



NZ FOOD WASTE
CHAMPIONS 12.3

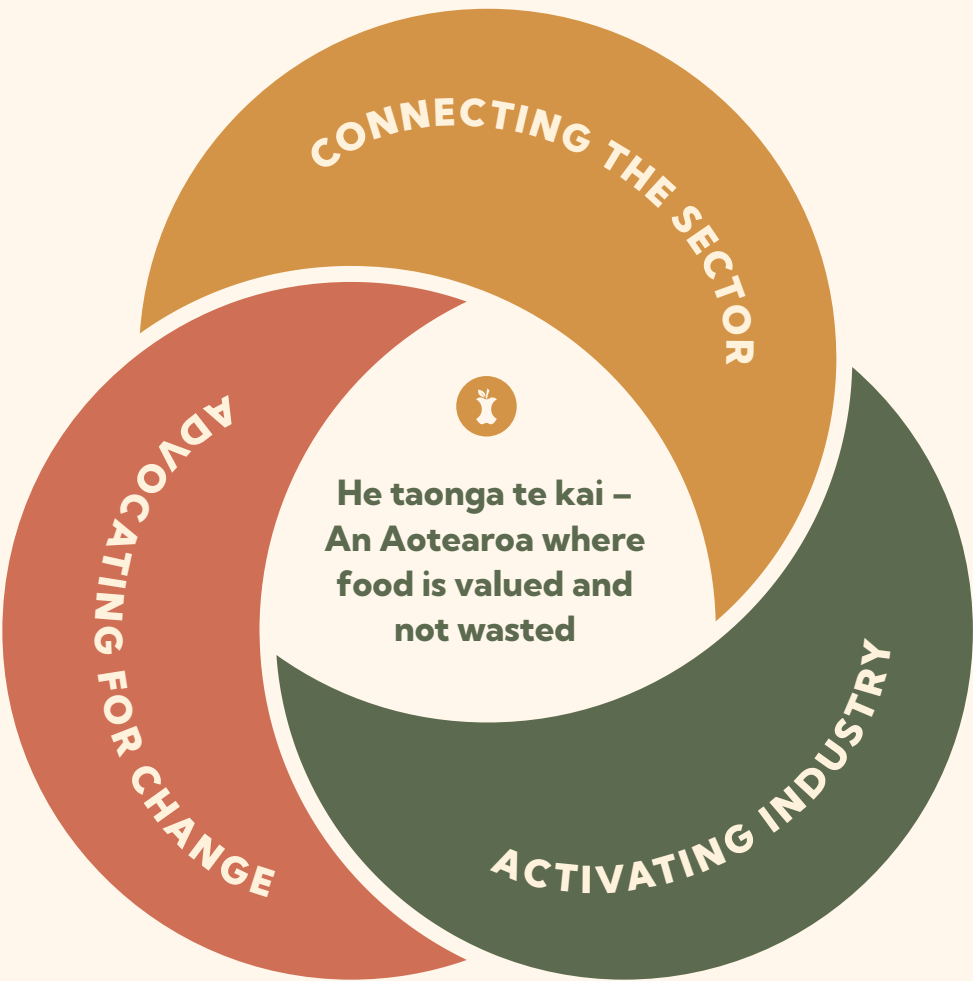
Driving action on food waste

2023–2024 Impact Report

New Zealand Food Waste Champions is a national, independent charitable organisation that holds a whole of system lens on food waste.

We are on a mission to drive action on food waste towards a sustainable, resilient food system that benefits our environment, communities and industry.

Our vision is He taonga te kai – An Aotearoa New Zealand where food is valued not wasted.



CONNECTING THE SECTOR

Our Food Waste Reduction Ecosystem Map brought together solution enablers and providers from across the system.

