



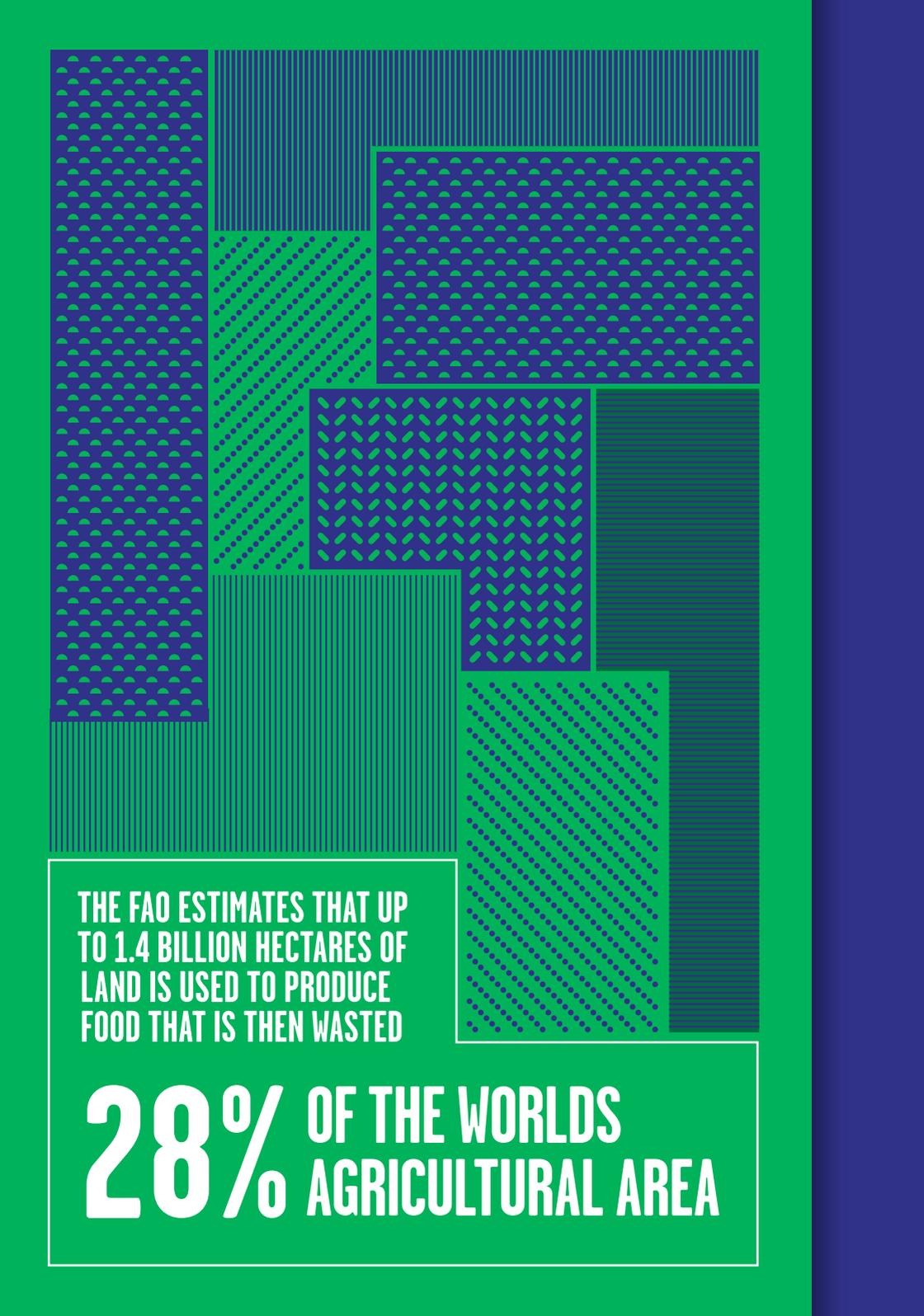
OUR IMPACT

ON FOOD

WASTE IN

2016

**FEED
BACK**

The background features a complex arrangement of overlapping rectangular blocks. Each block is filled with a different pattern: some have vertical lines, some have diagonal lines, some have a grid of dots, and others have a pattern of small, repeating shapes. The color palette is primarily green and blue, with varying shades and textures.

THE FAO ESTIMATES THAT UP
TO 1.4 BILLION HECTARES OF
LAND IS USED TO PRODUCE
FOOD THAT IS THEN WASTED

28% OF THE WORLDS
AGRICULTURAL AREA

FEEDBACK IS AN ENVIRONMENTAL ORGANISATION. WE WANT TO SEE A WORLD WHERE HUMAN ACTIVITY REPLENISHES THE NATURAL ENVIRONMENT RATHER THAN DEPLETING IT, AND SUSTAINS ALL PEOPLE ON A FAIR BASIS. TO HELP ACHIEVE THIS, WE CAMPAIGN TO END FOOD WASTE AT EVERY LEVEL OF THE FOOD SYSTEM.

