Draft National Food Waste Prevention Roadmap Public Consultation Questions
Template for Responses

No.	Question
1	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?
	Response: Being able to accurately measure the food waste currently generated by all the sectors mentioned in the road map will be very important to understand how much food is currently wasted and to measure reductions in food waste generated.
2	What additional actions do you think would be effective in helping Ireland reduce its food waste?
	Response: Embracing any new or current technology that will make it effortless to measure food waste generated will be important to get consumers and food businesses on board.
3	What are the most effective awareness raising measures that could be taken to reduce food waste?
	Response: Using tv and radio ads, tv programmes and docu-series (e.g. a documentary on the work of food cloud) could raise consumer awareness, social media, infographics, influencers for social media campaigns might be useful to target certain groups of consumers, working with retailers and food businesses on campaigns could help raise awareness.
4	Which sectors or stakeholders do you think should play a key role in the implementation of the Roadmap?
	Response: There is a huge amount of food waste generated by food served but uneaten by consumers in the hospitality sector. Working on portion size could also help campaigns around maintaining a healthy weight. A lot of waste is generated by householders too. Continually raising awareness and 'calls to action' among the various stakeholders will be important along with changes at a policy level as described in the roadmap. Initiatives to get householders to stop and think about whether they are overbuying or over ordering food too will help raise awareness.
5	Are you satisfied with the proposed Roadmap monitoring and evaluation arrangements?
	Response: The use of current and new technology could be investigated more as a tool to assist monitoring and evaluation of progress made. If there are tools that could easily integrate with existing technology already used by primary producers, processors, food businesses such as retailers, hospitality, and consumers, it might be more widely adopted (e.g. app on a mobile phone/tablet, technology that can collate monitoring data from existing systems).
6	Have you any other comments or feedback on the content of the draft Roadmap?
	Response: In general it seems like a well written document and a good starting point. Improving awareness and getting buy in from primary production, processors, business and consumers will be important to make it work. The possible pressure on the availability of sufficient feed for food producing animals and grain for flour as a result of the invasion of Ukraine reinforces how important it is not to waste any of this valuable resource. In the context of food security, Ireland might need to consider a stronger focus on waste on farm i.e. feed. Whilst farmers in general are very prudent, feed must not get wasted as it is all part of a sustainable food system.

Rialtas na hÉireann
Government of Ireland