400+

registrations for the Food Waste Reduction Ecosystem webinar

95%

of Food Waste Reduction Ecosystem survey respondents think we need better collaboration in Aotearoa to reduce food waste at a faster pace

ACTIVATING INDUSTRY

8

large NZ food businesses are part of Kai Commitment, with a combined:

\$40b

annual income

70,000

staff

80%

of Signatories are satisfied with the programme's value for money

83%

of Signatories anticipate influencing food waste reduction across the supply chain

Kai Commitment has given us a starting point to investigate reporting on food loss and waste. It's helping us with accountability within our business.

Kai Commitment Signatory

ADVOCATING FOR CHANGE

Key recommendations delivered to government:

1. Create a shared responsibility and purpose to reduce food waste for Aotearoa's environment, communities and industry
2. Make food waste a climate solution
3. Accelerate progress through collaboration
4. Build national evidence base

We led the national consultation for New Zealand's first

food waste definition

13 leaders

from across the food value chain make up our Champions of 12.3

4 reports

we've collaborated on with the Office of the Prime Minister's Chief Science Advisor



A MESSAGE FROM OUR

Board Chair

As awareness of food waste and its impacts continues to heighten globally, the kaupapa of New Zealand Food Waste Champions (NZFWC) has never been more pressing.

While we are seeing progress on food waste globally, the World Resources Institute has warned that the speed and scale of action is still not where it needs to be – we need to do more and faster.

In Aotearoa, extreme weather events attributed to climate change, the continuing pressures of the cost of living crisis, as well as the thousands of tonnes of food being collected in curbside and industrial food waste recycling bins, continue to remind us that the impacts on and from the food system are real and are happening now. They also remind us that as a country, too much good food (\$3.2b in households alone) is being wasted, while one in five families needs more food.

Food businesses have a critical role to play in leading food system changes. The three years of funding awarded to the Kai Commitment allows some of our largest businesses to lead this work within their organisations and across the food system in alignment with international best practices. We are encouraged to see the United Nations Environment Programme (UNEP), name voluntary agreements, like Kai Commitment, as a key action for fighting food waste.

NZFWC's work with the Office of the Prime Minister's Chief Science Advisor (OPMCSA) and the Ministry for the Environment reflect our role as trusted advisors to the government, ensuring policy and programmes are aligned with international best practice.

NZFWC Trust governance continues to strengthen with the appointment of four new board members: Sam Oaken, Paul Harvey, Dr Victoria Hatten and Becky Lloyd, all of whom bring expertise and passion to the work being done by our longstanding trustees Deborah Manning, Andrew Fisher and outgoing trustee Sarah Pritchett.

On behalf of the NZFWC's Board, I would like to thank Anderson Lloyd for their ongoing legal guidance and advice and to Whakatupu Aotearoa Foundation and the Tindall Foundation for their support of NZFWC.

Finally, I would like to thank our Champions of 12.3 for their continued commitment and support to fighting food waste through their organisations, and acknowledge the tremendous work of our Executive Director, Kaitlin Dawson and her team, whose contribution is delivering outsize impacts for Aotearoa New Zealand.

Professor Miranda Miroso

New Zealand Food Waste Champions Trust Board Chair

...as a country, too much good food (\$3.2b in households alone) is being wasted, while one in five families needs more food.



A MESSAGE FROM OUR

Executive Director

I am proud to be leading the team at New Zealand Food Waste Champions as we drive action on food waste here in Aotearoa New Zealand.

We know from international experience that large-scale food waste reduction requires collaboration within sectors, across the supply chain, with government, and with solution providers such as food rescue and food waste recovery. A whole food system approach is necessary to avoid pushing food waste on to another part of the system. Our organisation is part of a thriving food waste ecosystem in our country, there are many individual organisations making an impact. We bring a systems perspective to that ecosystem through enabling sector connection and collaboration; advocating for policy and programmes that drive food loss and waste; and activating change through identifying, promoting and delivering best-practice solution pathways to industry.