Why food waste? Producing food costs the earth. The United Nations Environment Program reports that the production of food, biofuels and fibre accounts for 80% of deforestation, 70% of fresh water consumption, 30% of greenhouse gas emissions, as well as biodiversity loss on a massive scale. And the world's appetite is increasing.

Yet, globally, the world wastes one third of all the food grown – every year 1.3 billion tonnes of edible, nutritious food is not eaten. Producing this wasted food accounts for 3.3 billion tonnes of greenhouse gases.

Urgent action to address food waste is essential to keep the world well below the 2 degrees temperature increase of the Paris climate agreement, let alone the global limit of a 1.5 degree increase countries have committed to make efforts to achieve. That's why halving food waste by 2030 is one of the targets of the UN's global goals set in 2015. Our founder Tristram Stuart is an official UN Champion of this goal, and Feedback is integral to a global effort to catalyse action on reducing food

waste by challenging power and inspiring people to achieve change. Feedback is an expanding organisation with big ambitions. We believe in our power to punch above our weight: we work in collaboration with others who share our values and priorities to spread our ideas and messages around the world, and catalyse the food waste movement. We use public pressure to challenge corporate power and we use our expertise to directly advise decision-makers. We amplify our messages through attracting mainstream media attention with our fun, celebratory and high profile events.

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.

EXECUTIVE SUMMARY

IT IS WITH A SENSE OF REAL MOMENTUM THAT WE SHOWCASE A YEAR OF CELEBRATORY AND INCISIVE WORK TO REDUCE FOOD WASTE ACROSS THE SUPPLY CHAIN.

In the eight years since we launched the first Feeding the 5000 event in Trafalgar Square, we've played a leading role in making food waste an issue on everyone's lips, from UN decision-makers to prime-time TV. Our goal in 2016 was to solidify this work and explore new partnerships to expand the movement against food waste around the world.

Our flagship campaign, Feeding the 5000, continued its expansion into the US funded by a collaboration with The Rockefeller Foundation. Events in New York City, Washington DC, Denver (Colorado), Hudson Valley (New York) and Portland (Oregon), celebrated the growth of the food waste movement in the US.

Meanwhile, in fields across the UK, our Gleaning Network welcomed more than 700 volunteers to the fields to gather fresh, nutritious fruit and veg that would otherwise go to waste and delivered it to hungry bellies. Our volunteers learned about the scale of food waste by seeing some of it first hand, talked to farmers and had the chance to learn new skills and meet new people. Between them, they gleaned 100 tonnes of fruit and vegetables that would otherwise have gone to waste: that's 1.25 million portions of fruit and veg filling bellies not bins.

From the farms of Britain, to those in Senegal, South Africa, Peru and beyond, in 2016 Feedback launched new investigations into supply chain food waste and unfair trading practices. This fresh evidence deepened our understanding

of global supermarket supply chains, and added ammunition to our lobbying of both UK and EU parliaments for better regulation on transparency and fair trading.

Generating evidence for The Pig Idea, our campaign for pigs to be fed on food waste, research from Cambridge University found that overturning the EU ban on feeding food waste to pigs could save 1.8 million hectares of global agricultural land that is currently being used to feed pigs, not people – and provide a use for the 100 million tonnes of food wasted in the EU each year.

The end of 2016 brought the departure of our co-founder and Executive Director Niki Charalampopoulou. We thank Niki as she goes on to new adventures, whilst drawing on her experience and expertise now in an advisory capacity. In March 2017 we welcomed our new Executive Director, Carina Millstone. With a long-standing interest in sustainable food systems, Carina has worked with – and campaigned against – supermarkets and food producers to lessen the environmental and social impacts of food supply chains. She founded and led The Orchard Project, the charity working in cities across the UK to plant and nurture community orchards, and brings a wealth of experience from also working for Environmental Resources Management, the New Economy Coalition, and Changing Markets and authoring a book on sustainable production and consumption, '*Frugal Value*'.

As ever, none of Feedback's amazing work could happen without the collaboration, ideas, generosity, enthusiasm and hard work of all our partners, volunteers and friends around the world – we salute you!

In 2017 we have an opportunity to evolve our unique style of campaigning for new contexts, with our sights firmly set on taking the best of our eight-year history of driving action on food waste to new strategic interventions for greater impact.

In mid 2018, the UN high-level political forum on sustainable development will take a first in-depth review of global progress to halve food waste: we know already that governments and businesses must act much faster to become sustainable and resilient. Feedback will be there to keep up the pressure to bring that about.

A WORD FROM OUR NEW EXECUTIVE DIRECTOR

“This report clearly demonstrates 2016 was an extraordinary year for the organisation. Having previously positioned food waste as an irrefutable priority at the top of the policy-maker and business agendas, Feedback has now made great strides in tangibly demonstrating where, and how, food waste reduction ambitions can be met. Thanks to Feedback, it is eminently clear that we need not buy into the prevailing logic that a growing global population will require growing food production, posing an increasing threat to climate stability, biodiversity and water and land availability. Instead the environmental impacts of food production can first be reined in through designing waste, and other inefficiencies, out of our global food system. It is to this end that we will continue to expand our reach and magnify our impact in the year ahead. I hope you join us in our quest to put an end to the food waste scandal.”

