

WPO recognizes the International Day of Awareness of Food Loss and Waste

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The International Day of Awareness of Food Loss and Waste is designed to make a clear call to action for both the public and private sectors to prioritise actions and move ahead with innovation to reduce food loss and waste.

According to WPO President, Pierre Pienaar, "Packaging can play an integral role in minimising food waste at the start of the value chain so that waste can be prevented in the households. Avoiding food waste is a critical packaging issue and one that food producers, manufacturers, brand owners, retailers and consumers need to better understand."

Vice President Sustainability & Save Food, Nerida Kelton, said "Without adequate intuitive packaging design features and fit-for-purpose packaging, food can potentially be wasted all the way through the supply chain to the consumer. By modifying packaging designs and ensuring that Save Food Packaging Guidelines are followed food waste and loss can be minimised and/or prevented."

Why is it important to reduce food loss and waste?

One third of all food produced in the world is wasted and when food is lost or wasted, all the resources that were used to produce this food -, including water, land, energy, labour and capital - go to waste. Environmentally food that is lost or wasted is responsible for 8% of global greenhouse gas emissions. If food waste was a country, it would be the third largest GHG emitter behind the USA and China.

How can WPO Members get involved in the International Day of Awareness of Food Loss and Waste?

â?¢ Take advantage of this important opportunity to call for action. Run a webinar discussing the Food Waste and Loss challenges and programs in your region or country.

â?¢ Engage with your industry media discussing the issue in your region or country.

â?¢ Recognise local Food Waste Champions and thank them for their work.

â?¢ Recognise local charities and associations who are helping to minimise food waste in your region or country.

â?¢ Showcase the good work that is being done in your region or country regarding Food Waste.