Some highlights from this period are the continued the expansion of Kai Commitment and how this programme is enabling tangible food waste measurement and reduction as well as facilitating connection and collaboration among our eight Signatories and across their supply chains. The launch of the Food Waste Reduction Ecosystem highlighted the commitment of this motivated sector as well as the desire for visual representation to understand all of the moving parts for greater collective impact. It has also been extremely rewarding working with the Office of the Prime Minister's Chief Science Advisor on their robust series of reports on food waste in Aotearoa,

resulting in key policy recommendations to shift the dial on food waste in Aotearoa. Further highlights have been leading the consultation on the development of a food loss and waste definition released by the Ministry for the Environment, as well as sharing our views on top priorities for food waste reduction with incoming ministers.

Our team has grown to four (three FTE), with appointments of Kai Commitment Programme Manager, Jess Broun, Research and Policy Lead, Lisa Busch, and Communications Manager, Saraid Black. This multidisciplinary skill set is providing the capacity to broaden our reach and impact as an organisation.

Thank you to the Board for their unwavering guidance and support, our Champions of 12.3 for their ongoing leadership, and my team for continuing to over deliver and bringing their passion and drive to our mahi.

Kaitlin Dawson

New Zealand Food Waste Champions Trust Executive Director

A whole food system approach is necessary to avoid pushing food waste on to another part of the system.



Impact

“The Kai Commitment team’s willingness to go well beyond expectations to share knowledge and to encourage collaboration is very strong and has really helped to support individual and collective awareness and ownership of food waste.

Kai Commitment Signatory



Connecting the sector

Food Waste Reduction Ecosystem

In March 2024, we launched Aotearoa’s first Food Waste Reduction Ecosystem map. The map highlights enablers and solution providers across the sector, and visually captures the complexities and interdependencies across the food system. The map is a resource for the sector to foster connections and collaboration and to accelerate and amplify food waste initiatives.

Driving action on food waste

2023–2024 Impact Report

Food Waste Reduction Ecosystem in numbers

MAP

75+ organisations

5 sectors

WEBINAR

407 registrations

100+ views

170 attendees

FEEDBACK

55 responses, comments and questions

95% think we need better collaboration in Aotearoa New Zealand to reduce food waste at a faster pace

75% would use the map to connect with organisations for collaboration on food waste action

To see the map, visit nzchampions123.org/foodwasteecosystem



Elevating the profile of food waste

We are committed to raising awareness of the impacts and opportunities of food waste.

Speaking engagements

Our team contributed to numerous sector events including:

- Presenting at the E TIPU BOMA Agri Summit on food waste opportunities across the value chain
- Facilitating the SEEDS Impact Conference panel exploring innovative solutions to food waste
- As a panellist alongside leaders at the University of Otago’s Food Waste Innovation Group’s ‘Tackling food waste together actions and innovations’ event
- Speaking at both Foodstuffs and Woolworths trade shows

Digital connection

We reached new audiences on social media:

- 1,000 new followers
- Over 3,000 page views
- Over 2,500 reactions
- More than 60,000 unique impressions

We also sent out 14 newsletters to a total audience of nearly 6,000 with an average open rate of over 43%.





Activating industry

Kai Commitment

Eight of Aotearoa New Zealand’s largest food businesses are Signatories of the Kai Commitment Voluntary Agreement. In alignment with the globally recognised Target, Measure, Act best-practice framework, we work with Signatories to support them to measure and reduce food waste within their organisations and across the supply chain.

With a combined annual revenue of over \$40b and employers of more than 70,000 staff, these businesses are showcasing leadership and working together on shared challenges of food waste. Building on and further activating this collaboration is a key focus in the coming year.



Our Signatories

We have a total of eight Signatories with a **combined annual revenue of over \$40b and 70,000 employees.**



Kai Commitment has given us much greater focus and knowledge on food waste across our business, which highlights the opportunity to improve.

