometric modelling shows that 40% of this change is a result of awareness raising on the issue of food waste.

APRIL 2014

Feeding 5000 Brussels.

More than 6500 people served food that would otherwise be wasted. Developed key partnership with 11.11.11 campaign group in Brussels. Co-organised a food waste conference in the European Parliament with MEP Ed McMillan Scott.



JULY 2014

Feedback team give evidence to the All Party Parliamentary Group on Hunger and Food poverty, highlighting the work of the Gleaning Network in increasing the amount of fresh produce available to people in food poverty.

Feeding 5000 Edinburgh. Almost 5000 people served food that would otherwise be wasted.

Tesco commits to publicly releasing its third-party audited food waste data. Follows extensive discussion and advice from the Feedback team.

NOV 2013

The Pig Idea Feast in Trafalgar Square serves 5000 portions of waste-fed pork dishes, in collaboration with celebrity chefs and the Mayor of London. The National Pig Association announces that a centralised system of collection and treatment of food waste for pig feed is a possibility for the future.



JAN 2014

Feeding 5000 Marseille. 4200 people served food that would otherwise be wasted.

The British Retail Consortium announces that the UK's biggest supermarkets will release food waste data. Tesco, Asda, Sainsbury's and Morrisons as well as Marks & Spencer, Waitrose and the Co-op will release regular updates on the amount of food wasted in their stores. The first data will be published early in 2015. (This is likely to be aggregate data for the industry and not at the level of individual companies therefore more pressure is needed to increase transparency on reporting.)

Feedback manages to secure inclusion of feeding food waste to livestock and unfair trading practices in the European Commission's Communication on Sustainable Food.

MAY 2014

Feedback is a major contributor to the Save Food Congress in Dusseldorf. Global collaboration between FAO, UNEP, business and charities. Feedback also organises a grassroots food waste feast with the Slow Food Youth Network, connecting the high level discussions with grassroots action and securing extensive coverage from Der Spiegel and other media outlets.

Feedback wins BBC Food and Farming Award for the Best Initiative in British Food. Described as "big ideas about big action to change the supply chain in favour of low-waste food production and consumption."



Disco Soup, NYC, 2013
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