

ADAFSA launches food loss and waste reduction strategy

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Abu Dhabi Agriculture and Food Safety Authority (ADAFSA) has launched an integrated strategy to reduce food loss and waste (FLW) across Abu Dhabi. The strategy is aligned with the UAE National Food Loss and Waste Initiative, neâ??ma. ADAFSA also unveiled a public awareness campaign under the slogan Together Blessings Last. The campaign aims to promote positive behaviour among all segments of society to reduce FLW.

The strategy, part of Plan Abu Dhabi to achieve balanced and sustainable development, also falls within the framework of the approved foundational plan in Abu Dhabi Emirate. In addition, it supports efforts to achieve the goals of the UAE National Food Security Strategy, which aims to reduce FLW by 50 per cent by 2030, in line with the UN Sustainable Development Goal on responsible production and consumption.

The strategy is based on five core pillars, from which numerous initiatives are launched to address FLW practices. It encourages the community to adopt positive behaviours, reduce food consumption and conserve natural resources. The first four pillars include assessing the current situation, developing regular loss and waste measurement capabilities, setting clear policy directions and targets, and developing a legislative system to support the reduction of food waste. The strategy also emphasises community engagement and consumer behaviour change through an extensive awareness and education campaign aimed at creating a cultural shift in shopping and consumption practices and awareness of food loss.