Carina Millstone, Executive Director

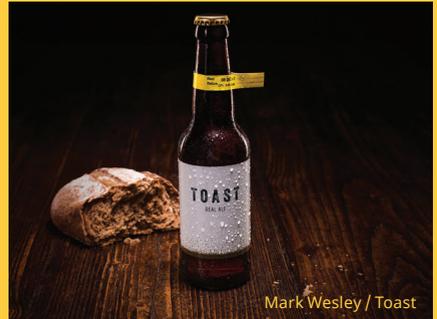
We're excited about helping to create a food system that is just, health-enhancing and sustainable, and to working with all those who share our vision.

Glen Tarman

Chair of the Board of Trustees, Feedback

INTRODUCING TOAST THE BEST THING SINCE...

Did you know that in the UK up to 44% of all bread produced ends up being wasted? Toast Ale is on a mission to change that by brewing awesome beer with surplus bread. Created by Tristram Stuart, founder of Feedback, all profits from this tasty beer go to Feedback, helping us fulfil our mission.



Mark Wesley / Toast

Toast launched on Jamie Oliver's Friday Night Feast show in January 2016, and subsequently received global press coverage. In 2016, Toast used over 2 tonnes of surplus bread and sold over 50,000 bottles of their Pale Ale. In 2017, Toast is launching new beer styles and expanding internationally. The recipe is published online for homebrewers to use with their bread leftovers, and Toast Ale invites breweries and bakeries to collaborate with them on commercial brews. Visit www.toastale.com to find out more and raise a toast to another delicious way to tackle food waste!

HOW FEEDBACK MADE A DIFFERENCE IN 2016

CHANGING SUPERMARKET PRACTICE

SETTING THE TABLE

Feedback's landmark event, Feeding the 5000, took to the USA, bringing together partners who shared our hunger for a better food system for people and the environment, and catalysing collaboration through the events themselves and their spin-off activities. All of these events incorporate messaging about the changes retailers need to make to reduce waste, demonstrated practically through our gleaning, chopping and serving of a meal for 5000 made entirely of food that would otherwise go to waste. This creates the environment for an increase in public awareness and pressure for reduced food waste at retailer level.

INVITING THE GUESTS

Feedback built on our events and collaborations to create targeted campaigns, such as our Change.org petition to US supermarkets asking them to simplify their date labelling system, which received over 30,000 signatures. We partnered with Avaaz to produce a petition signed by more than 1 million people calling for supermarkets to address the issues causing waste in their supply chains.

CALLING FOR TRANSPARENCY

SETTING THE TABLE

Feedback's research into supermarket supply chains in Kenya, Peru and Guatemala in 2016 showed how strict cosmetic specifications and last minute order cancellations were causing both waste and suffering when farmers were left without a market for their crops.

In the UK, our gleaning network provided a tangible demonstration of faulty supply chains at work, by taking volunteers into fields to harvest food that would otherwise go to waste, and deliver it to food redistribution charities.

INVITING THE GUESTS

Off the back of our supply chain research, Avaaz and Feedback launched a petition which gathered 1 million signatures, urging global policy-makers to require supermarkets to publish full and clear food waste data.

In November 2016, Feedback's founder Tristram Stuart, and chef-campaigner, Hugh Fearnley-Whittingstall, gave evidence to MPs on the need for transparency in both store and supply chain waste. Their comments were used to further question supermarkets on their food waste practices, as part of the UK Parliament enquiry into food waste.

Feedback contributes to huge change around the world through creating public pressure for action by corporates and policy-makers to reduce the damaging impacts of our food system. We do this by building alliances and collaborations with communities and organisation who share our values, and by our research and investigations into the root causes of food waste. We invite the public to learn about and participate in the solutions to food waste through our celebratory events and campaigns;

amplify our messages by using our eye-catching events to reach millions around the world through the media; and use this public pressure and media profile to directly lobby decision-makers in governments and food businesses.

Here are two examples of how Feedback contributed to change in 2016.

TURNING UP THE HEAT

Feedback magnified our message through high profile and far-reaching media, such as our front-page coverage in National Geographic, which has a circulation of roughly 6 million and is read by decision-makers in corporate and policy circles. The story covered Feedback's work researching food supply chains in detail, as well as the preparation for a Feeding the 5000 event convened by Feedback.

SERVING UP

In 2016, both Walmart and Whole Foods, two of the biggest international names in US food retail, launched their first 'ugly' fruit and vegetable lines. In Canada, Loblaw launched an ugly fruit and vegetables line, and in the UK most major supermarkets either launched or expanded their ranges. In early 2017 (outside the scope of this report, but highly relevant to our work in 2016), two major US retail associations, the Food Marketing Institute and Grocery Manufacturers Association, released guidance on standardised date labelling.

