

## Dublin Friends of the Earth submission - 28 March 2022

Contact: [REDACTED]

### Draft National Food Waste Prevention Roadmap Public Consultation Questions

No.	Question
1	<p data-bbox="316 584 1326 696">Do you think the approach as outlined in the draft Roadmap will deliver the reductions necessary to reduce Ireland's food waste by 50% by 2030?</p> <p data-bbox="316 725 469 757"><b>Response:</b></p> <ul data-bbox="347 763 1374 1010" style="list-style-type: none"><li>• As the roadmap currently stands, we do not think this target is achievable. The roadmap clearly explains the complexity of the food waste problem we have and the need to address it. The need for all actors to play their part from the individual to organisations and across all sectors is clear. However, the concern is that the roadmap needs strengthening if a reduction of 50% food waste by 2030 is to be achieved.</li></ul>
2	<p data-bbox="316 1048 1241 1122">What additional actions do you think would be effective in helping Ireland reduce its food waste?</p> <p data-bbox="316 1151 469 1182"><b>Response:</b></p> <ul data-bbox="347 1189 1382 2186" style="list-style-type: none"><li>• Intersectoral influences - consider reviewing the impact retailer demands have on the primary and manufacturing sectors, e.g. aesthetics.</li><li>• Event and meeting catering - can lead to food waste, e.g. over ordering of sandwiches. Innovative solutions needed to reduce waste here.</li><li>• Knowledge - we may need to go back to basics and look at rolling out kitchen organisation and cooking skills classes for younger people. Could there be a school campaign?</li><li>• Funding - there needs to be a huge increase in resources put behind the Stop Food Waste campaign for householders.</li><li>• Legislation - look to other countries and their approach to reducing food waste in retail outlets, e.g. France. The roadmap relies on businesses voluntarily opting into the Food Waste Charter, can this be mandatory?</li><li>• The food waste pyramid - this is an excellent visual but we are not sure that the actions in the roadmap are fully aligned to it. The food donation model (FoodCloud) appears to have become embedded in some retailers' approach to food waste; rather than the primary focus being on food waste prevention.</li><li>• Retailer choices - some retailers (we believe Supervalu and Dunnes) appear to be outside the food donation loop and sending food waste off to biodigesters.</li><li>• Make it easy to share food through phone apps such as Too Good to Go and Olio.</li><li>• Good Samaritan - it should be made easier for people to donate food in good faith, rather than waste it. Food safety legislation can be a barrier here.</li></ul>

3	<p>What are the most effective awareness raising measures that could be taken to reduce food waste?</p>
	<p><b>Response:</b></p> <ul style="list-style-type: none"> <li>• We suggest a national campaign on stopping food waste on a variety of media platforms, reaching people where they are - social media, TV, national papers, billboards, supermarkets. There needs to be a clear link between food waste, carbon emissions and climate change. People understand the link between meat production and methane so some similar messaging could work.</li> <li>• Also, there is not enough coverage in mainstream media - get journalists on board. Well known chefs can help with messaging, the campaign has worked with Donal Skehan in the past.</li> </ul>
4	<p>Which sectors or stakeholders do you think should play a key role in the implementation of the Roadmap?</p>
	<p><b>Response:</b></p> <ul style="list-style-type: none"> <li>• We are really encouraged to read that the roadmap suggests that we collaborate, innovate and share knowledge. Everyone has a part to play, however, the retailers who sit at the intersection of primary producers, manufacturers and consumers, have a central role.</li> <li>• The public sector needs to be a role model and champion.</li> <li>• The tech industry could add value with “smart” approaches, e.g. intelligent packaging indicating when food is off, monitoring quality along the supply chain.</li> <li>• Researchers have a key role in innovation., e.g. design of packaging, behavioural science, processing food waste but the process to apply for funding and wait many months to get started should be reviewed. Make it easier to take action.</li> </ul>
5	<p>Are you satisfied with the proposed Roadmap monitoring and evaluation arrangements?</p>
	<p><b>Response:</b></p> <ul style="list-style-type: none"> <li>• There is a lot of detail in the report, with a lot of reference to monitoring and evaluation. There is a task force being set up to oversee the process. However, we are not clear as to the methodology or how effective the monitoring will be.</li> </ul>
6	<p>Have you any other comments or feedback on the content of the draft Roadmap?</p>
	<p><b>Response:</b></p> <ul style="list-style-type: none"> <li>• It is great to see this roadmap being planned and we look forward to the final version and to see it being implemented.</li> </ul>