Kai Commitment Signatory

Programme milestones

- Secured three years of programme funding through the Ministry for the Environment from the Climate Emergency Response Fund.
- Completed the first annual measurement across all Signatories. This is a milestone moment for the programme and an example for other food organisations to follow to better understand where the food waste is within their businesses. The process included:
 - cementing the methodology
 - standardising a unit of measurement and giving Signatories clear visibility of food waste within their operations
 - sharing analytical reports offering insight on where and why the food waste occurs and the associated costs.
- Signatories committed to food waste reduction and diversion targets across four workstreams: Product review and design; Innovation and donation; Supply chain efficiency; New product development; Behavioural change and collaboration. They set significant yet achievable actions to drive food waste within their organisations.
- Kicked off our collaborative projects with Signatories who are working together to solve shared food waste problems.
- Helped build industry capability through five training and capability-building webinars.

SIGNATORY SURVEY INSIGHTS

A recent survey of Signatories on their experiences of the Kai Commitment programme found:

100%
were 'likely' or 'highly likely' to reduce food waste in their businesses

83%
anticipated influencing food waste reduction across their supply chain

80%
are satisfied with the value of Kai Commitment to their organisation



Advocacy and work with government

Work with the Office of the Prime Minister's Chief Science Advisor

Our team provided substantial advice to Dame Juliet Gerrard and her team at the OPMCSA as part of their food waste inquiry, offering expertise on food waste challenges and opportunities across the supply chain. This series of reports covers the spectrum of food waste prevention, redistribution and diversion and delivers key recommendations for government and industry to act.

- *Food waste: A global and local problem*
- *Food rescue in 2022: Where to from here?*
- *Beyond the bin: Capturing value from food loss and waste*
- *Preventing food loss and waste across the supply chain: What does the evidence say? (June 2024)*

Briefing to incoming Ministers

With a change of government, we wanted to ensure that food waste reduction was on the policy agenda for incoming ministers. In a briefing to the Minister for the Environment and Minister of Climate Change, we shared our priorities for food waste reduction in Aotearoa.

“International best practice suggests that the government should adopt a mix of regulation, monitoring, accelerating, removing obstacles, and collaborating to reduce food waste.”



We've outlined the key actions required to achieve faster progress:

1. **Create a shared responsibility and shared purpose to reduce food waste for Aotearoa's environment, communities and industry.**
We call for policy that sets clear responsibilities on the generators of food waste to measure and monitor their impact and empowers all stakeholders to play a role in ensuring our food is eaten by people, and value is captured from unavoidable loss and waste.
2. **Make food waste a climate solution.**
Food waste reduction is a huge win for our climate goals. We call for policy that better connects these issues within government, industry and civil society.
3. **Accelerate progress through collaboration.**
We call for policy that articulates a sense of urgency, ownership and collaboration on food waste reduction among a wider set of businesses and organisations. Through support for coordinating organisations like NZ Food Waste Champions 12.3, policy can accelerate large-scale change faster than individual businesses or stakeholders working alone.
4. **Build national evidence base.**
Good data is the basis of good decisions. We call for investment and coordination of continuously improving food waste data to enable transparency, accountability and targeted solutions and evaluation of actions. This will allow stakeholders to understand our national challenges and opportunities and galvanise action.

Consultation on the national food waste definition

We are proud to have led the consultation on Aotearoa's first definition of food loss and waste, which included engaging with over 40 key stakeholders across the sector, reviewing international research and best practices and providing clear recommendations to the Ministry for the Environment on forming and applying a food waste definition.

Other contributions

We are proud to have contributed to:

- Advocating for and supporting the development of the first Aotearoa New Zealand Food Waste Baseline being undertaken by the University of Otago, including NZFWC having representation on the Advisory board
- Advocating for, and providing evidence of, a voluntary agreement to be included as an action in the Aotearoa New Zealand Emissions Reduction Plan

Champions of 12.3

Champions 12.3 is a coalition of leaders from across the food supply chain who are driving Aotearoa New Zealand’s progress towards halving food waste by 2030. Through their networks and organisations they elevate awareness and action on food waste and advocate for policies and interventions across government and industry.