TURNING UP THE HEAT

In the UK, Feedback were the primary food waste advisors on the BBC One three-part television series, Hugh's War on Waste, hosted by Hugh Fearnley-Whittingstall, which reached an audience of over 5 million (the first episode on food waste was aired at the end of 2015).

We also contributed ideas and advice to Jamie Oliver's 'Jamie and Jimmy's Friday Night Feast', a six-part Channel 4 series focused on food waste in the UK.

The Evening Standard's investigation into food waste and food poverty featured a double page spread on Feedback's campaigns and a separate article on our gleaning network.

SERVING UP

In June 2016, the CEO of Tesco, Dave Lewis, joined The Grocer's 'Waste Not Want Not' campaign with a call to arms to other supermarkets to publish their full food waste data.

Later in the year, Sainsbury's released its UK-wide food waste data for the first time, coinciding with the Evening Standard's investigation. Tristram Stuart later challenged the CEO of Sainsbury's, Mike Coupe, at the Evening Standard's public debate on food waste and food poverty in London, to release their full data, including waste in their supply chain.

SETTING THE TABLE

INTRODUCING FEEDBACK'S PROGRAMMES

FEEDING THE 5000

Celebrating the power of food itself to unite people in the fight against waste, Feeding the 5000 is our flagship programme, with over 40 events taking place around the world since 2009. Feeding the 5000 feasts are fun, collaborative and inspiring. The events build relationships between local partners and catalyse food waste movements around the world. Oh, and we feed 5000 people for free at each event, using food that would otherwise have been wasted!

THE GLEANING NETWORK

Feedback's campaigning has succeeded because it is visual, participatory and proactive. The Gleaning Network recruits volunteers to join us in fields across the UK to gather up fruit and vegetables that would otherwise go to waste, and make this food available to people in food poverty. In doing so, the Gleaning Network builds a network of campaigners who have witnessed first-hand the scale of food waste and want to work with others to find solutions.

THE PIG IDEA

Pigs and humans have coexisted happily for centuries. With similar digestive systems to humans, pigs can thrive fed on the scraps from our plates, generating delicious pork to sustain us. But due to an EU ban on feeding meat-containing surplus food to omnivores such as pigs, pig feed is now made from crops that could be used to feed humans, at huge cost to biodiversity and the climate. The Pig Idea calls for new robust legislation to allow the safe feeding of heat-treated leftovers from catering, retail and households to pigs, reducing food waste sent to landfill and lowering the negative impact of soy feed, much of which comes from Brazil, where its cultivation causes mass deforestation.

RESEARCH & INVESTIGATIONS

The revelations in Tristram Stuart's 2009 book 'Waste - Uncovering the global food scandal' form the foundation of our lobbying to tackle the root causes of food waste. We continue that tradition with hard-hitting investigations into issues that often get overlooked; such as the impact of supermarkets' unfair trading practices on farmers in less developed countries. Feedback plans to continue and expand our independent research capacity to help us target greater food waste transparency from retailers, and to advocate for the policy-changes needed to hit the global target of halving food waste by 2030.

INVITING THE GUESTS WHAT OUR PROGRAMMES DID IN 2016

FEEDING THE 5000 GOES STATESIDE

40% of food gets wasted from farm to fork in the US, but food waste warriors are now fighting back. Thanks to support from The Rockefeller Foundation and in collaboration with over 100 partner organisations, we showed the US how tasty fighting food waste can be. With their help and 750 volunteers we rescued 19,000 pounds of food and served 29,000 meals at events in New York City, Washington D.C., Portland, Hudson Valley and Denver. The US is the first country to set a national target to halve food waste by 2030. By joining the vibrant food waste movement across America, we can reach this goal together. Feeding the 5000 has a unique way of bringing people together from different walks of life. As a participant in Denver remarked:

“You know why this event is important? Because never, in my 10 years on the streets in Denver, have I seen poor people, rich people, gay people, black & white people, all people eating and conversing together at the same table.”



UNITING FOOD WASTE WARRIORS

What happens after a Feeding the 5000 is as important as the day itself. Our events bring groups together and create the space for new initiatives to form. After Feeding the 5000 Dublin two groups, Food Cloud and Bia Food Bank, came together under one brand 'Food Cloud Hubs':

“This is one of the very positive outcomes of the Dublin Feeding the 5000 event. That was the first time we all worked together as a group and through this we realised our shared commitment and passion for solving the problem of food waste in Ireland. Everyone involved continued to work together to establish FoodCloud and FoodCloud Hubs, and by bringing them together, we believe both organisations have so much more potential to address the problem of food waste in Ireland.”

Iseult Ward, FoodCloud CEO. Working together, they aim to save over 30% more food than previous years.

