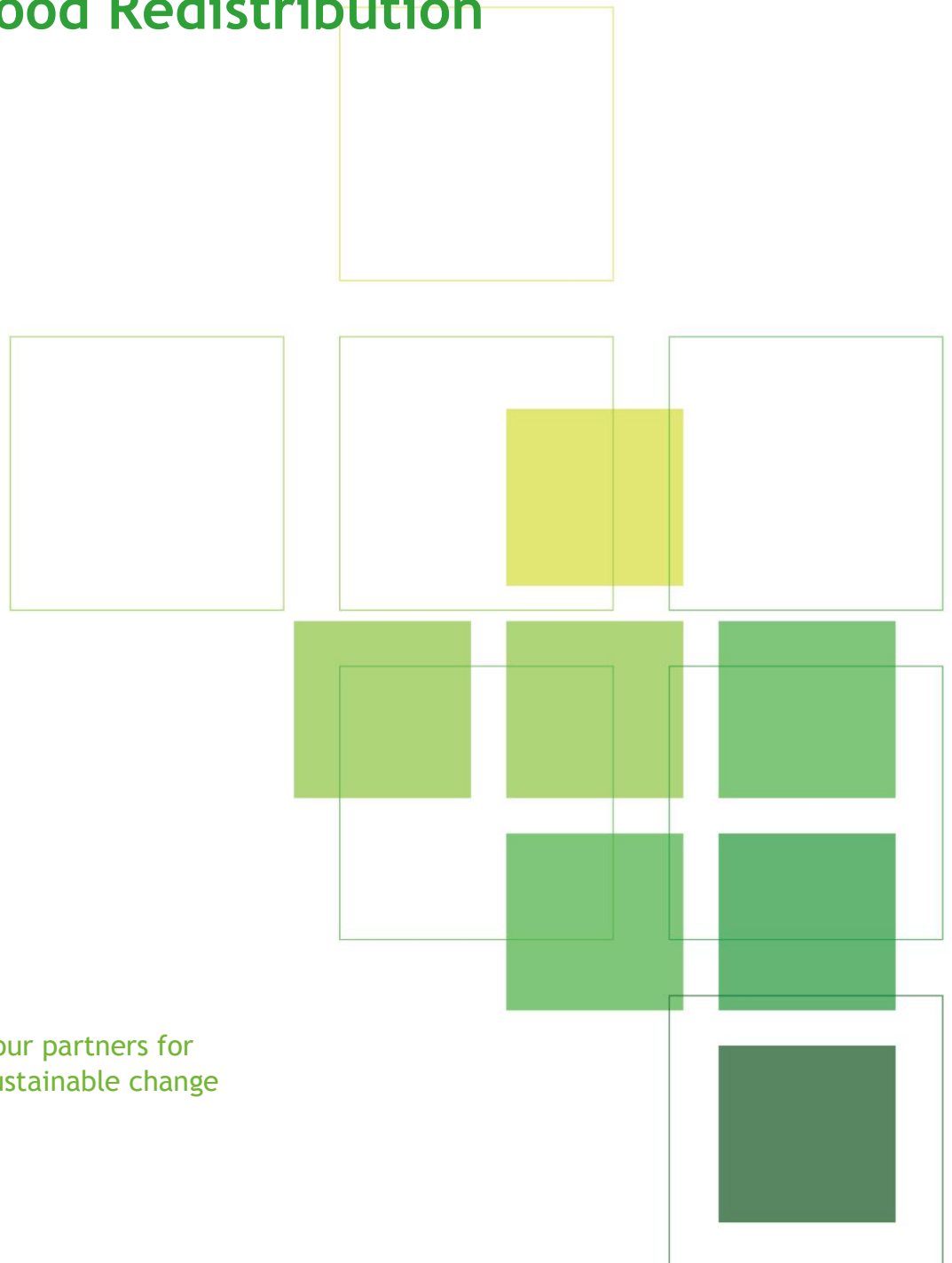


Case Study...

Surplus Food Redistribution





Client...
WRAP Cymru

The Challenge...

Surplus food is food that is fit for human consumption but has marginal or no commercial value, for example due to damaged packaging or restriction from sale by its date label. Currently only a small percentage of this food is redistributed for human consumption. WRAP Cymru and the Welsh Government are working to significantly increase surplus food redistribution and use at various stages in the food production and supply chain. One of the key areas where surplus food can be redistributed to local organisations is from the back of retail stores. On behalf of WRAP Cymru, EandSP worked with Sainsbury's and two local charities to implement a back of store pilot project in Cardiff. The key aims of the work were to:

- Demonstrate new learning concerning the implementation of back of store surplus food projects.
- Develop recommendations and 'how to' guides for surplus food redistribution at other stores across Wales.

The Work...

Project management - The central element of a back-of-store surplus food redistribution project is a collaboration whereby a food store donates surplus food to one or more local charities. Previous experience had shown that an appropriate service level agreement between the food store and the charities is essential to ensure that all parties in a surplus food project know and commit to their respective roles. EandSP reviewed previous back-of-store surplus food projects and proposed an agreement and associated documentation that met the needs of the project and placed the minimum amount of additional work on the store and the charities.

Stakeholder engagement - Working with charities that can collect food from back of store at the appropriate times and that can make use of the types and amounts of surplus food available is critical to the success of back-of-store surplus food projects. To maximise the chance of identifying and recruiting charities that could benefit from receipt of the surplus food EandSP drew up a long list of 12 potential charities located in close proximity to the Sainsbury's store. Each charity was contacted by telephone to explain the project, to understand if the charity wished to be involved and to determine the suitability of the charity in terms of being able to collect and use the surplus food. Five potential charity partners were identified and through face to face discussions two were chosen, based on their ability to use the surplus food and their enthusiasm for the project.

Implementation - Effective early implementation of back-of-store surplus food projects is often important to long term success. To maximise the chances of success EandSP co-ordinated the project for the first three months of full implementation to identify and iron out any procedural issues and to assess the ability of the charities to manage the day-to-day variation in the amounts and types of food available.

The Outcomes and Benefits...

For people - 345 kilogrammes of food have been redistributed by the participating charities per month, with the food collected per day worth on average £120 to £150.

For the environment - Surplus food that would have gone to animal food or feedstock to anaerobic digestion is being consumed by humans, avoiding the impacts of additional food production.

For the future - Separate how to guides have been produced for charities and food stores on how to establish and implement back-of-store surplus food projects. These guides are based on experiences from this and other projects and will help extend the network of back-of-store surplus food projects.

Further information is available on the WRAP website at: <http://www.wrap.org.uk/content/piloting-retail-store-surplus-food-redistribution-and-use-wales>

If you'd like to know more get in touch with Ed Gmitrowicz on 07766 879774 or e-mail ed.gmitrowicz@eandsp.co.uk and visit our website at www.eandsp.co.uk