Impact across the sector

Our Champions of 12.3 have been leading or contributing to conversations and action on the food including:

- Being named among Aotearoa’s New Zealand’s 50 Most Influential Women in Food by Cuisine Magazine – **Prof Miranda Miroso & Angela Clifford**
- Collaborating on the Rabobank KiwiHarvest Food Waste Survey – **Deborah Manning**
- Through XLabs working on designing future food solutions – **Louise Nash**

- Speaking at Wao Summit on future food security and nourishing communities in the context of 21st century Aotearoa – **Angela Clifford**
- Focussing on alternate solutions for organic material currently going to low value sources in the hierarchy – **Matt Harcombe**
- Securing three years of funding for consumer engagement on food waste – **Sarah Pritchett**
- Being appointed to the Board of WasteMINZ – **Sandy Botterill**
- Collaborating with NZ Food Innovation Network, Bidfood and Rescued Limited on a national ‘upcycling united’ project – **Deborah Manning**
- Delivering a petition of 2,124 signatures with the support of 80 organisations and businesses to Parliament for the development of a community-led, government-enabled, values-based food strategy for New Zealand – **Angela Clifford**



“I am incredibly supportive of the work NZFWC is doing to hold a wider systems perspective on both the problem and solutions around food waste. We’ll continue to work with this important collective to translate this into action across Aotearoa.

Angela Clifford, CEO of Eat NZ





People

“It’s crucial to not only focus on solving challenges of food waste, but also to deeply understand the underlying drivers behind them. By addressing these drivers, we can develop more effective and sustainable solutions that have a lasting impact on improving food security and reducing food waste.

Deborah Manning, Founder of KiwiHarvest & New Zealand Food Network

Our Board

Prof Miranda Miroso (Chair)

Head of Department Food Sciences and Director of the Food Waste Innovation Research Theme, University of Otago

Andrew Fisher

Owner, EcoStock & Ecogas

Deborah Manning

Founder, KiwiHarvest & New Zealand Food Network

Sam Oakden

Acting Director, Industry Action, End Food Waste Australia

Dr Victoria Hatten

CEO, FoodHQ

Becky Lloyd

Director, Connexa

Paul Harvey

CEO, NZ Functional Foods

Our Champions

Paul Harvey

NZ Functional Foods

Deborah Manning

KiwiHarvest & New Zealand Food Network

Angela Clifford

Eat NZ

Sandy Botterill

Foodstuffs

Nicky Solomon

Bioresource Processing Alliance

Matt Harcombe

Silver Fern Farms

Prof Miranda Miroso

University of Otago

Louise Nash

Circularity

Catherine Langabeer

Woolworths NZ

Rosie Cotter

Fonterra Brands NZ

Andrew Fisher

EcoStock & Ecogas

Ailsa Robertson

Horticulture New Zealand

Brett Henshaw (Alumni)

Natural Pet Food Group

Sarah Pritchett (Alumni)

WasteMINZ





Get in touch

Want to know more about food waste and the work we're doing to reduce it?

VISIT OUR WEBSITE

- nzchampions123.org
- kaicommitment.org.nz

FIND US ON LINKEDIN

- linkedin.com/company/new-zealand-food-waste-champions-12-3
- linkedin.com/showcase/kai-commitment

FIND US ON INSTAGRAM

- [@nzchampions123](https://www.instagram.com/nzchampions123)
- [@kaicommitment](https://www.instagram.com/kaicommitment)

DROP US A LINE

- hello@nzchampions123.org

Food waste is a complex problem to solve, but one that can be accelerated through imagining new solutions, investing for the future and working together across the value chain. Food Waste Champions is proud to lead the discussion to enable change to happen.

Paul Harvey, CEO of NZ Functional Foods

Our team

Kaitlin Dawson

Executive Director

Lisa Busch

Policy & Research Lead

Jess Broun

Program & Account Manager

Saraid Black

Communications Manager

THANKS TO THE SUPPORT OF:



The support, passion, leadership and guidance of the Kai Commitment team is outstanding.

Kai Commitment Signatory





**NZ FOOD WASTE
CHAMPIONS 12.3**

New Zealand Food Waste Champions 12.3 Trust is a registered Charity: CC60845