FEEDING THE 5000

CATALYSING CAMPAIGNING: CLEANING UP CONFUSING DATE LABELS

Feeding the 5000 events also encourage individuals to take action on food waste – through reducing their own food waste and encouraging businesses to do the same. As part of our work in the US, Feedback launched a petition to simplify date labels on food products. Experts estimate that the confusing mix of date labels is responsible for 20% of avoidable household food waste. With over 30,000 signatures, our petition contributed to the United States Department of Agriculture recommending a simple phrase – ‘Best if used by’ - on all food whose only date marking is quality-related. We’re delighted that in early 2017 two major retail associations issued guidance on consistent food date labelling.



EMPOWERING INDIVIDUALS: THE FEEDING THE 5000 TOOLKIT

Thanks to support from The Rockefeller Foundation, we have developed a toolkit to enable individuals to organise their own food-waste events, whenever and wherever they like. Covering everything from how much veg you need to feed 5000 people to how to create your own fabulous fruit and veg costumes, this is a vital tool to open-source our movement.

GROWING OUR MOVEMENT

In 2016, Feeding the 5000 continued to catalyse the food waste movement across the world with large-scale events in Tromsø, Belfast, Bruges, Red Deer - Canada, Toulouse and Sao Paolo.

DISCO SOUP CHOP TO THE BEET



A Disco Soup, or Disco Chop, is a mass all-dancing, all-chopping event where people come together to chop and prepare a feast to the sound of disco beats. Feedback has organised Disco Soups across England and North America, and supported events in Europe and South America. We have used these events to build local food waste movements across London. Locations include churches, town halls, water pumping stations, food laboratories, and culinary institutes, showing how food waste can unite diverse communities. Disco soups took over iconic London locations in 2016 including The Victoria and Albert Museum, Borough Market, and The Skip Garden in King’s Cross.

In 2017 Feedback will continue our work in the US with an event in LA!

THE PIG IDEA

The Pig Idea campaign addresses a big problem – the EU ban on feeding meat-containing surplus food to omnivorous livestock such as pigs and chickens. European pigs are currently fed on human-edible cereals, and soy farmed in South America. A staggering 88% of soybeans in the UK are imported from Brazil. Globally, virtually all (97%) of soybean meal is eaten by livestock. By feeding pigs using crops that could feed people directly, we contribute to global hunger and amplify environmental destruction through eradicating precious rainforest habitats. And it is a vicious cycle:

expensive grain prices are putting UK pig farmers out of business. That's why in 2016 our work focussed on developing a user-friendly tool to help food businesses send as much of their unavoidable surplus food as currently possible to animal feed.



FEEDING PIGS ON FOOD WASTE WOULD MEAN THAT UP TO 268K HECTARES OF LAND WOULD NO LONGER BE NEEDED TO GROW SOYBEANS FOR FEED.

This land could host up to 2 million trees if transformed back to highly biodiverse rainforest.



CHALLENGING THE IDEA OF RISK

For centuries humans fed food waste to pigs. In Japan, South Korea and Taiwan, laws encourage this in a modern, industrial fashion. In the UK however, the practice was hastily banned after the outbreak of Foot and Mouth Disease in 2001 without considering the long-term consequences on feed prices, food security and climate risk.

RE-FRAMING THE DEBATE

Up until this point the debate has focused on the safety of feeding catering waste to pigs: Feedback believes we should adopt a different perspective – what about the risks of not feeding catering waste to pigs? Research published in 2016 highlighted that feeding pigs on food waste could reduce demand for up to 268,000 hectares of soybean production, mitigating around 2.6% of the forecast expansion of soybean. With up to 750 trees per hectare growing in the most biodiverse parts of the Amazon, this could mean 2 million more trees. This is a climate change issue – around 20 times more carbon dioxide emissions can be saved by feeding food waste to

pigs instead of sending it for anaerobic digestion (the UK government's preferred option).

GATHERING THE EVIDENCE

Feedback's partnership work and discussions have contributed to the production of three high impact scientific papers supporting the concepts behind The Pig Idea. We are currently coordinating a scientific paper with experts that will demonstrate animal disease risk management strategies, in highly sophisticated industrial waste-to-feed treatment systems. In the wider EU context, we work with our partners in REFRESH, an EU project taking action against food waste, to collaborate on formulating EU policy recommendations and local approaches to tackling food waste. This includes digital tools to support solutions, such as our upcoming app to help food businesses send as much food waste to animal feed as possible within the current regulations.



FARM ANIMALS CONSUME OVER A THIRD OF GLOBAL CROPS BUT ONLY DELIVER 12% OF THE WORLD POPULATION'S CALORIES.

DEVELOPING TECHNOLOGY TO HELP FOOD BUSINESSES

Within the current law, certain surplus food such as bakery products can be fed to pigs but there is one major barrier – bureaucracy. The complexity of the guidance and legislation is off-putting for food businesses. In 2016 Feedback set out to reduce this confusion and thus ensure that more pigs are fed safe, healthy and food waste-fighting diets. We developed a Prototype Animal Feed App to help food businesses interested in this concept directly access the relevant sections of UK government and industry guidance, without having to research an overwhelming amount of information. The prototype is currently being tested by different end-users and will be published online in spring 2017.

THE GLEANING NETWORK

100 TONNES OF FRUIT & VEGETABLES GLEANED

1.25 MILLION PORTIONS –
ENOUGH TO FEED 3,400 PEOPLE ONE
PORTION A DAY FOR A YEAR!

Gleaning takes the food waste fight to farms, and in doing so brings together volunteers, farmers and people working to address food poverty in our ever-growing movement. Gleaning allows volunteers to witness first-hand the scale of the food waste problem, whilst taking direct action to tackle it. Featured in Hugh Fearnley-Whittingstall's 'War on Waste' series, the gleaning network exemplifies Feedback's winning approach of combining practical and

participatory solutions with raising awareness and drawing media attention to spotlight the food waste scandal.

OUR EVER-EXPANDING GLEAN MACHINE

Since Feedback started gleaning in 2011 we've saved over 3 million portions of fruit and vegetables, working with over 30 farmers and 1,500 volunteers over 150 gleaning days. Our glean machine really kicked it up a gear in 2016 –



OUR PARTNERSHIP WITH FOODCYCLE

In 2016, we launched a major new partnership project with our friends at FoodCycle as part of Big Lottery's 'Our Bright Futures' programme. Through the programme, young volunteers can take part in the full journey 'from farm to fork' along with the vegetables they glean, heading to FoodCycle's kitchens to cook up nutritious, tasty three-course meals for people at risk of food poverty and social isolation. Volunteers and guests sit down together to share a meal – and for many guests, this is the one chance they have each week to eat with and have a conversation with others.

In addition to the practical impact of all that food saved and meals served, the young people who volunteer on the programme gain catering experience, training and a range of skills that will enhance their prospects of employment, they learn about the environment and become fired-up food waste campaigners in their own right.

FEEDBACK AND FOODCYCLE WORKING TOGETHER TO END FOOD WASTE



1. ASSEMBLE GLEAN TEAM
Over 700 volunteers took part in Feedback's gleaning activities

2. TAKE IT TO THE FARMS
Feedback's volunteers gleaned at over 30 farms across the country



3. LEAVE NO CARROT BEHIND
Feedback's gleaning network saved a whopping 100 tonnes!

4. COOK IT UP

Gleaned produce gets turned into tasty meals by FoodCycle's amazing 12,000 volunteers



5. SERVE IT UP
FoodCycle provided 37,000 community meals and 8,000 take-home boxes of food. Tasty!

**GLEAN—COOK—EAT—REPEAT
JOIN US IN 2017!**

we recruited over 700 volunteers who together gleaned an amazing 100 tonnes (for those of you that don't deal in tonnes that's a whopping 1.25 million portions – enough to feed 3,400 people one portion a day for a year!).

GLEANING IN THE LIMELIGHT

Our gleaning coordinator gave an inspiring talk at TEDx Youth Bath about gleaning and wonky veg. Injected with humour, it was incredibly well received and many attendees said they would love to go gleaning. It has even become one of the most watched talks of the event with over 2,000 YouTube views.

Gleaning was also featured on the BBC's 'Big Food Rescue' as well as in the Evening Standard, Positive News and the Huffington Post. The gleaning message reached a huge London audience when the Evening Standard featured the project in their 'Food for London' campaign, which led to Sainsbury's agreeing to publish their in-store food waste data for the first time.

'Like a lock-in at a pub except with more onions.'
– Jamie Oliver's thoughts on gleaning



VOICES FROM THE FIELDS

"I have been [gleaning] with my daughter, who has a learning disability. She loves harvesting fruit and vegetables, but tires very easily. This is the most perfect activity for her; she gets to do something she loves, we are out in the open air being active, we are part of a group doing the same thing, and added to all that we are doing something useful! My daughter feels she has done something worthwhile and enjoyable. This isn't something she experiences a great deal. Wonderful!!"

Felicity-Ann Hall, 15th Nov 2016

"Met new people and was really inspired by all the different activities that people are doing. Had great discussions about how to change the world, and really enjoyed spending a day outside."

A young person at one of our gleans in November 2016



RESEARCH AND INVESTIGATIONS

We rely on our research and investigations to expose areas where the hidden causes of food waste are going unchecked, particularly higher up the supply chain where it is less visible to the public eye. Feedback's supply chain research across the globe 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 last-minute order cancellations and the rejection of entire crops because of excessively strict cosmetic standards. Suppliers bear the financial costs of this waste, and the environmental costs go completely unaccounted for.



In 2016, Feedback conducted six international research projects in Germany, Peru, Mexico, South Africa, Senegal and the Netherlands, as well as our ongoing research in the UK. Through this process, we engaged over 50 farmers, suppliers, manufacturers and retailers across the food supply chain to demonstrate the scale of the problem we face. We have:

PUT FARM LEVEL WASTE ON THE AGENDA

Feedback's supply chain research has contributed to farm-level food waste being included for the first time in WRAP's (Waste Resource Action Programme) Courtauld 2025 Agreement. This voluntary agreement sets food waste reduction targets for the whole UK food industry, and most of the major UK supermarkets and food manufacturers have pledged to work towards them.

CASE STUDY DEMONSTRATING CREATIVE SOLUTIONS TO FOOD WASTE

Feedback's investigations found that in Kenya on average 50% of produce is rejected before it even leaves the country. All farmers experienced financial loss because of rejections due to cosmetic specifications. Following our research and discussions with Tesco, the supermarket giant changed their policy in April 2016, to relax their cosmetic specifications on fine green beans so more make the journey from farm to plate.

Also in Kenya, Feedback's research led to the World Food Programme consulting with us while developing a food redistribution system in Nairobi to send surplus fruit and vegetables to children around the city. Working with Enviu, an environmental organisation, the initiative aims to turn some 5 tonnes of "imperfect" produce into 78,000 school meals a day. Using food that farmers can't sell to supermarkets because of strict standards means farmers no longer lose income and more children get fed.

INFLUENCED EU POLICY ON UNFAIR TRADING PRACTICES

Feedback had a major win in 2016 on unfair trading practices (UTPs). Pressure from our 'Stop Dumping' campaign resulted in the European Parliament and European Economic and Social Committee recommending that the EC takes legislative action against UTPs. In the UK we also helped launch the Groceries Code Action Network to ensure the government extends the remit of the Groceries Code Adjudicator to protect suppliers who don't work directly with supermarkets and so aren't protected by current regulations.

TURNING UP THE HEAT FOOD WASTE IN THE MEDIA

Feedback excels in attracting high profile media coverage of our messages, usually through big, fun, visual events which demonstrate both the scale of the food waste problem and the level of public interest in this issue. Our events celebrate the delicious solutions to food waste, but they also have a serious message, one that puts decision-makers on the line and demands what they will do to address the global scandal of food waste.

In 2016, our selected media highlights include:

THE NATIONAL GEOGRAPHIC



Undoubtedly our biggest, splashiest coverage, this front-page article followed Tristram Stuart as he traced the causes of and solutions to food waste up and down the supply chain, from cosmetic standards decimating the sellable crop of Peruvian citrus growers, to feasting on gleaned produce in the US and France.

TEDx

Following in the footsteps of our founder Tristram Stuart's 2012 TED talk, which currently has just under 1.5 million views, our Gleaning Coordinator spoke at a TEDx event about wonky vegetables and why he once had 200 kilos of parsnips in his bedroom.

EVENING STANDARD

The Evening Standard's investigation into food waste and food poverty in October and November 2016 featured Feedback's work several times, and Tristram Stuart took part in their panel debate introduced by the Mayor of London, alongside the CEO of Sainsbury's and Hugh Fearnley-Whittingstall.

CHANNEL 4



In January 2016 'Jamie and Jimmy's Friday Night Feast' featured the launch of Toast Ale, the beer brewed from surplus bread, founded by Tristram Stuart, and explored just how much bread goes to waste in the UK.

Feedback's work on food waste was also featured on the on the BBC, Fox News and CNN and in the New York Times, the Huffington Post, the Independent, the Guardian and many more.

While it is difficult to accurately calculate our global reach through the media, monitoring of our Feeding the 5000 events in NYC and Washington, DC, suggested that these events generated just under 300 million media impressions.

SERVING UP OUR 2016 HIGHLIGHTS

WASHINGTON, DC

Following media coverage of our events and a large-scale petition, two major retail associations, the Food Marketing Institute and Grocery Manufacturers Association, produced date label guidance to prevent excess consumer waste due to confusion caused by unclear date labels.

BETONVILLE, ARKANSAS AND AUSTIN, TEXAS

Walmart and Whole Foods introduced their first 'wonky' fruit and vegetable ranges, following widespread campaigning and media coverage in the USA, sparked by Feedback's collaborations on Feeding the 5000 events.

MAITLAND, FLORIDA

FreshPoint, North America's largest wholly-owned distributor, introduced their own 'imperfect' fruit and vegetable ranges.

BRUSSELS

Our research and lobbying led to the European Parliament and European Economic and Social Committee recommending that the EC takes legislative action against unfair trading practices by supermarkets that create food waste in their supply chains.

A world map with a green-to-blue color gradient. Three callout boxes are connected to the map by thin lines. Two boxes point to London, UK, and one points to Nairobi, Kenya. The boxes contain text about food waste and social initiatives.

LONDON

100 tonnes of vegetables and fruit saved from being wasted by our gleaning network - and in the process introducing over 700 volunteers to the food waste movement.

LONDON

After years of public campaigning and challenging Tesco directly, the supermarket publicly announced in April 2016 that they would change their rules on Kenyan green beans and will stop forcing their suppliers to top and tail their produce. They estimate this will save more than 160 tonnes of food waste per year.

LONDON

Sainsbury's, the UK's second largest supermarket chain, published their UK food waste data for the first time. Feedback continues to campaign for full transparency, including supply chain data, across the major retailers.

LONDON

After lobbying by the Groceries Code Action Network (which Feedback initiated with Tradecraft), the UK government agreed to review the possibility of extending the remit of the Groceries Code Adjudicator, to include companies who indirectly supply supermarkets. The review is ongoing.

NAIROBI

Collaboration with the World Food Programme and Enviu led to a new school meals programme producing 78,000 meals a day using 5 tonnes of imperfect fruit and vegetables.

FINANCIAL INFORMATION

STAFF MEMBERS

Feedback continues to expand our ambitions, and our staff capacity to deliver them. We now have 21 individual staff members, including our Regional Gleaning Coordinators, the equivalent of 17.5 full-time staff.

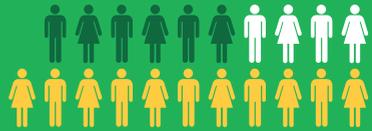
NOVEMBER 2014
4



NOVEMBER 2015
10



NOVEMBER 2016
21



FEEDBACK'S INCOME

These figures show our income and expenditure from November 2015 to October 2016.

Trusts and Foundations
£663,525



Statutory sources
£83,957

Individual donations and Legacies
£103,861

Prizes & Awards
£2,000

Income from Charitable Activities
£23,716

Other income
£11,389

FEEDBACK'S EXPENDITURE

Other Expenditure
£752,247



Cost of generating funds
£62,262

Governance costs
£6,064

NET INCOME
£67,875

THANKING OUR SUPPORTERS

Feedback is an organisation achieving very significant successes, especially given its relative size and short history. This would not have been possible without our fantastic supporters, funders, partners, and volunteers.

OUR FUNDERS IN 2015/16 INCLUDE

- **The A Team Foundation**
- **The Balcombe Charitable Trust**
- **Big Lottery - Our Bright Future**
- **Clark Bradbury Charitable Trust**
- **Esmee Fairbairn Foundation**
- **European Commission**
- **Forks on Wheels**
- **The Funding Network**
- **The Garfield Weston Foundation**
- **Ian Vincent**
- **Marble Collegiate Church**
- **The Mark Leonard Trust**
- **Miles Morland Foundation**
- **National Geographic Society**
- **The Network for Social Change**
- **The Rockefeller Foundation**
- **The Stephen Lloyd Awards**
- **The V. Kann Rasmussen Foundation**

We would also like to extend our thanks to five donors who wish to remain anonymous, and to the many other trusts, individuals and institutional donors who have contributed to our work.

Feedback receives help from a huge number of advocates and volunteers who have signed our campaign pledges, petitions, 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.

**FOOD WASTE
FROM FARM TO FORK
COSTS APPROXIMATELY
\$936 BILLION
EVERY YEAR**



Reference: FAO 2015

GET INVOLVED

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

Each and every one of us can be a food waste warrior – it's just a question of identifying how and taking action.

CAMPAIGN WITH US

In 2017 our focus will be on making supermarkets provide full transparency on their food waste, whether it's in their stores or through their relationships with the farms that supply them.

Sign up to campaign with us. Join our mailing list to be the first to hear about our new campaigns and how you can join in. Visit www.feedbackglobal.org

DONATE

Feedback is entirely funded by charitable donations. We primarily rely on generous gifts from our supporters, as well as the income we raise from charitable trusts and foundations, to do our bold work inspiring the movement to reduce food waste. You can donate online at www.feedbackglobal.org

JOIN US IN THE FIELDS

Fancy a day in the great outdoors? Every spring, summer and autumn our gleaning teams head to the fields to gather fruit and vegetables that would otherwise be wasted, and get them to a good home. Find out more and sign up to join them at www.feedbackglobal.org/gleaning

ORGANISE A LOCAL EVENT

If you're inspired by our philosophy of celebrating just how delicious tackling food waste can be, why not organise your own event locally? If you're feeling ambitious, you can even create your own Feeding the 5000 using our exciting new toolkit, available to download on our website www.feedbackglobal.org/campaigns/feeding-the-5000

COLLABORATE WITH US

Collaboration is at the heart of how Feedback works. This year we've worked with local, national and international organisations in three continents – and we'd love to work with you too! Email hello@feedbackglobal.org to start the conversation.

SPREAD THE WORD!

You can find Feedback all over the internet – join the conversation and let your friends know about our work on Facebook — facebook.com/feedbackorg and on Twitter — [@feedbackorg](https://twitter.com/feedbackorg).

CONTACT

**LEARN MORE AT [FEEDBACKGLOBAL.ORG](https://feedbackglobal.org)
OR CONTACT THE TEAM AT
HELLO@FEEDBACKGLOBAL.ORG**

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